



EPI Subcommittee May 4, 2009 Meeting Report



The 2009 Emergency Public Information (EPI) Subcommittee Working Group Meeting for DOE/NNSA and contractor personnel interested in EPI was sponsored by NA-41 and met prior to the 2009 EMI SIG Annual Meeting. The purpose of this meeting was to provide a forum to discuss topics of concern in order to develop objectives and create a path forward for exchange of information and management of issues related to EPI. Approximately 40 people attended the meeting representing DOE/NNSA Headquarters, site offices, and contractors with EPI responsibilities.

Presentations

Alyson Austin, Leadership Outfitters, and Susan Shaw, NA-41, presented information on "Bridging the Communications Gap." This interactive session outlined the fundamentals of working within a community environment, different stages of a team, understanding different behaviors/personalities and how to effectively communicate.

Gerald Baron, CEO, PIER Systems, provided information on virtual response and the impact of social media in crisis communications. This presentation provided an overview of the virtual JIC and outlined the media outreach tools, inquiry management, and streamlined approval process the technology provides.

Richard Ohlsen, Brookhaven National Laboratory (BNL), provided information on BNL's annual 2008 drill. While exercises typically conclude at the point when the emergency public information component is just about to start, BNL's annual 2008 drill terminated after the completion of the first press briefing. Mr. Ohlsen presented challenges and lessons learned in EPI from BNL's drill and training on how to develop legitimate, challenging EPI scenarios and how to incorporate them into emergency exercises.

Rebecca Feaster, Argonne National Laboratory, presented information on "Understanding and Communicating with Diverse Groups." This presentation explored our demographics and generational differences, as well as, how to tailor your message to your targeted audience. Ms. Feaster also outlined how cultural and generational sensitivity/understanding will help a communications professional become more successful in his/her changing community.

Marie Dunkle, M.K. Dunkle Consulting, presented information on the EPI Function Analysis. In order to maintain a relevant and efficient program, the DOE/NNSA Emergency Operations Training Academy (EOTA) was asked to conduct a function analysis focused solely on the EPI program. Ms. Dunkle reviewed the process, summarized the outcomes of the task and training analysis, and shared the impact of the analysis to future training. Results from the analysis will be made available upon its completion.

All presentations will be posted on the EMI SIG Website at <http://orise.orau.gov/emi/events/annual-mtg.htm>



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Chair Election

Erin Ritter, Public Information Coordinator for Pantex, replaced John Carter, Director Community Affairs for the SC Brookhaven Site Office, as the EPI Subcommittee Chair. As Chair, Erin will be the point of contact for future EPI Subcommittee meetings and will assist in providing direction for future events per member input.

Attached is a letter from the newly elected EPI Subcommittee Chair, Erin Ritter:

Path Forward

The EPI Subcommittee met to discuss the 2009-2010 Path Forward. The Subcommittee identified areas for improvement and discussed products they would like to develop. Products such as field operations guides, revised plans/procedures, technology initiatives, and items developed in collaboration with other EMI SIG subcommittees were discussed.

Subcommittee members also discussed objectives they would like to complete during the annual planning period. The members identified the following objectives:

| Objective #1: Develop a field operations guide for EPI | |
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| Description: | The EPI Subcommittee will submit a list of bulleted items to be incorporated into a field operations guide for EPI. |
| Lead/Responsibility: | Marie Dunkle, mdunkle@mindspring.com |
| | Elizabeth Waldron, ewaldron@eota.energy.gov |
| Action Item(s): | The EPI Subcommittee will provide a list of bulleted items for development of a field operations guide for EPI. |
| | Using the Subcommittee's input, Marie Dunkle and Elizabeth Waldron will draft a field operations guide for EPI. |
| Deliverable(s): | List of bulleted items to be incorporated into a field operations guide for EPI |
| | Field operations guide for EPI in the format of a desk aid, badge holder, or pocket guide |
| Due Date: | Fall 2009 |



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| Objective #2: Collaborate with operations groups in the EMI SIG | |
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| Description: | The EPI Subcommittee will seek collaborative work with the Exercises and Drills Subcommittee and Training Working Group to identify common issues and concerns, and lessons learned, and to remove stovepipes. |
| Lead/Responsibility: | Erin Ritter, eritter@pantex.com |
| | Anita Romero, amrome1@sandia.gov |
| | Marie Dunkle, mdunkle@mindspring.com |
| Action Item(s): | Anita Romero will provide a copy of Sandia National Laboratory's database of EPI exercise objectives. This database may be used to collaborate with the Exercise and Drill and Training Working Groups. |
| | The leads for this objective will initiate a conference call with the Chairs of the Exercise and Drill Subcommittee and Training Working Group to meet in the Fall of 2009 to remove stovepipes and identify common issues and concerns to report to the EPI Subcommittee during the 2010 EPI Subcommittee Workshop. |
| Deliverable: | Presentation/debriefing from the EPI Subcommittee Chair, Erin Ritter, on outcomes of collaborative meeting with Exercise and Drills Subcommittee and Training Working Group to outline lessons learned and future action items |
| Due Date: | Fall 2009 and May 2010 |



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| Objective #3: New technologies support statement | |
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| Description: | The EPI Subcommittee will develop a statement that will be provided to DOE/NNSA management stating the need for the use of access to and training related to the use of social media before, during, and after an event. |
| Lead/Responsibility: | Bernie Pleau, letstalksense@q.com |
| | Carisa Shultz, carisa.schultz@inl.gov |
| | James Giusti, james-r.giusti@srs.gov |
| Action Item: | The EPI Subcommittee will develop a position statement to be presented to DOE/NNSA management expressing the need for the use of new technology, such as social media applications, before, during, and after an event. |
| Deliverable: | New technology position statement |
| Due Date: | Winter 2009 |

The EPI Subcommittee will continue to utilize the EPI Listserv as the main mode of communication and collaboration. Quarterly conference calls will be reinstated to encourage active participation in support of EPI Subcommittee objectives and to provide a forum for action item updates, information sharing and round robin of site updates in EPI and other related areas.

At the closing of the Annual Workshop, participants agreed to provide Erin Ritter with additional resources, product development ideas, action items, and suggestions for improvement, along with indications of their intended level of commitment and support. She in turn will represent the group's interests to the EMI SIG.

Take a Look at the EPI Subcommittee Website!

For information on the EPI Subcommittee, quarterly conference calls and special meetings schedules, technology resources, archived presentations, and contact information, visit the EPI Subcommittee Website at <http://orise.orau.gov/emi/epi/default.htm>.