

R^HC^Y 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

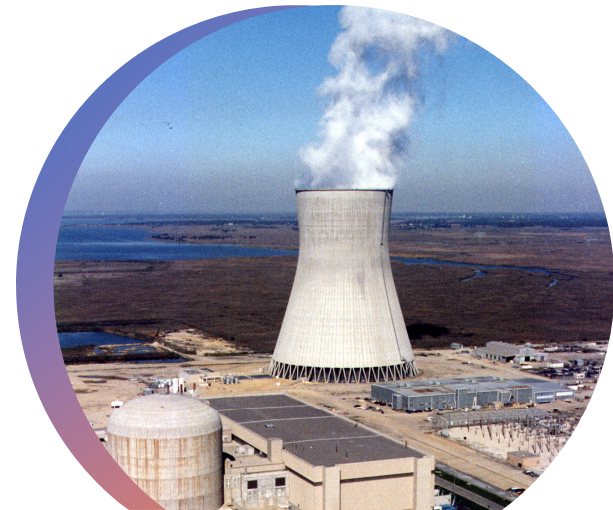


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Our World

- 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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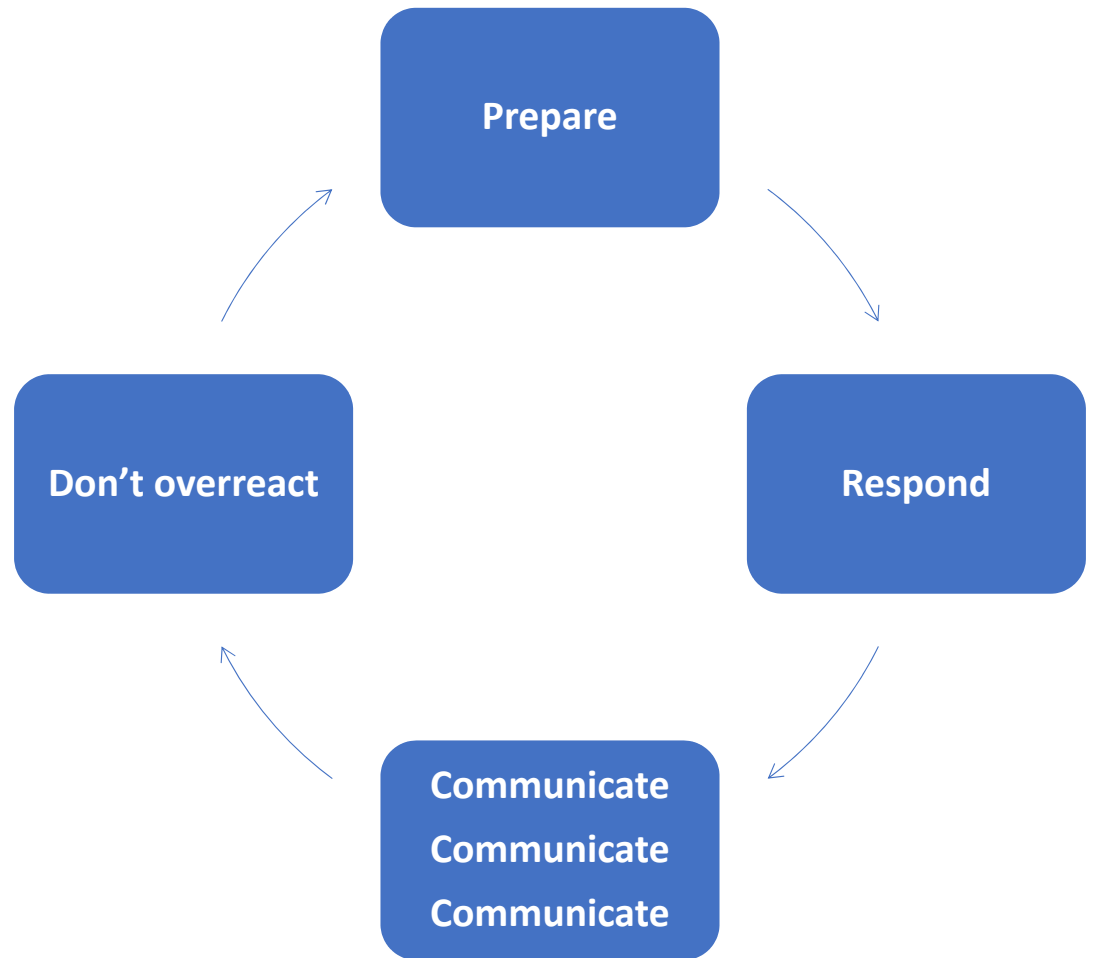
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Washington

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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

R^{HYBRID}C 2023

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