



Emergency Public Information (EPI) Subcommittee

Highlights

EPI Subcommittee Teleconference

Wednesday, July 18, 2012, 12:30–1:30 PM EST

Participants

J R Dillenback, ORAU Consultant

Holly Hardin, ORISE

Jeff Donaldson, NSTec

Melanie Hayden, Mission Support Alliance

Debra Dyer, Oak Ridge Office

June Pauley, NA-41

Andy Freeberg, SLAC

Welcome

The EPI Subcommittee met on Wednesday, January 18, 2012, via conference call.

2012–2013 Objectives Development Discussion

The EMI SIG EPI Subcommittee identified potential objectives for the 2012–2013 planning period at the 2012 EPI Subcommittee Annual Workshop in Seattle, WA prior to the EMI SIG Annual Meeting. Out of this discussion, lists of eight potential objectives were captured. A survey was sent to EPI Subcommittee listserv to request input for objective prioritization. Nine survey responses were received and resulted in the following prioritization:

1. Develop and conduct a two-way virtual news briefing.
2. Develop a mobile application(s) for Public Information Officers.
3. Define and develop a list of social media resources needed to sustain alternate JIC operations for a COOP event.
4. Using 151.1C, develop functional training recommendations for Media Centers.
5. Research social media monitoring tools and reach a consensus on the best tool for DOE/NNSA sites.
6. Develop a template guidance document that defines the justification for allowing social media use for EPI at DOE/NNSA sites.
7. Develop and conduct a virtual social media and EPI drill.
8. Develop a social media policy template that can be used by DOE/NNSA sites.

The EPI Subcommittee discussed the prioritization results and determined that a survey will be developed to request input from all the sites as to in the case of sustained JIC operations during a COOP event, how would social media be conducted and what method(s) are used for social media monitoring during an event? This survey will be developed and reviewed by the EPI Subcommittee



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prior to dissemination across the sites. Input from the survey will be used to develop a list of social media resources needed to sustain alternate JIC operations for a COOP event and to create a social media monitoring resources list.

Additionally, it was discussed that there is a need for establishing the process for using social media during an actual event. NNSS will conduct an exercise in October using simulated social media information. Lessons learned from this exercise will be available to the EPI Subcommittee and may instruct how other sites implement social media in exercises and actual events.

2012–2013 Objectives

The following are objectives for the 2012-2013 planning period:

1. Develop a list of social media resources needed to sustain alternate JIC operations for a COOP event.
2. Develop a resource list of media monitoring tools that may be used by DOE/NSA sites.
3. Partner with other EMI SIG working groups/subcommittees (COOPWG, TECHWG, Exercise and Drill Subcommittee, etc.) via conference call or webinar during the annual planning period to discuss lessons learned, common issues and share ideas.

2012 EPI Subcommittee Fall Webinar

The 2012 EPI Subcommittee Fall Webinar will be held Wednesday, October 3, 2012, 12:30 – 2:00 PM EDT. The agenda is to be determined. Topics covered may include public information and social media lessons learned from the Colorado Wildfires, discussion around sustained operations for Media Centers, status of 151.1C to D update, and social media tools/processes for EPI. Additional information including the agenda and connection information will be sent at a later date.

If you would like to recommend a presentation topic or present during the 2012 EPI Subcommittee Fall Webinar, please contact EPI Subcommittee Chair, Jeff Donaldson (donaldjw@nv.doe.gov) or EPI Subcommittee ORISE Coordinator, Holly Hardin (holly.hardin@orise.orau.gov).

Site Updates

No site updates at this time.

Wrap-up

The next EPI Subcommittee quarterly conference call is scheduled for Wednesday October 17, 2012, 12:30–1:30 p.m. EDT. The conference call agenda will be sent at a later date.