



U.S.NRC

UNITED STATES NUCLEAR REGULATORY COMMISSION

Protecting People and the Environment

RIC 2007

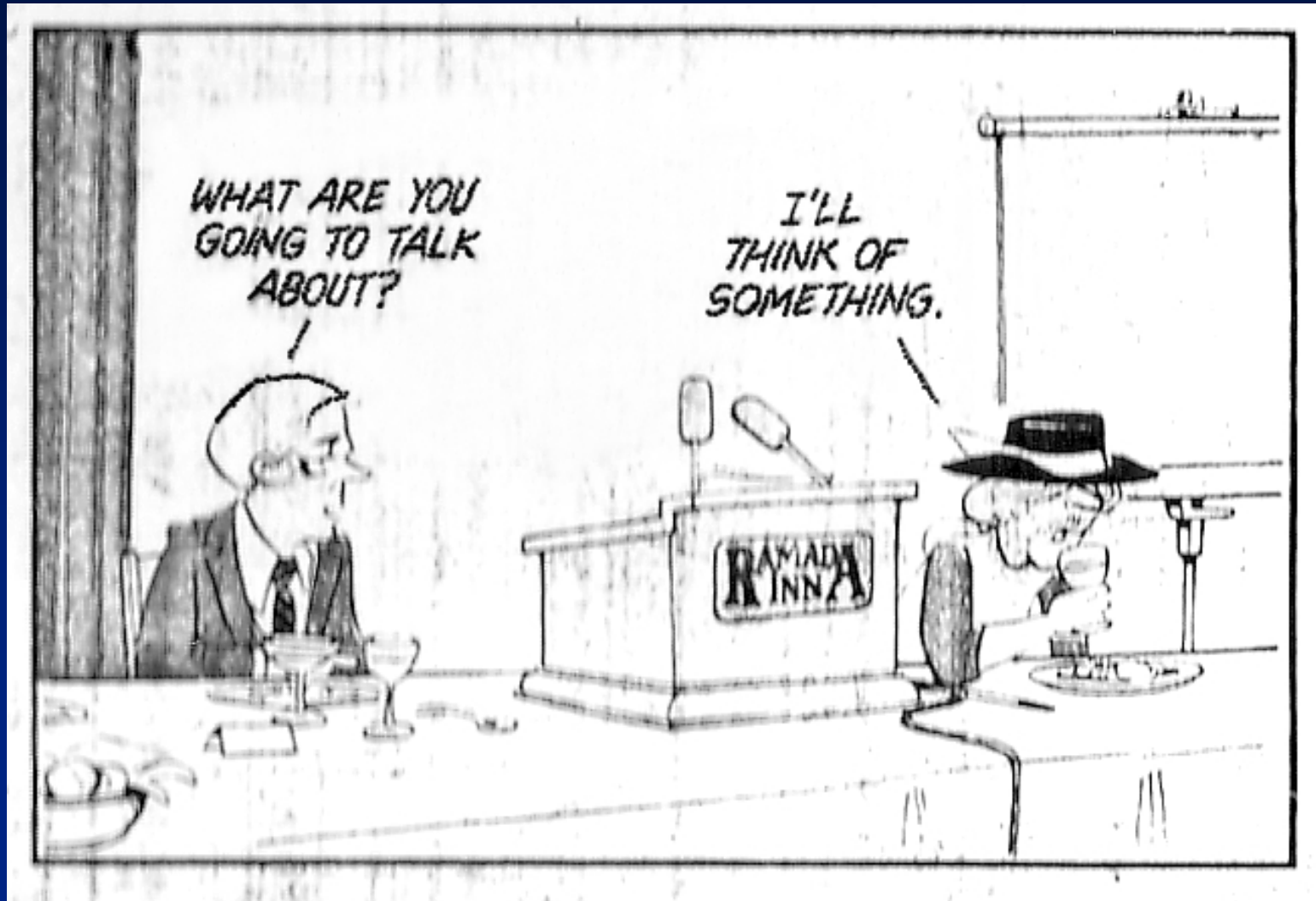
Stakeholder Communications

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Challenges of communicating in the Internet Age

- From teletypes to 24 hour news cycles
- NRC OPA then and now – from fax to 2,500 e-mail list serve
- Streamlined Web posting process

Technology and crisis communication

- Pushing hard for changes
- Revamped phone network to handle 100s of incoming calls
- Lease a dedicated 100-line phone bridge for the media
- Emergency Event Web page
- Akami back-up servers
- Internal and external call centers for the public

Other crisis communication challenges

- Coordinating with DHS during an Incident of National Significance
- Using pre-trained “adjunct” PAOs, akin to FEMA’s disaster assistance employees
- Finding NRC technical briefers who can explain to laypeople and put event in context.