

RESPONSE SHEET

TO: Annette Vietti-Cook, Secretary
FROM: CHAIRMAN KLEIN
SUBJECT: COMSECY-08-0013 – ACTION PLANS
REGARDING WEB RE-DESIGN AND
PUBLICATION IMPROVEMENTS

Approved X Disapproved _____ Abstain _____

Not Participating _____

COMMENTS: Below ___ Attached X None ___



SIGNATURE

4/28/08

DATE

Entered on "STARS" Yes No _____

Chairman Klein' Comments COMSECY-08-0013

I commend the staff for their effort to identify ways to improve how the American public perceives the NRC. The agency strives to be open and transparent in the regulation of our licensees. Communicating through our website and through our printed publications plays a key role in helping the public to understand what can sometimes be very complex technical or regulatory issues. The recommendations provided by the staff will help us deliver a more consistent and transparent message.

I recommend coordinating these improvement efforts with the Office of Public Affairs (OPA), which provides the public and the news media with clear, accurate, and complete information about NRC programs, policy decisions, and activities. I also agree with Commissioner Lyons's suggestion that the staff should develop a plan for ensuring that the additional recommendations that were not discussed directly in the memorandum are incorporated into the Agency's communications initiatives, including content considerations.

RESPONSE SHEET

TO: Annette Vietti-Cook, Secretary
FROM: COMMISSIONER JACZKO
SUBJECT: COMSECY-08-0013 – ACTION PLANS
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PUBLICATION IMPROVEMENTS

Approved Disapproved Abstain

Not Participating

COMMENTS: Below Attached None



SIGNATURE

5/9/08

DATE

Entered on "STARS" Yes No

**Commissioner Jaczko's Comments on COMSECY-08-0013
Action Plans Regarding Web Re-design and Publication Improvements**


In general, I approve the staff plan to revise and update the Nuclear Regulatory Commission's web site. Web sites have become extremely powerful tools to communicate with members of the public. I believe our web site would benefit from substantial improvements with a focus on communication with the public. I applaud the staff's efforts to raise the issue and to address it. I have several specific suggestions, however, regarding the details of the implementation of this effort.

First, I would suggest a stronger role for the Office of Public Affairs than the Chairman indicated. I believe the office of public affairs should have the responsibility and authority to design and implement the web site improvements. In addition, the office of public affairs should have final staff editorial authority over the web site's content. Nonetheless, all staff should continue to provide specific subject matter content consistent with their expertise.

Second, I do not support using any budget resources to update paper documents simply to provide them with a more uniform physical appearance. As documents need to be updated to incorporate revised content, it is appropriate to utilize the new graphics and style that resulted from the branding initiative; however, funds should not be spent simply to publish new documents, until existing paper copies are depleted. This is a waste of paper – of the money and printed variety.

Third, my support of this initiative is subject to the availability of resources to accomplish the tasks specified in the paper. As the staff indicates, this activity is not budgeted for in fiscal year 2009 nor in fiscal year 2010. I encourage the staff to provide the commission with information regarding this project in a possible 2009 mid-year resource review and in the 2010 budget. Until the budget resources are identified, the staff should not initiate work in this area.

Finally, the staff should ensure that this effort coordinates closely with the efforts to update the agency's document management system. In the future, these two systems should be seamlessly integrated for members of the public. For example, searches of the public web site should transparently search the document management system. As electronic storage of information increases the distinction between the agency's web site and its document management system will decrease. Both the web site redesign and the document management system upgrade should reflect this principle.


Gregory B. Jaczko 5/9/08
Date

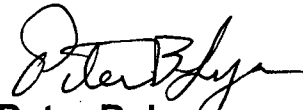
RESPONSE SHEET

TO: Annette Vietti-Cook, Secretary
FROM: COMMISSIONER LYONS
SUBJECT: COMSECY-08-0013 – ACTION PLANS
REGARDING WEB RE-DESIGN AND
PUBLICATION IMPROVEMENTS

Approved X Disapproved _____ Abstain _____

Not Participating _____

COMMENTS: Below _____ Attached X None _____



Peter B. Lyons

SIGNATURE

4/ 28 /08

DATE

Entered on "STARS" Yes X No _____

Commissioner Lyons' Comments COMSECY-08-0013

I converted this Memorandum "Action Plans Regarding Web Re-Design and Publication Improvements" (memorandum) to a Commission Action Memorandum to enable the Commission to take a formal position on the important issues covered in this memorandum.

