

OREM's Communication and Outreach Efforts

Ben Williams,
OREM Public Affairs Specialist

October 10, 2018

Identifying audiences is crucial for effective communication



OREM has many audiences, each with different needs and priorities

- Congress
- DOE-HQ
- Regulators
- Media
- Stakeholders and community



OREM works to communicate with numerous audiences



External audiences

Media

Congress, state and local officials, community groups, and residents

Internal audiences

Employees -
Federal and contractor

OREM uses many avenues to communicate with media



Media

- Press releases, editorials
- Interviews
- Blog, national newsletter
- Events and tours
- Regular contact with public affairs staff

The EM Update Newsletter has a national reach



U.S. DEPARTMENT OF
ENERGY

OFFICE OF
ENVIRONMENTAL
MANAGEMENT

EM Update | Vol. 10, Issue 36 | Sept. 11, 2018

- [Oak Ridge Crews Tear Down TSCA Incinerator](#)
- [Mike Budney Reflects on First Six Months as Savannah River Site Manager](#)
- [Buried Waste Retrieval Resumes at Idaho Site](#)
- [West Valley Marks Accomplishment in Legacy Waste Disposition](#)
- [Los Alamos Leaders Reflect on Historic Legacy Cleanup Transition](#)
- [EM to Host Livestream of 2018 National Cleanup Workshop](#)
- ['Secret Cities' are Focus of House Nuclear Cleanup Caucus Event](#)
- [Hanford Tank Farms Rover Demonstration Passes First Test](#)
- [Two Added, Three Return to Paducah Citizens Advisory Board](#)
- [Tools, Teamwork Lead to Fourth Successful Pump Removal from Hanford Tank](#)
- [Oak Ridge Finds New Ways to Monitor, Prevent Heat Stress](#)
- [EM Contractor Recognizes Hanford Site Workers With Lifesaving Award](#)

Oak Ridge Crews Tear Down TSCA Incinerator



Crews take down a 100-foot stack at the Toxic Substances Control Act Incinerator.

- ~90,000 subscribers and growing
- Easy sign-up
- Now issued weekly
- Oak Ridge has multiple stories every month

We work to develop relationships with local news outlets and reporters



knox news. HOME NEWS SPORTS KNOX.BIZ GO KNOXVILLE SHOPPER NEWS OPINION

How is Oak Ridge cleanup going?

Brittany Crocker, USA TODAY NETWORK – Tennessee Published 12:38 p.m. ET Feb. 23, 2018 | L



OAK RIDGE TODAY

Workers demolish contaminated building at ETPP

POSTED AT 2:09 PM JULY 2, 2018
BY JOHN HUOTARI — 0 COMMENTS



MENU 10NEWS

LIVE



LOCAL

Incinerator removed at Oak Ridge East Tennessee Technology Park

EM chief: New waste disposal facility needed

The Manhattan Project, established in 1942 as a critical part of the effort to win the Second World War, ranks among the greatest examples of ingenuity and determination in American history. In less than three years, Oak Ridge's dedicated workforce constructed hundreds of build-



JAY MULLIS
GUEST COLUMN

ings across more than 60,000 acres in East Tennessee, including some of the largest and most complex in the world. Seventy-five years later, many of those same buildings present a different challenge. They are old and deteriorating and are littered with equipment and

hazardous materials that must be removed in order to ensure the long-term protection of our community, workers, and the environment. For more than two decades, the Department of Energy's Oak Ridge Office of Environmental Management has been responsible for the safe and efficient cleanup of those contaminated facilities, and we have made enormous progress. We are nearing completion of cleanup at the

former K-25 site, which is transitioning into a premier industrial park that supports statewide economic growth and prosperity. Additionally, due to strong support from our congressional leadership in Washington, we have begun addressing the growing risks at the Oak Ridge National Laboratory and Y-12 National Security Complex. See WASTE, Page 2A

OREM uses many avenues to communicate with stakeholders



Congress, state and local officials, community groups, and residents

- Regular updates and interactions on social media
- Constant flow of information on website
- Monthly SSAB meetings
- Presentations at national conferences and to local organizations
- Requested briefings & events and tours
- Publications

OREM's website has many offerings for visitors



ENERGY.GOV

Energy.gov Offices

National Labs

Search Energy.gov



OAK RIDGE OFFICE OF ENVIRONMENTAL MANAGEMENT

About Us

SERVICES

CLEANUP SITES

MISSION



**New Onsite Disposal Facility
Needed to Maintain Cleanup
Progress**



**Crews Complete Tear
Down of TSCA
Incinerator**



**Oak Ridge Finds New
Ways to Monitor,
Prevent Heat Stress**

www.energy.gov/orem

OREM's website has many offerings for visitors



ABOUT US



News

Leadership

History

Contractors

Contact Us

OREM News Archive [VIEW ALL](#)

Partnerships Offer Foundation for Excess Contaminated Facilities Success



Federal and contractor officials and community members stressed the critical role of partnerships as EM reduces risks to people and the environment.

