



Paducah Citizens Advisory Board

"working for the future"

Emerging Technology Center, Room 221
5100 Alben Barkley Dr.
Paducah, Kentucky 42001
(270) 554-3004

Recommendation No 23-03: Suggestions to increase views and traffic to the EM 101-Paducah video.

Rev 6 November 18, 2022

Background

In December 2021, the Office of Environmental Management released a series of videos providing a brief history and the current cleanup mission status. The videos are highlighted on new site-specific webpages that provide a "one-stop shop" for high-level information about each site. The site-specific webpages are part of an effort underway by the newly formed EM Web Steering Committee to create a complimentary, cohesive, EM-branded network of public websites. As the world leader in radioactive and hazardous waste cleanup, EM headquarters, sites, and contractors' websites are an authoritative resource on this critically important mission.

The video can be viewed at <https://www.youtube.com/watch?v=ePA2wjvV-jY>

In 1950, the Atomic Energy Commission, a predecessor agency to DOE, selected a 3,556-acre tract of government-owned land near Paducah, Kentucky, as the location to construct a second gaseous diffusion uranium enrichment plant (GDP) to support US national security needs. The Paducah GDP enriched uranium from 1952 to 2013 and was the last government-owned uranium enrichment facility operating in the United States. The Paducah GDP produced low-enriched uranium originally as feedstock for nuclear weapons materials and later for commercial nuclear power plants. This October 2021 video centers on the Office of Environmental Management's mission at the Paducah Site. In addition, the video explores the unique history of the Paducah site through the years and should be utilized as a key component of its legacy.

In August 2022, DOE asked the Paducah CAB for recommendations on how to better utilize this EM 101-Paducah video as an education and enrichment tool.

RECOMMENDATION

The PGDP CAB recommends that

- **DOE requests the City of Paducah, Visitors Bureaus, and Chambers of Commerce from McCracken and surrounding counties to include the link to the EM 101-Paducah video on their websites.**
- **DOE includes the link to the EM 101-Paducah video in future press releases and print media provided during site tours.**

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- **DOE drafts a Site Introduction Session for new and onboarding officials and groups, including but not limited to city/county leaders, leadership KY, Young Professionals, Chambers of Commerce, NAACP, etc.**
- **DOE contacts local high schools, community colleges, and universities about incentives to encourage students into the plant to tour or to see future job opportunities.**
- **Suggests DOE use this video during the DOE Science Bowl to explain the site to coaches, parents, students, teachers, etc.**
- **DOE develops a mass media calendar to push the video out to the public when it is most likely to be viewed and searched for by topic. For example, push the EM 101-Paducah video on International Day against Nuclear Tests on August 29, 2023.**
- **DOE builds a virtual display at the McCracken County Public Library to give the library patrons and the general public access to the video. In addition, it creates wall art that includes the website link, using a QR code for easy location of the video.**

Who We Are

The EM SSAB is the DOE-EM's most effective vehicle for fostering two-way communication between DOE-EM and the communities it serves. The EM program is the world's largest environmental cleanup program and the EM SSAB its only citizen advisory board. For more than 20 years, the volunteer citizens of the EM SSAB have partnered with EM officials at both the local and national levels to ensure that the public has a meaningful voice in cleanup decisions.

Public participation is required/recommended as part of a number of environmental regulations. It is also good business practice, resulting in better decisions that often result in improved cleanup. Over the past two decades, EM SSAB members have volunteered over 48,000 hours of their time and submitted to EM officials over 1500 recommendations, 88% of which have been fully or partially implemented, resulting in improved cleanup decisions.

The EM SSAB comprises approximately 200 people from communities in Georgia, Idaho, Kentucky, Illinois, Nevada, New Mexico, Ohio, Oregon, South Carolina, Tennessee and Washington. The Board is cumulatively representative of a stakeholder population totaling millions of people who are affected by generator sites, transportation routes and disposal sites. As we move forward the EM SSAB welcomes the opportunity to highlight the value of this unique volunteer board and discuss its priorities during the months and years ahead.



Department of Energy

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January 6, 2023

Mr. Don Barger, Chair
Paducah Citizens Advisory Board
Emerging Technology Center, Room 221
4810 Alben Barkley Drive
Paducah, Kentucky 42001

PPPO-02-10022816-23

Dear Mr. Barger:

RESPONSE TO CITIZENS ADVISORY BOARD RECOMMENDATION 23-03: SUGGESTIONS TO INCREASE VIEWS AND TRAFFIC TO THE EM 101-PADUCAH VIDEO

Reference: Letter from D. Barger to J. Woodard, "Paducah Citizens Advisory Board DRAFT Recommendation 23-03: Suggestions to increase views and traffic to the EM 101-Paducah video," dated November 10, 2022

The U.S. Department of Energy (DOE) received the Citizens Advisory Board (CAB) Recommendation 23-03, which recommends the following:

- *DOE requests the City of Paducah, Visitors Bureaus, and Chambers of Commerce from McCracken and surrounding counties to include the link to the EM 101-Paducah video on their websites.*
- *DOE includes the link to the EM 101-Paducah video in future press releases and print media provided during site tours.*
- *DOE drafts a Site Introduction Session for new and onboarding officials and groups, including but not limited to city/county leaders, leadership KY, Young Professionals, Chambers of Commerce, NAACP, etc.*
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- *DOE builds a virtual display at the McCracken County Public Library to give the library patrons and the general public access to the video. In addition, it creates wall art that includes the website link, using a QR code for easy location of the video.*

DOE accepts the CAB's recommendation 23-01 relating to the EM 101-Paducah Video. DOE will keep the CAB apprised on efforts to address the activities in the recommendation at our regular meetings. DOE appreciates the CAB's encouragement and is committed to outreach activities that further educate the public on the site's history and mission.

If you have any questions or require additional information, please contact Buz Smith at (270) 441-6821.

Sincerely,


Jennifer Woodard
Paducah Deputy Designated Federal Official
Portsmouth/Paducah Project Office

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