

# Communicating with the Office of Environmental Management (EM)



**National Governors Association  
Federal Facilities Task Force  
June 10, 2008**



**EM Environmental Management**

safety ❖ performance ❖ cleanup ❖ closure

Jeffrey Bobeck, Director, EM OCEA

[www.em.doe.gov](http://www.em.doe.gov)

# Office of Communications & External Affairs (OCEA)

---

## Strengthening EM's Communications Function

### 1. Public Accountability

The Public has a need and right to know.

### 2. Stakeholder Outreach

Flow of information builds support and progress.

### 3. Corporate Model

A \$6 billion company must have a strong "Corp Comm" function.



**EM** *Environmental Management*

safety ❖ performance ❖ cleanup ❖ closure

[www.em.doe.gov](http://www.em.doe.gov)

# EM OCEA Communications Challenges

---

- **Technical Complexity**

Explaining highly technical subjects to the Public.

- **Weapons Complex Culture of Secrecy**

Who says the Public needs to know?

- **Nuclear Cleanup Fatigue**

You've been doing this 20 years and you're not done yet?



- **Getting Ahead of the Message Curve**

Culture change from reactive (or reactionary) to proactive

- **Building Something From Scratch**

No existing blueprint for communications function in EM.



**EM** *Environmental Management*

safety ❖ performance ❖ cleanup ❖ closure

[www.em.doe.gov](http://www.em.doe.gov)

# Organizing OCEA: Basic Building Blocks

---

## “The Three Ps”

- 1. People** . . . Professional communicators with the skills to add value to EM
- 2. Procedures** . . . to standardize and institutionalize the communications role
- 3. Policy** . . . Communications having a “seat at the table” and being fully integrated into EM policymaking