SEPTEMBER 18, 2018

[Learn More](#)

'Secret Cities' Then, Cleanup Sites Today



Before a record audience, the House Nuclear Cleanup Caucus hosted a discussion last week of the "secret cities" of the Manhattan Project.

SEPTEMBER 18, 2018

[Learn More](#)

New Onsite Disposal Facility Needed to Maintain Oak Ridge's Cleanup Progress



This op-ed from OREM Manager Jay Mullis discusses the need for an onsite disposal facility to continue Oak Ridge's cleanup progress.

SEPTEMBER 11, 2018

[Learn More](#)

Oak Ridge Crews Tear Down TSCA Incinerator



EM workers at the East Tennessee Technology Park (ETTP) completed demolition of the Toxic Substances Control Act (TSCA) Incinerator.

SEPTEMBER 11, 2018

[Learn More](#)

Additional Resources

[OREM Economic Impact](#)

[OREM Program Plan](#)

[Public Involvement Plan](#)

[Cleanup Fact Sheets](#)

[Environmental Stewardship Fact Sheets](#)

[Annual Site Environmental Report \(ASER\)](#)

OREM is active on numerous social media platforms



OREM is developing video content to help educate the public about its mission



usdoeoakridge



Project Overview: Environmental Managemen...



Progress Update: East Tennessee Technology Par...



Project Update: Y-12 Mercury Treatment Facility



Excess Contaminated Facilities: The next big thing...



Y-12 Mercury Treatment Facility groundbreaking



Sharing America's Biggest Secret: Previewing the K-25...



