

Session 2: Lessons Learned in Crisis Communication

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External Communications and New Technologies

- Example – TMI Unit 1 – November 2010
 - Performing work during a steam generator replacement outage with containment breeched
 - Evacuated >170 workers – Internal contamination to 19
 - Workers phoned family/friends while clearing Health Physics – Some told the press
 - Media ran the story before the NRC and the licensee could communicate messages
 - Story quickly became national/international news: TMI, worker contamination, and an open containment

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Impact and Lessons Learned

- Prompted personal calls to the Governor of Pennsylvania and other elected representatives early on
- Required ad-hoc media briefings by NRC and licensee
- Conveyed the importance of prompt communication to elected officials
- Illustrated the current speed of communications and how the time window to communicate has shrunk
- Reemphasized the need for openness and transparency

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Other NRC Experiences

- 1979 Three Mile Island Unit 2 Accident – Lessons Learned
 - Must have joint news centers (NRC, licensee, state officials)
 - Single NRC spokesperson designated in advance
 - Communicate early & often – Inform elected officials & address rumors
- 2010 BP Deepwater Horizon
- 2011 Fukushima
 - International event with State Department lead
 - Agency relied upon for technical expertise and communications
 - Communicated with IAEA/NEA/other nations

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