

A PARADIGM SHIFT IN INFORMATION DISSEMINATION

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Where Did It All Start?

- September 2011 emergency exercise scenario involving an Accidental Death
 - Issues
 - Information gathering & flow
 - New Release approval process
 - New Release dissemination process
 - Accidental Death during an emergency
 - Dealing with Social Media

Lesson Learned from LANL Los Conchas Fire (2011)

- ▣ Employees and the public rely on multiple sources, including social media, to keep themselves informed, but no single method will reach all employees or all audiences.

Information Dissemination

□ Solution

- ✓ **New Position...PSS/TSC PIO to obtain accurate, timely, consistent information early in the event**
 - In the right place to gather/vet initial information
 - Has the “ears” of a reporter
 - Provide quick communication lines to NNSA SP, Y-12 PIO, and Social Media Coordinator (SMC)

Information Dissemination

- Solution

- ✓ Initial information approval process streamlined to prevent unnecessary delays
 - NNSA Spokesperson has authority to approve initial information provided by PSS/TSC PIO for immediate release to public/media
 - Y-12 and YSO Senior Management as well as Y-12 Emergency Management approved new approach to immediate release information via Social Media and News Releases

Information Dissemination

- Solution
 - ✓ EMInS EPI Page
 - Provides bullets not prose
 - Editing is unnecessary
 - Facts only
 - Available on PIOs Blackberry

Information Dissemination

✓ EMInS EPI Page

- Assists in approval process
- CM/EM (and others as deemed necessary by CM/EM) click for approval
- Headquarters sees it at same time as Crisis Manager, TSC Manager and Emergency Manager

Information Dissemination

□ Solution

➤ Two EOC PIOs instead of one

- One to write bullets
- One vets information for bullets

Accidental Death Protocol

❑ Solution

✓ Accidental Death Protocol

- When can we announce an accidental death on site
- Must be out in front of employees/media
- Notification of next of kin (NOK)
- Defines how we can accomplish this quickly and accurately

Social Media Protocol

□ Solution

- ✓ Social Media Protocol
 - Social Media Coordinator added to ERO
 - Establishes Hashtags early in event
 - Provides pre-approved Y-12 specific information to followers

Social Media Protocol

- ✓ Social Media Protocol (Cont.)
 - Ground rules for getting “facts” out within 30 minutes of event
 - Helps prevent rumors by being accurate and timely
 - Tracking Twitter and Face Book

Media Center

☐ Solution

✓ Media Center (MC)

- Used at OE Not Further Classified, Alert, and SAE
- Decision to activate based on perceived or actual media/public interest
- Y-12 controlled facility close to site with all AV/Sound considerations

Questions