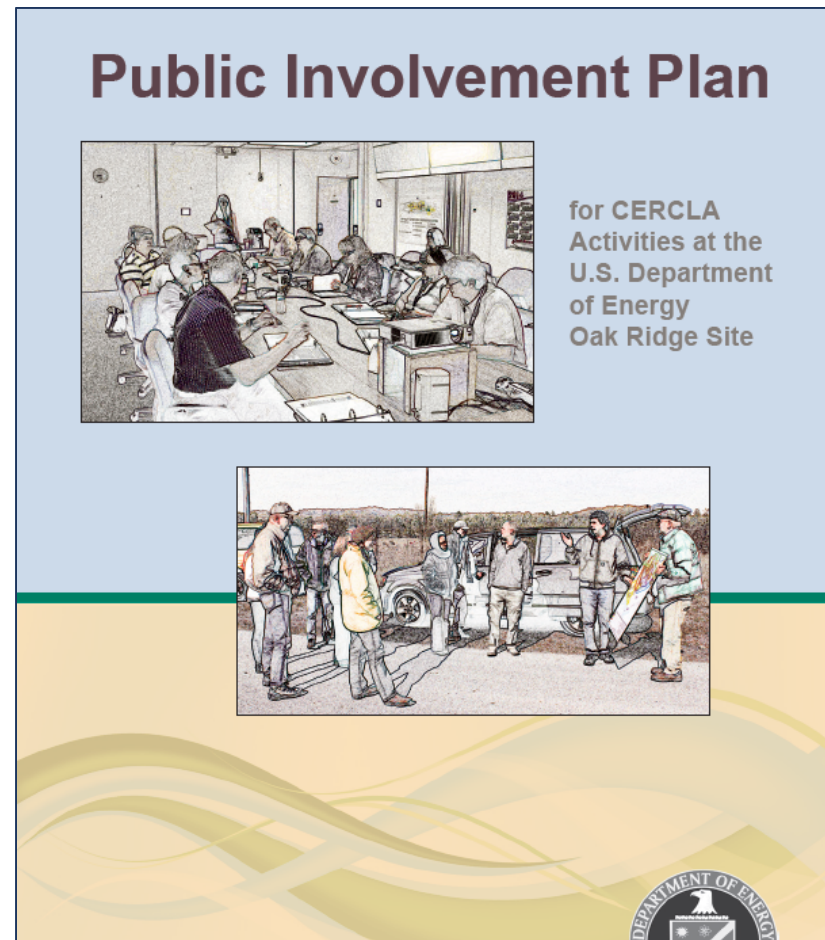
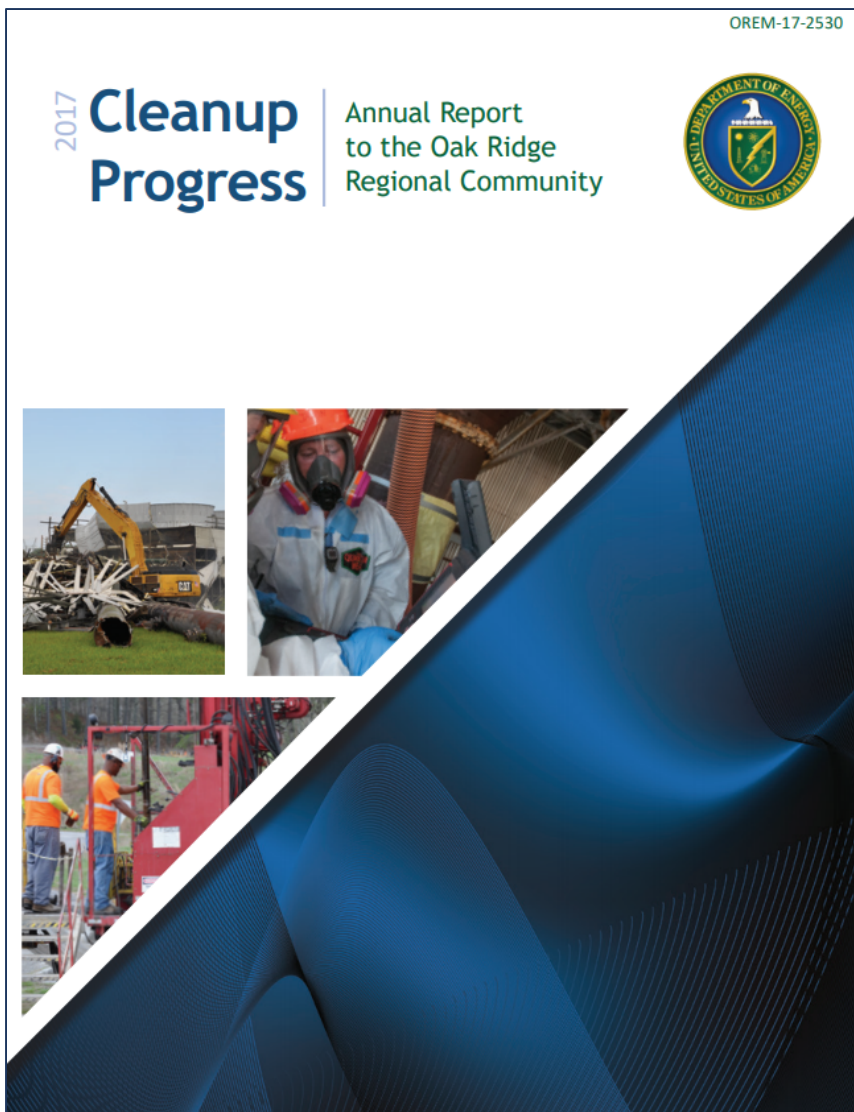
K-25 Historic Preservation preview



Innovation provides solutions for unique waste

<https://www.youtube.com/user/usdoeoakridge>

OREM issues annual publications on progress and outreach



OREM uses many avenues to communicate with its employees



Employees- Federal and contractor

- Employee all-hands meetings
- 10-year strategic plan
- Regular messaging from management
- Partnering meetings
- Integrated Project Teams

We have a comprehensive plan for completing cleanup in Oak Ridge



Forward-looking 10-year plan focused on program's priorities

Includes both project and organizational objectives

Provides clear expectations for the workforce

Ensures everyone is striving toward the same goals



There are several important messages for OREM to share



- Oak Ridge is an “investment worthy” site
- Vision 2020 is within reach
- Preparation is underway for large-scale cleanup at ORNL and Y-12
- Additional waste disposal capacity is crucial to the future of our cleanup program

