

# Public Communication: How the NRC's **Public Affairs Efforts Enhance Agency Transparency**



# Transparency

Social Media

# Information and Education





# **#NRCRIC2020**

# Office of Public Affairs



nrc.gov

# Who We Are: **OPA Staff**







# Transparency The Office of Public Affairs (OPA) ensures openness in our regulatory process by making clear, accurate information available in a timely manner to the news media and the public.



## Responding to Reporters



## Using Social Media



# **#NRCRIC2020**



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#### NRC Opens Online Registration for 2020 Regulatory Information Conference

Online registration is now open for the Nuclear Regulatory Commission's 32nd annual Regulatory Information Conference, to be held March 10-12 in North Bethesda, Md.

The NRC offices of Nuclear Reactor Regulation and Nuclear Regulatory Research will jointly host the annual RIC, which is free and open to the public. Registration is required to attend. The conference agenda and online registration links are available on the NRC website. The deadline for online registration is Feb. 25.

The conference draws approximately 2,500 attendees, including industry executives, representatives from state governments, non-governmental organizations, individual community members, and representatives from foreign countries. The conference is an opportunity for attendees to hear about issues related to the safety and security of commercial nuclear facilities and current regulatory activities. The theme for the 2020 RIC is "The Future is Now."

## Issuing News Releases



Talking with Members of the Public





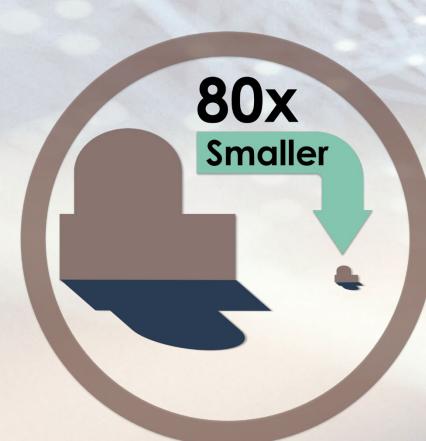




# Information and Education

OPA helps educate and inform the public about the NRC and its activities.

At Public Meetings and Events



With Brochures, Infographics, and Background Information















USNRC

Social Media OPA uses social media to communicate directly with the public and as a way to hear NRC stakeholders.









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U.S. Nuclear Regulatory.



# **#NRCRIC2020**



ISNB

Why Use Social Media?

## Social Media Users Worldwide 3.2 Billion

#### Percentage of Active Social Media Users

90.4% Born 1981-1996

### 77.5% Born 1965-1980

48.2% **Baby Boomers** Born 1946-1964

of all social media users ocial channels via

Users spend an average of 2 hours and 22 minute per day on social networks and messaging





More than 69% of U.S. adults use Facebook



You 73% of U.S. Adults in Tube the use YouTube

According to Pew Research, YouTube and Facebook continue to be the most widely used online platforms by U.S. adults





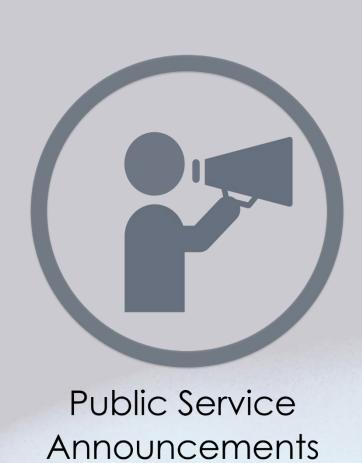




# **Crisis Communication**

OPA develops and implements strategies that allow the NRC to provide up-to-date, accurate information in an emergency.







Web Site Information/ Rumor Control



Social Media Communication



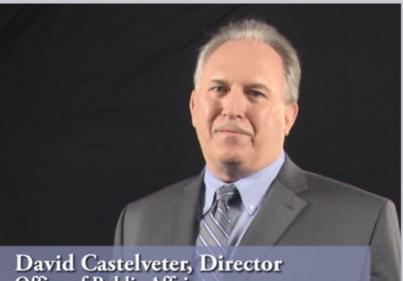








Public Affairs Staff OPA includes seven staffers in NRC headquarters and seven in regional offices, including administrative personnel and professionals, with backgrounds in journalism or mass communication, experienced in communicating about technical subjects.



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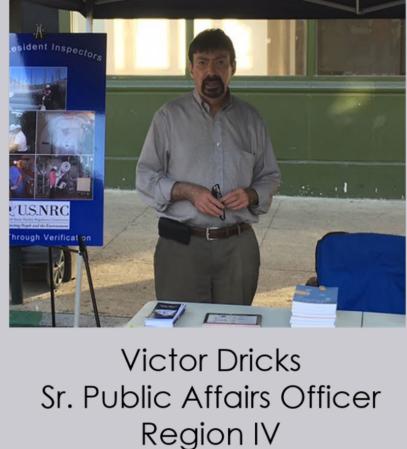


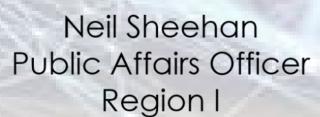


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