

I-EP-7 5/3/84 JFA EP# 7  
off of proof

CATAWBA INFORMATION PROGRAMS

PROJECT NUMBER  
PROD. & UTIL. FAC.

50-413/414 06

The Catawba nuclear station is in York County, South Carolina. Unit 1 has a target fuel loading date of spring 1984. Unit 1 is 94% complete and Unit 2 is 54% complete. The operating license for Catawba has been contested. The two intervening groups are the Carolina Environmental Study Group, which has opposed Duke Power for 12 years, and the Palmetto Alliance, based in Columbia, South Carolina. The first phase of hearings on Catawba's operating license are scheduled to begin in October. Hearings on emergency planning will be held in early 1984.

Due to a number of unique circumstances, we began our public acceptance efforts a number of years ago. We knew that the operating license would be contested. We also had a special responsibility at Catawba because we have sold portions of the plant and have contractual obligations. The programs at Catawba encompass both media and community efforts. The focus issues are those that have been admitted in some form as contentions.

#### Media Programs

The local media have been involved with Catawba since ground breaking in 1974. The staff, including copy staff, of each local paper is invited on a special tour at least once a year. In addition, we make regular visits to the media and take them information on the plant. During the last year, we have been preparing features for placement in the smaller papers that serve the communities around the plant. All features are designed to humanize the plant. Each has featured an employee from the local community. For example, quality assurance is a contention and will focus on welding inspection. A feature on a welding inspector was printed in each of the local papers. Intervenors also alleged a lack of hand-on experience among Catawba operators - a feature for each community around the plant spotlighted an operator from their community, stressing his expertise. One community near the plant has been very politically active. They have successfully opposed a hazard waste treatment facility and a number of law suits have been launched against the local airport. We've made a real effort in getting features placed in their community newsletter. Copies of some of the printed features are attached.

For the last several years, we have held at least one media briefing each year at Catawba. Each briefing has dealt with an issue that is going to be in the news in the coming year. For example, in 1982 we knew that our McGuire nuclear station - which is a sister station to Catawba - was likely to have a steam-generator design flaw and require modification. Our media briefing focused on steam-generator problems and there was no surprise when the modification was announced. In 1983, when the Government Accountability Project became involved with the Catawba case,

we recognized that they were going to focus on whistle blowers and alleged inadequacies in our welding and welding inspection program. A briefing on quality assurance had the two focus points. At the metal fab shop, we walked the reporters through various types of welds and various types of inspections. The other focus point was piping supports and the engineering work involved.

Recognizing that quality assurance is going to be the contention in the hearings that draws the most media attention, we are holding media training for our quality assurance management who will be testifying at the hearings. These people will be ready to share their expertise with the media effectively.

Other media programs support the Catawba activities. This includes distributing material on the plant during our visits to other media throughout the service region. A special focus is the media in the municipalities that are part owner of Catawba.

#### Community Activities

The majority of our activities at Catawba have focused on establishing a dialogue with the community. For two years we have had a full-time person on site. During the summer of 1983, in order to handle the tour load, we hired a local high school physics teacher. She did an outstanding job and has returned to the classroom as an ambassador for Catawba.

Community activities include the bi-monthly newsletter, NEW GENERATION, that is mailed to all homes within the emergency planning zones. (Copies of NEW GENERATION are attached.) Articles in the newsletter are again geared to the subject areas of the contentions. We have dealt with welding, with operator training, radiation monitoring and emergency planning. We will continue to dwell on subjects likely to draw media attention over the coming months.

Our Catawba Information Coordinator is an active member of the chambers of commerce in each of the towns around the plant. Through this contact, she has been able to sponsor special briefings and tours for these groups.

A mailing to each civic club around the plant offered an opportunity for a tour or a speaker. This has been extremely well received. Other special tours included a tour for our own division operation (retail and marketing) employees' spouses. All the local managers' wives were invited in for a luncheon and tour. Another special mailing was made to all the ministers who have churches in communities around the plant. Their tour featured the plant, refreshments and an introduction to our weatherization program in which Duke provides materials for churches to weatherize low-income homes. We have purposely tied the two programs together in this community.

Other special tours that are upcoming include a VIP tour and dinner for the barbers and beauticians who have businesses within ten miles of the plant. We recognize that these people are discussion leaders and plan to work with them on keeping literature in their shops on a regular basis. Additionally, we will be holding a seminar on radiation for physicians and dentists around the plant.