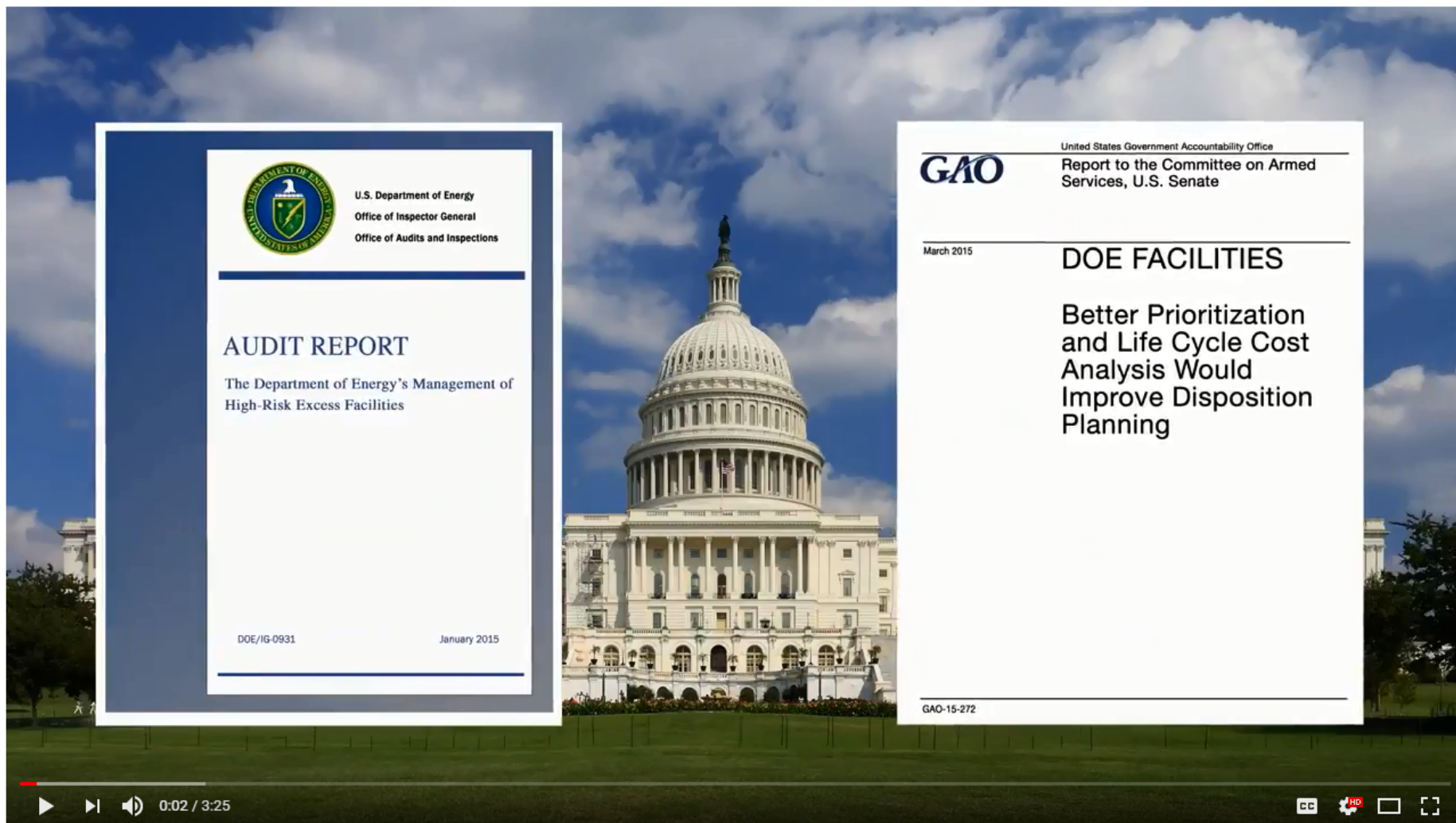


OREM's guiding principles for messaging



1. Keep messages simple, relatable, and meaningful
2. Emphasize the impact of the project
3. Be timely and focus on current efforts and accomplishments
4. Provide context by connecting how each project advances our ultimate vision

VIDEO: Excess Contaminated Facilities – the next big thing in Oak Ridge cleanup



Excess Contaminated Facilities: The next big thing in Oak Ridge cleanup

Questions?