



SRS Citizens Advisory Board

Public Outreach Subcommittee

Meeting Record

March 25, 1996

Augusta, Ga.

The Public Outreach Subcommittee of the SRS CAB met Monday, March 25, 1996 at the Sheraton Hotel in Augusta, GA at 3:00 p.m. Subcommittee members present included Lane Parker, Subcommittee Chair, and Thelonious Jones. Walt Joseph, CAB Facilitator was present. Members of the public attending included Bob Newman, Erich Evered, Susan Bloomfield and King Singleton. Shelley Phipps represented the South Carolina Department of Health and Environmental Control (SCDHEC). There were no representatives from EPA-Region IV. WSRC representatives included Mary Flora and Helen Villasor. Gerri Flemming of DOE-SR attended as the Deputy Designated Federal Official (DDFO). Other DOE representatives included Becky Craft and Linda Lingle.

Mr. Parker welcomed everyone to the meeting, and opened the meeting asking everyone present to introduce themselves. Mr. Parker went over the agenda and then provided a brief discussion on the formation of the Public Outreach Subcommittee. Mr. Parker noted the Subcommittee's purpose is to provide for public involvement in the Citizens Advisory Board's process by making information regarding the CAB's activities available to the public. The Subcommittee will hold open meetings, communicate efforts and results of the CAB and will create opportunities for the public to become informed of CAB initiatives and accomplishments.

Mr. Parker introduced Walt Joseph, CAB Facilitator, who gave a draft presentation about the Board. This "canned" presentation could be used by Board members to introduce the CAB to communities and groups that are marginally aware of Board activities. Various comments aimed at improving the presentation were offered. Those present agreed the presentation should be succinct and should focus on current and future issues the Board is addressing, since these issues are those in which the general public has interest in becoming involved. All comments were noted and Mr. Joseph agreed he will make improvements, as recommended.

The next discussion focused on choosing various avenues for providing information about the Board to the public. It was determined that the following methods should be utilized:

- Television and radio appearances/interviews
- Presentations by Board members to various organizations and group
- Newspaper articles
- appearances at local business shows (specifically, the Aiken Business Expo)
- Radio advertising
- CAB Newsletter

Thelonious Jones stated the Public Outreach Subcommittee should not rule out an aggressive radio campaign. Mr. Jones said a well-planned radio campaign could reach a large number of individuals. Additionally, Mr. Jones noted the Subcommittee should consider hiring a media specialist who would work with the CAB, the CAB Facilitator, WSRC, DOE and the communities impacted by SRS operations. Mr. Parker agreed a media specialist could be helpful and the Subcommittee could consider hiring such an individual after several outreach methods planned for use are evaluated.

It was agreed the first initiative the Board would undertake would be participation in the Aiken Business Expo, scheduled for April 18,& 19, 1996 in Aiken, SC. Mr. Parker noted he would announce this event at the full CAB meeting on March 26, 1996 and ask for volunteers to work the CAB exhibit during those days. Mr. Parker announced a planning meeting would be held on April 1, 1996 at 6:30 at the North Augusta Community Center for those interested in helping develop the CAB's exhibit for the Aiken Business Expo. Mr. Parker thanked everyone who attended and adjourned the meeting.

Note: Meeting handouts may be obtained by calling the SRS CAB toll free number at 1-800-249-8155.