

Idaho National Laboratory

Communications and Governmental Affairs

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Communication Objectives are Mission-Focused

External
Affairs

Governmental
Affairs

Mission Areas:

Nuclear and Energy Research

Science and Technology

National Security

Good Neighbor
Programs

Internal
Communications

External Affairs

Goal: 1) Provide important information (good or bad)
2) Share Impact and Relevance

Challenges

Media: newspapers and reporters on the decline, key contacts change frequently, finding your audience

Social Media: determining if there is a return on investment for the time and effort involved.

Outreach: messages are complex and confusing, delivery and content often alienates audiences

Approach

Media: develop targeted media plans, build statewide relationships, respond to inaccurate information quickly

Social Media: invest only in tools that have purpose, have clear goals and messages

Outreach: Science Writer support to ensure messages are clear and understood (Annual Impact Magazine); utilize videos, good graphics and pictures to deliver messages; train INL ambassadors/presenters



The New York Times

Governmental Affairs

*Goal: 1) Provide early notification of important information (good or bad)
2) Share Impact and Relevance*

Challenge

Federal: funding levels will likely be reduced

National Commitment: An National Energy Plan with a strong commitment for nuclear energy is lacking

State: Must have public, trust, and confidence to ensure continuation of key INL mission work

Approach

Federal: Share value and impact of the tax payer dollar

National Commitment: Continue to champion the Nuclear cause through stakeholder and industry partnerships, advocacy, congressional testimony, DOE-NE

State: Frequently meet and Inform the Tribes, communicate with Union organizations, connect with community, and legislative leaders, continue statewide, regional outreach

Internal Communications

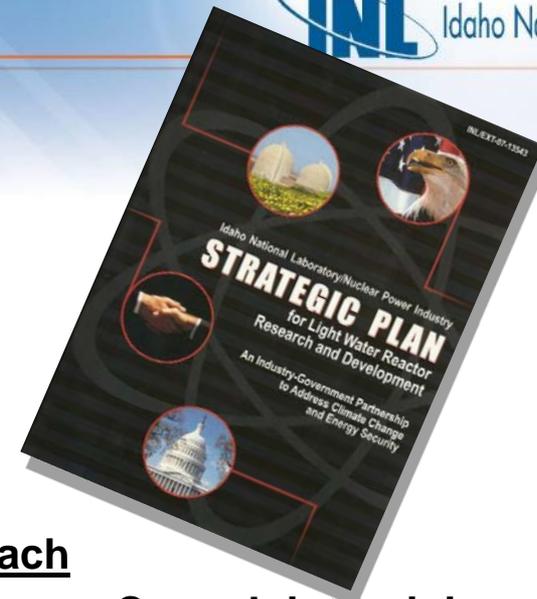
Goal: Provide employee timely, open and honest communications

Challenge

Emergency Communications: Requires clear procedures, integrated training and Efficient communication tools

Employee Communications: Employees must be front of mind. Good employee engagement improves internal and external communications

VIP/Tours: As INL profile rises, tours and VIP visits increase



Approach

Emergency Com: Joint training and drills, pre-approved news releases, refined processes and guidelines

Employee Com: INL-wide Focus Groups test existing ideas and generate new ideas; INL @work videos – tying employee to mission; supporting directors in implementing worker engagement activities. Blogs and Employee meetings.

VIP/Tours: hiring more seasonal support, improving AV equipment, added a virtual tour for those not able to come to Idaho

Good Neighbor Programs

Goal: Fund organizations that improve quality of life through health and human services, civic and community, arts and culture, STEM, and economic development

Challenge

- **Current economic challenges results in a growing need while the allocation stays the same**

Approach

- **Ensure fair review and distribution of granting dollars**
- **Require Management participation to fill community needs**
- **Leverage participation in all events – work in partnership**
- **Leverage Communications to promote events and help raise awareness and funds**
- **Work with all DOE contractors to promote United Way**
- **Increase Team INL activities**

Team INL



INL's Social Media Presence

- Facebook: Most popular National Lab site
- Youtube: 40,000+ video views
- Twitter: Just launched. Great for Emergency Communications and targeting media
- Flickr: Share large photo files easily





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