

David G. Jackson - The Planned Approach to Public Information by the
ERDA Nevada Operations Office

Public information is an integral part of all projects and programs conducted by the Nevada Operations Office, and is considered in the planning and execution of these projects. This public information program is consistent with the requirements of the Freedom of Information Act, the Environmental Protection Act and ERDA policies.

The NV Office of Information Services has the responsibility to plan and execute the project public information plan. Emphasis is placed on the following items in planning and conducting the plan:

- I. Who must be informed --
 - a. Specific segments of the public (those persons most likely to be directly affected by the project).
 - b. News media (particularly those which have the greatest potential for reaching the specific public).

- c. Organized groups (government, civic, professional, schools, etc.).
 - d. General news media (regional, national and special publications).
- II. What information should be presented --
- a. All information in the Environmental Impact Statement.
 - b. Operational procedures relating to safety.
 - c. Project goals and peg points of major importance.
 - d. Background on personnel for various aspects of the projects.
 - e. Anything else within reason that is requested.
- III. When should information be presented --
- a. Specific schedule of project milestones which will require public announcement.
 - b. Organization to respond to inquiries on a timely basis.
- IV. Where are the communication resources --
- a. Know the capabilities of all communication media in the area.
 - b. Possible use of project controlled media, if necessary.
- V. How will the Public Information Plan be executed --
- a. Literature (fact books, news clips, news letters, etc.).
 - b. Organized briefing teams, designated spokesmen, etc.
 - c. Tours
 - d. Special services (movies, radio tapes, other audiovisual aids).

In short, detailed public information plans are necessary to effectively communicate with any given public. The plan must be re-evaluated periodically and updated to meet the goals of the project. To be effective, the PIO plan must be an integral part of every aspect of the project.

I hope that this is what you had in mind. If I can be of further help, please let me know. Again, thanks for the opportunity to appear on your program.