

RIC 2023

U.S. Nuclear Regulatory Commission
35th Annual Regulatory Information Conference



NAVIGATING the NUCLEAR FUTURE

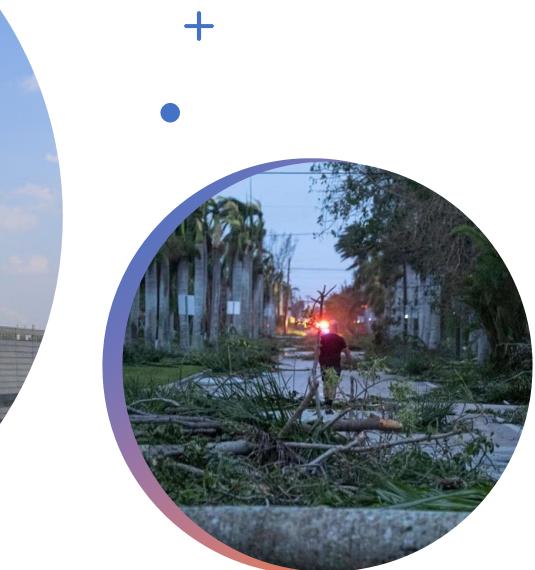
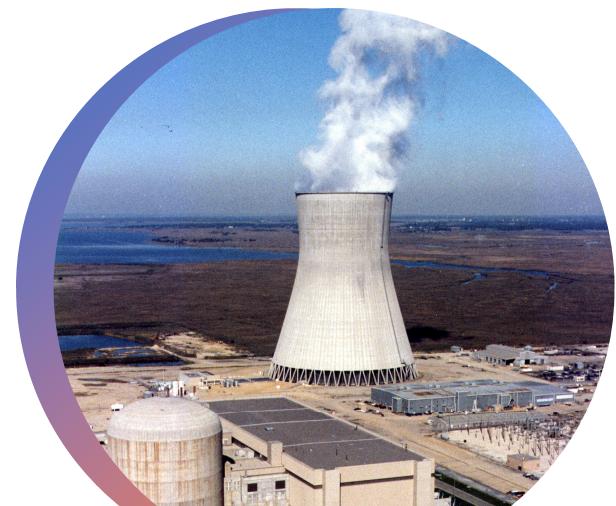
MARCH 14-16, 2023

Bethesda North Marriott Hotel
and Conference Center
Rockville, Maryland

WWW.NRC.GOV

#NRCRIC2023





Our World

- New nuclear
- Social media
- Misinformation
- Climate change
- Force Security
- Ukraine

Emergency/Crisis Communications

- Build On Lessons Learned From Three Mile Island, Chernobyl, Fukushima
 - Channels
 - Social Media
 - Traditional News Releases
 - Live Streaming
 - Media Availability

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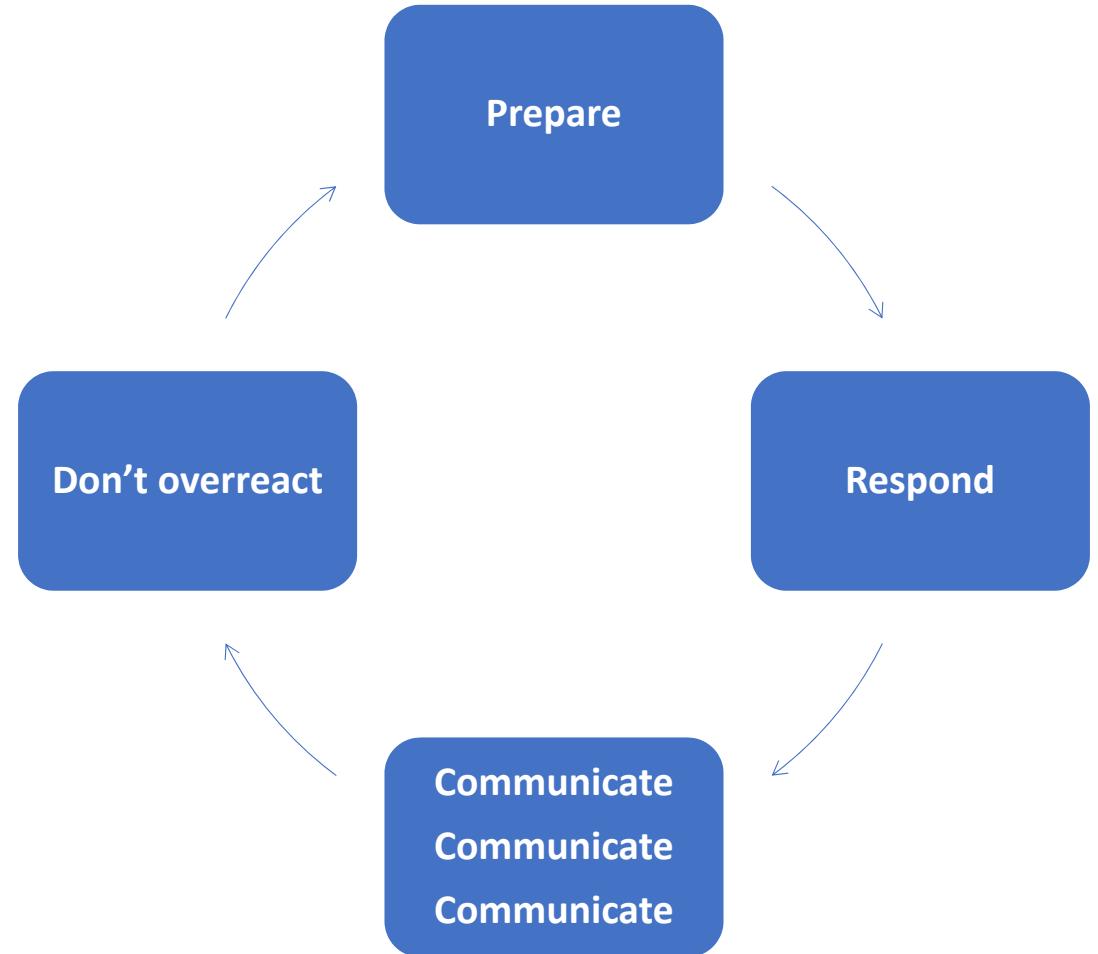
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Washington

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Fundamentals of Effective Communications





Awareness

Calm and Poised

- Communicate Opening, Honestly, with Timeliness and In Plain Language
- Never Underestimate the Emergency – Any Emergency
 - Radiological
 - Severe weather
 - Terror
 - Geopolitical



PUBLIC
TRUST

Build It

Maintain It

Develop It

Expand Upon It

Months & Years to Build

One Incident to Destroy It



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NUCLEAR FUTURE