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# Y-12 Media Center

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# Background on Y-12 Media Center Concept

- Media Center serves as an onsite facility for responding to media for emergencies without a direct offsite impact
- Includes response to OE not further classified, Alerts, and Site Area Emergencies
- Supplements the existing Oak Ridge Joint Information Center (for General Emergencies)
- Enables prompt media response with all of the capabilities of onsite telecommunications (computers, telephone system)



# Y-12 Media Center

- Decided to pursue Media Center approach as most emergencies are at the lower levels, but can still result in significant local/regional media response
- Fits well with reporter's desire to get as close to the emergency as possible
- At Y-12, takes advantage of the fact that we have a large public interface/access facility known as the New Hope Center located outside 229 boundary or "The Blue Line"



# New Hope Center (NHC)

- NHC is used for benefit plans/HR, badging office, 400 seat auditorium – built with alternate financing
- No badging/security necessary in area where MC is located
- Conference rooms inside the NHC are designated for PIO work area
- History Center auditorium, now being renovated, will be our location for press conference, briefings, etc.
- Expect completion on June 1



# Y-12 New Hope Center



# Media Center capabilities

- Seating for up to 120 people
- 2 large screens & 2 projectors
- Wireless microphone and dedicated sounds system
- 8" x 8" pass through space for satellite truck cables
- NHC equipped with wireless "hotel" capability
- Located 5 minutes from our main office building onsite, and can be activated in moments



# Media Center – Artist Concept



# Closing

- Media Center helps us to combine traditional media approach with social media
- Media Center is not a JIC
- Other related improvements include enhanced staffing at the earliest stage in the PSS/TSC; movement away from use of press releases to “facts” that can be used in multiple forms; and improved electronic approval process in EMINS
- Allows us greater flexibility for more training opportunities