



SRS Citizens Advisory Board

Outreach Subcommittee

Meeting Record

March 22, 1999
University of South Carolina
Aiken, SC

The Citizens Advisory Board (CAB) Outreach Subcommittee met on Monday, March 22, 1:00 p.m., at the University of South Carolina, Aiken. The purpose of the meeting was to review the Savannah River Site (SRS) CAB 1999 Outreach Plan. Attendance was as follows:

<u>Citizens Advisory Board</u>	<u>Stakeholders</u>	<u>DOE/Contractors</u>
Lane Parker	Dusty Houser (Senator Max Cleland's Office)	Dawn Haygood
Beaurine Wilkins, Vice Chair	Kim Newell (SCDHEC)	Dawn Haygood, WSRC
Wade Waters	Lynn Waishell (CRESP)	Helen Villasor, WSRC
Lola Richardson		
Ed Tant		
Brendolyn Jenkins		
Jimmy Mackey		
Ken Goad		
Maria Reichmanis		
Tom Costikyan		
Karen Patterson		

Public Outreach Subcommittee members absent were Barbara Murphy, Arthur Belge, and Rebecca Gaston-Witter. **Mike Schoener**, CAB Facilitator, welcomed those in attendance and asked them to introduce themselves. Mr. Schoener said the purpose of the meeting was to review the SRS CAB's 1999 Outreach Plan that stemmed from the ideas generated at the CAB's Process Retreat held in January. Mr. Schoener provided copies of the components of the outreach program and a worksheet he had developed to assist the attendees in identifying SRS CAB outreach activities for 1999.

Based on input from the Process Retreat, Mr. Schoener discussed the prioritized outreach goals that include:

- improving active public involvement in CAB meetings, focus groups and activities (getting more people involved in the CAB)
- improving the potential membership base for the CAB
- improving the overall level of knowledge of the general public with regards to CAB and SRS activities

Some of the tools Mr. Schoener identified for reaching the above goals include the:

- CAB Brochure
- CAB Newsletter (Board Beat)
- Full Board and Subcommittee Meeting Notifications
- CAB Informational Video
- CAB Presentation Package
- CAB Internet Home Page
- CAB Speakers Bureau
- CAB Display
- Point of Contact (POC) list
 - Civic Groups
 - News Media
 - Interest Public
 - Religious Groups
 - Environmental/Political Activists
 - Political

Two additional tools the subcommittee members identified during the meeting include:

- CAB Talking Points
- CAB Fact Sheet

Mr. Schoener identified six outreach activities in the outreach plan:

- contact media personnel to improve coverage of CAB activities and write articles or features
- establish a CAB Speakers Bureau
- provide presentations to two POC groups per month
- conduct a public survey on issues/concerns
- update the CAB Internet Web site

Mr. Schoener mentioned that six activities could be too aggressive a schedule and polled the participants to determine if the list should be narrowed to fewer activities for 1999. The consensus of the group was that it would be a more realistic approach of "getting something done" if the list was compressed to three or four activities.

The participants turned to their work sheets and discussed the development of a CAB information videotape. Mr. Schoener then showed the Oak Ridge Reservation Environmental Management Site Specific Advisory Board (ORREMSSAB) video. The subcommittee members agreed that the video was a beneficial tool and should be one of the four outreach activities identified for the SRS CAB this year. **Lane Parker** was identified as the team leader for the video project and **Jimmy Mackey** agreed to ascertain budget requirements for the project. The participants determined that a reasonable completion date for the video would be June 30, 1999. **Karen Patterson** and **Beaurine Wilkins** are to begin work on a storyboard and script as soon as possible. It was also recommended that the video should have a consistent message, perhaps in a format of an "infomercial". A pilot program was also encouraged to determine if the video has been properly designed to fit all audiences.

Establishing a CAB POC list was identified as the highest priority outreach activity for the subcommittee in 1999. It was recommended that the Chambers of Commerce of all communities affecting the Savannah River Site (both upstream and downstream) be contacted for lists of members. Other means of obtaining POC lists were also identified. SRS CAB members will then develop a database of the contact groups for CAB use. **Lola Richardson** and **Ken Goad** volunteered to be team leaders for this project and estimated that their completion target date would be May 31, 1999. The participants expressed their belief that the POC database is crucial since it would tie into the other three major outreach activities that were identified.

The next outreach activity discussed was a CAB Speaker's Bureau. **Tom Costikyan** spoke favorably of this type of activity since the public often has a vague or negative picture as to programmatic issues such as Materials Disposition, Defense Programs, or Fuel Reprocessing. Mr. Costikyan believes that a CAB Speaker's Bureau could provide a balanced view of what goes on at the site. Mr. Costikyan, along with **Brendolyn Jenkins** volunteered to spearhead the development of this activity. It was agreed that only CAB members would participate in the Speaker's Bureau; however, the participants were encouraged to consider inviting a site technical advisor along in the event any technical discussions with the public arose. This discussion led to a debate among the participants as to whether the presentation should be a prepared CAB version that contains a brief history of SRS versus a presentation that borders on technical issues. In addition, it was suggested that the presentation would have to have boundaries in order that the CAB not run the risk of sending the wrong message. Ms. Jenkins and Mr. Costikyan plan to have an outline prepared near the end of May. The topic of speaker training was also discussed; therefore, Beaurine Wilkins suggested that a Public Outreach Subcommittee meeting be placed on the agenda for the full Board meeting in May as a follow-up to this meeting. Ms. Wilkins noted that if the subcommittee was to hear a status report on the Speaker's Bureau, then speaker training could be discussed at the May meeting for the purpose of beginning speaker training by June 30, 1999.

The final outreach activity discussed was increased contact with media personnel and the writing of CAB articles or feature stories. **Wade Waters**, who was identified as the team leader for this activity, along with **Maria Reichmanis**, noted that this activity was extremely important to the success of the subcommittee because it ties in so readily with the POC list/database. Ms. Reichmanis and Mr. Waters intend to be prepared to proceed with this activity by September 30 or sooner if possible. An objective of this activity is to accomplish at least one upstream or downstream media interview by September. Mr. Waters suggested that "everyone" should be out doing radio talk shows. Brendolyn Jenkins recommended contacting The State, Columbia, SC newspaper so that an article or interview can be provided before the July meeting since the full Board will be meeting in Columbia, SC in July.

Additional discussion included the CAB Newsletter (Board Beat), which is already in progress with two published editions. Therefore, it was recommended that this activity be removed from the list of activities. The final activity under discussion was a public survey on issues of interest and concerns related to environmental activities at SRS. Gerri Flemming, Associate Designated Deputy Federal Official (ADDFO), reminded the participants that DOE has a regulation in place regarding public surveys and if the activity is to be pursued, it must be CAB driven only. Karen Patterson suggested that this activity should be tabled for now and revisited later when the public has become more familiar with the CAB through the four other identified actions. Ken Goad agreed, noting that it would be more fruitful to perform a survey when there was an inventory of items derived from the Speaker's Bureau activity.

Mr. Schoener thanked everyone for attending and Lane Parker expressed his gratitude for strong participation in this Public Outreach Subcommittee, especially because it had been highly productive. Before leaving, a final suggestion was made to have a recorded message of upcoming meetings available on the CAB phone line for incoming callers.

Meeting handouts may be obtained by calling 1-800-249-8155.