

# RIC 2004

## Emergency Preparedness, Session T10

### The Joint Public Information Center- a Concept Revisited

Mike Sinclair

REP Coordinator

Illinois Emergency Management Agency

March 11, 2004

# Origin

- Kemmeny Commission Recommendations following TMI
- NUREG-0654, Criteria G.3.a & b

# NUREG-0654

- G.3.a: Each principal organization shall designate the points of contact and physical locations for use by the news media during an emergency.
- G.3.b: Each licensee shall provide space which may be used for a limited number of the news media at the nearsite Emergency Operations Center.

## ■ The Objective:

–A coordinated, integrated public information flow.

## ■ The Vehicle:

-A Joint Public Information Center

■ It works for you, but not for the media.

- You can't control the information flow.
  - Where is the story? Not at the JPIC!
- JPICs at the end of the information pipeline lack credibility!
- JPIC spokespersons aren't "responsible officials."

- My “experts” are better than your experts  
(and probably a lot more accessible.)
- What do you mean I can’t go to the plant?

## If not JPICs, then what?

- Use Electronic communication:
  - It's faster, cheaper and more efficient.
- The media will come to you.
  - Accommodate. Making the same information available at multiple locations will enhance dissemination.

- No regulatory requirement to maintain JPICs.
- NUREG-0654 requires “POINTS of contact” and “physical LOCATIONS for use by the news media.” (emphasis added.)
- If JPICs aren’t necessary or cost-effective and don’t meet the media’s needs, do they serve the public’s interests?