A special promotion this summer was aimed at site employees. All the construction personnel are Duke employees. A letter was sent to each of the 4,000 construction workers along with each of the operations people and quality assurance people asking them if their neighbor had toured Catawba. We challenged each employee to invite one neighbor or friend's family to come on a tour. To support this, banners across plant exits say "Has Your Neighbor Toured Catawba."

All tours are coordinated by a member of our staff. A briefing on the plant operation includes any specific areas of interest. For tour guides we have called on the Construction Department and are using senior construction personnel both from crafts and management to actually handle the on-site walking portion of the tour. Each of these tour guides was selected by their management and went through a special training program on various aspects of the plant as well as basic communication skills. Again, because Duke's construction personnel are our own employees, they have a great deal of expertise in building plants, and this has come across very well in the tours. Our feedback on plant tours indicates that the employees' pride and competence have made a lasting impression.

A number of our community programs have focused on the emergency planning zone for Catawba. The population within this area is 95,000. All mailings go to each home in the area. In early May, we mailed a letter to each home inviting the residents to a meeting on emergency planning. These meetings were scheduled two weeks before siren installation began. In the letter, we let people know the sirens would be going in and what their purpose was. The thirteen May meetings were held in the community at churches, schools and other convenient gathering spots. The presentation included an update on the plant and an overview of emergency planning including the sirens. A member of Corporate Communications presented the plant update. Emergency planning was handled by our Duke staff with complimentary presentations by county emergency planning personnel and state emergency planning personnel. Our emergency planning zone takes in parts of two states and parts of three counties.

The week of September 12 we will be holding evening open houses at the plant. Again an invitation has been mailed to each home around the plant. The open houses will include a briefing by station personnel, an overview of emergency planning and then a guided walking tour of the plant site. A similar effort at our McGuire



nuclear station two years ago resulted in a total of 5,000 neighbors coming through the plant and excellent media coverage.

Prior to our emergency drill in February, a mailing will invite the community to another series of meetings on emergency planning.

With Catawba we took a fresh look at our emergency brochure. It had evolved over a number of years and had become fairly difficult to decipher. A new brochure is written on a 7th grade reading level.

The Catawba Communications Coordinator has placed thermal-luminescent dosimeters in homes and businesses around the plant. We began this effort before fuel was received on site so that we could begin educating the public on background radiation. Quarterly reports on the readings for the specific dosimeters will be mailed to the homeowner or business owner. Again this program has been extremely successful at McGuire where it has continued after plant operation.

One of the groups that we have been particularly concerned about are young mothers who do not work outside the home. In reviewing their social and informational resources, we determined that the first step was the physicians and dentists seminars. Beyond that, we are looking at where they receive information. We have put card holders out in grocery stores, in shops and in businesses around the plant. The card holders headline is - Now That We're Neighbors. The postage-paid card can be returned for a tour or for information on the plant. We are getting a very good return on these. Additionally, we have worked with the Welcome Wagons around the plant and are getting information on the plant to our new neighbors. This includes brochures as well as a Catawba frisbee for the kids.

We are developing school materials that can be used at our visitor overlook. The Museum of York County is a few miles from the plant. We have worked with them to have a side visit for school groups taking field trips to the museum. For this visit, the school group would pick up a tape recorder and a kit of materials at the museum. The teacher could then take the kids to the overlook, go through the materials using the tape, and then drop the tape recorder off at the plant. Also with the Museum of York County, we are sponsoring a number of contests for local schools. These include an energy bowl for high school students, an energy slogan contest for middle school students and an energy song contest for elementary school students. The energy song contest at Oconee was especially effective with more than 75 classes entering. The winning class had a recording session at a local radio station and then the songs were played by all local radio stations throughout the month.

Another school program is an emergency planning packet for students who go to school within ten miles of the plant. This is a learning activity where the children will determine what their shelter or reception center is and prepare instructions for their parents.

We are keeping the other Catawba owners involved and have a public information liaison with each of the groups to make sure that these materials are made available to their constituents. We are also involving them in emergency planning for the station.

#### Opinion Research

The measurement for this program has been opinion research in the emergency planning zone. Our first survey was in 1981. We had another one in the spring of 1983 and will be going back into the field the last two weeks of September. We are not only comparing the Catawba community historically, but are also comparing it with the 10-mile area surrounding our Oconee Station which has been operating ten years and our McGuire Station which has been operating for two years. This information has not only confirmed the success of our Catawba information programs but has allowed us to tailor these programs to the informational needs of our community.