The memorandum responds to the Commission's request to provide a course of action based on the conclusions drawn in a report from Information Experts, an organization the Agency engaged to conduct focus groups in order to understand how the American public perceives the NRC. That report provides a number of high-level strategic recommendations to strengthen public perception of the Agency, providing initiatives which the Staff believes will "resonate most broadly with the general public."

I commend the staff for taking up the issue of public perception. In this age of mass communication, the media is an extremely influential and powerful force and there is no question that the internet, specifically, has the ability to communicate information to vast and diverse audiences. In recognition of this fact, the staff engaged Information Experts to independently assess our external messages. In response to the contractor's report, the staff has prepared a proposed course of action to include improving the Agency's web site by redesigning it to be more "citizen-centric" (e.g., by providing appealing graphics, a warm and inviting format, and a consistent editorial style), and by improving printed products along the same lines. I support these initiatives and agree with the staff that such improvements should be part of the Agency's efforts to provide a more consistent and transparent message. Certainly, graphics, format, and style should not be allowed to impede our ability to communicate effectively with the public.

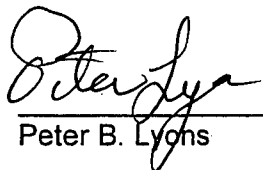
There are two additional recommendations that the contractor's report provided that were not directly discussed in the memorandum. These recommendations provide critical support for any initiatives that may be taken to improve the public's perception of the Agency. They are: (1) to adopt a proactive approach to the communications to clarify the NRC's non-partisan role, and showcase the safety and protection the Agency provides citizens; and (2) depict the breadth of responsibility – for example, incorporating the NRC role within the regulation of healthcare (nuclear medicine), etc. These recommendations should go hand-in-hand with an additional recommendation to create an internal communications initiative to enable all staff to embody new approaches. The report cites leveraging current communications vehicles such as the *EDO Update*, *NRC Reporter* newsletter, and Commissioner briefings. Communication plans are another way to accomplish this. Clearly, to have a positive effect on public perception, it is not enough to provide a more appealing package; the timing and content of our messages must also be well thought out and clear, and must be well communicated internally as well. Appealing graphics and a consistent editorial style are important; the content of the Agency's messages is critical.

Public confidence is the byproduct of a regulatory agency that demonstrates its commitment to the protection of the public health and safety and the environment. Safety and security issues encompass activities associated with both reactors and materials licensees. It is important for the public to understand that the Agency's commitment extends to activities that touch their daily lives even if they do not live within the Emergency Planning Zone of a nuclear power plant, such as the medical and industrial uses of licensed materials.

The recent reorganization in the Office of the Executive Director for Operations which resulted in the newly-formed Communications, Innovation, and Budget Branch "recognizes the importance

of good communication skills throughout the staff." I applaud this emphasis and recognition. Good communication skills should (1) adopt a proactive approach to the communications to clarify the NRC's independent role, and showcase the safety and protection the Agency provides citizens; and (2) depict the breadth of responsibility of the Agency.

I recommend that the Commission direct the staff to develop a plan for ensuring that the additional recommendations that were not discussed directly in the memorandum are incorporated into the Agency's communications initiatives, including content considerations, and provide recommendations for accomplishing this.

 4/25/08
Peter B. Lyons Date

RESPONSE SHEET

TO: Annette Vietti-Cook, Secretary
FROM: COMMISSIONER SVINICKI
SUBJECT: COMSECY-08-0013 – ACTION PLANS
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Approved X Disapproved _____ Abstain _____

Not Participating _____

COMMENTS: Below _____ Attached X None _____



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DATE

Entered on "STARS" Yes ✓ No _____

Commissioner Svinicki's Comments on COMSECY-08-0013

In general, I approve the staff plan to revise and update the agency's website and to redesign the look of some of its printed products. I also offer these additional comments.

The NRC has attracted, over the years, a community of deeply involved and very technically knowledgeable stakeholders. While providing more content directed to the general public is an important goal, and will strengthen the NRC's public outreach, any redesign of the website must not lose sight of the needs of our most committed and involved stakeholders. This community of stakeholders will expect – and we must preserve – continued access to the highly technical content to which they have become accustomed. Ease of access to this content is also essential. Specifically, I believe consideration should be given to maintaining some of the same or similar buttons and links so that those stakeholders who have invested their time in learning to navigate the NRC website don't have to start over. Simply put, let's not frustrate our website's most dedicated, existing users.

I also endorse the proposal by Commissioner Jaczko that NRC printed products be redesigned to the new look and format on the same schedule as currently exists for updating them to incorporate revised content. This approach will result in the most judicious use of the agency's publication resources.



Kristine L. Svinicki 5/14/08