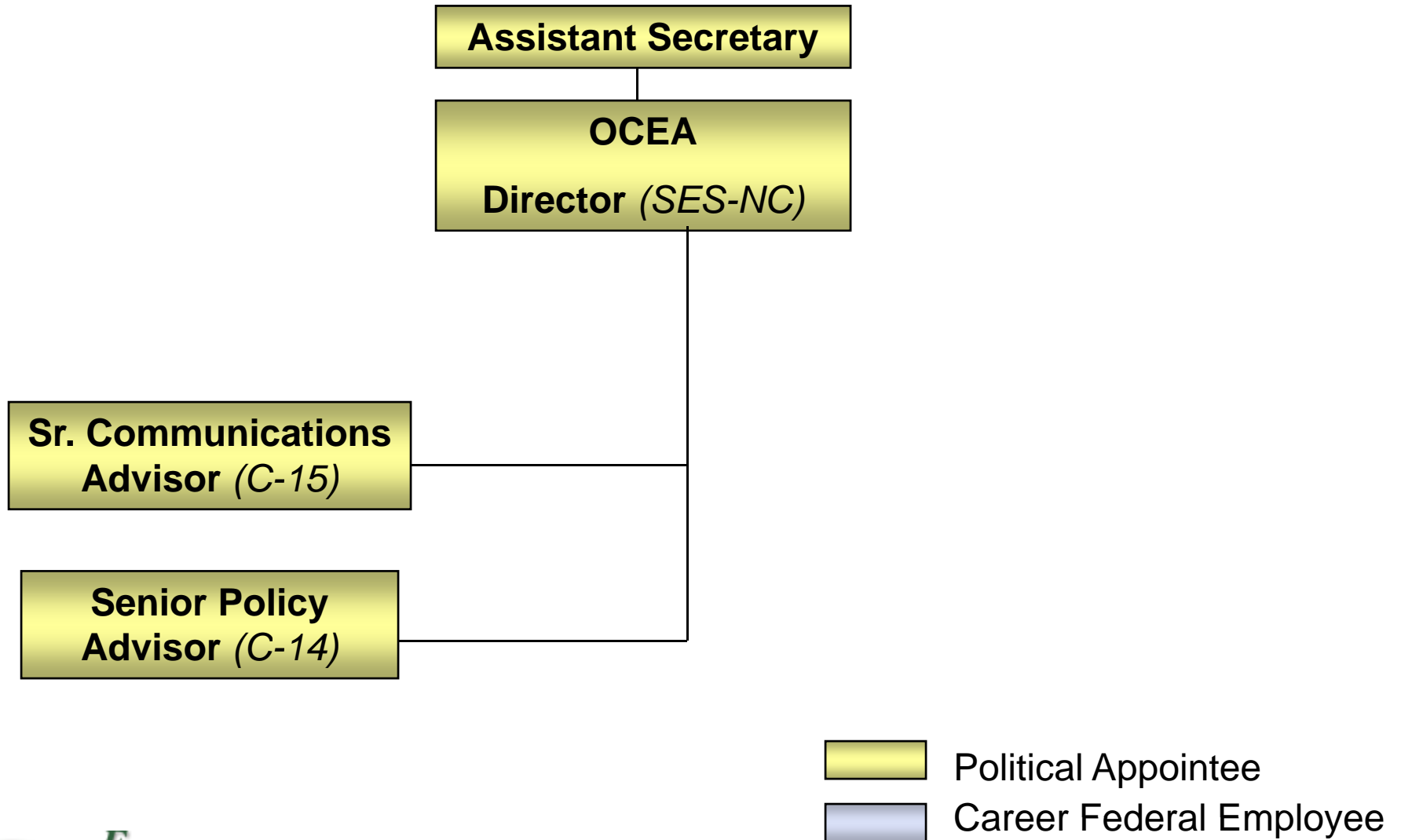


**EM** *Environmental Management*

safety ❖ performance ❖ cleanup ❖ closure

# PEOPLE: EM OCEA Human Capital

---

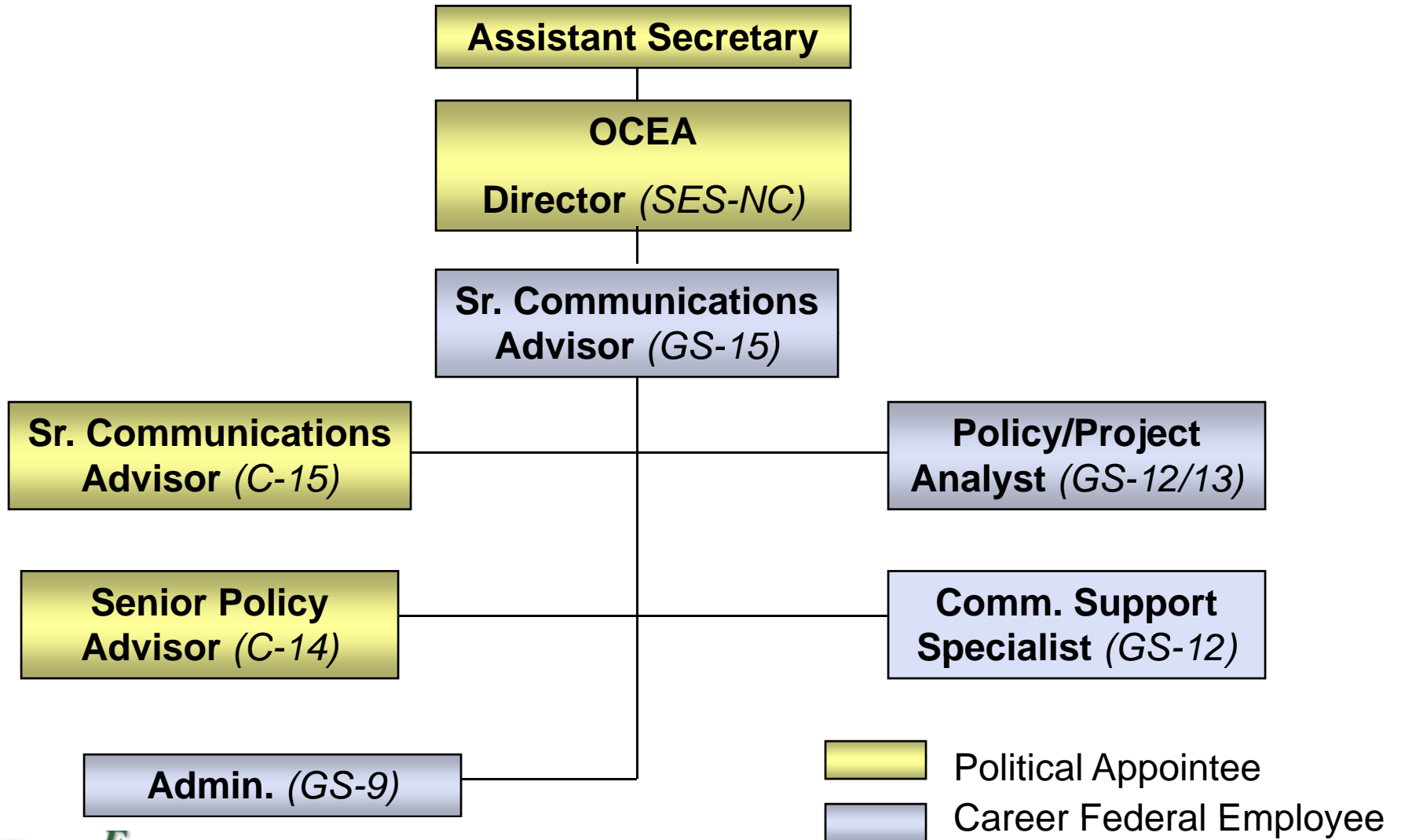


**EM** Environmental Management

safety ❖ performance ❖ cleanup ❖ closure

[www.em.doe.gov](http://www.em.doe.gov)

# PEOPLE: EM OCEA Human Capital



**EM Environmental Management**

safety ❖ performance ❖ cleanup ❖ closure

[www.em.doe.gov](http://www.em.doe.gov)

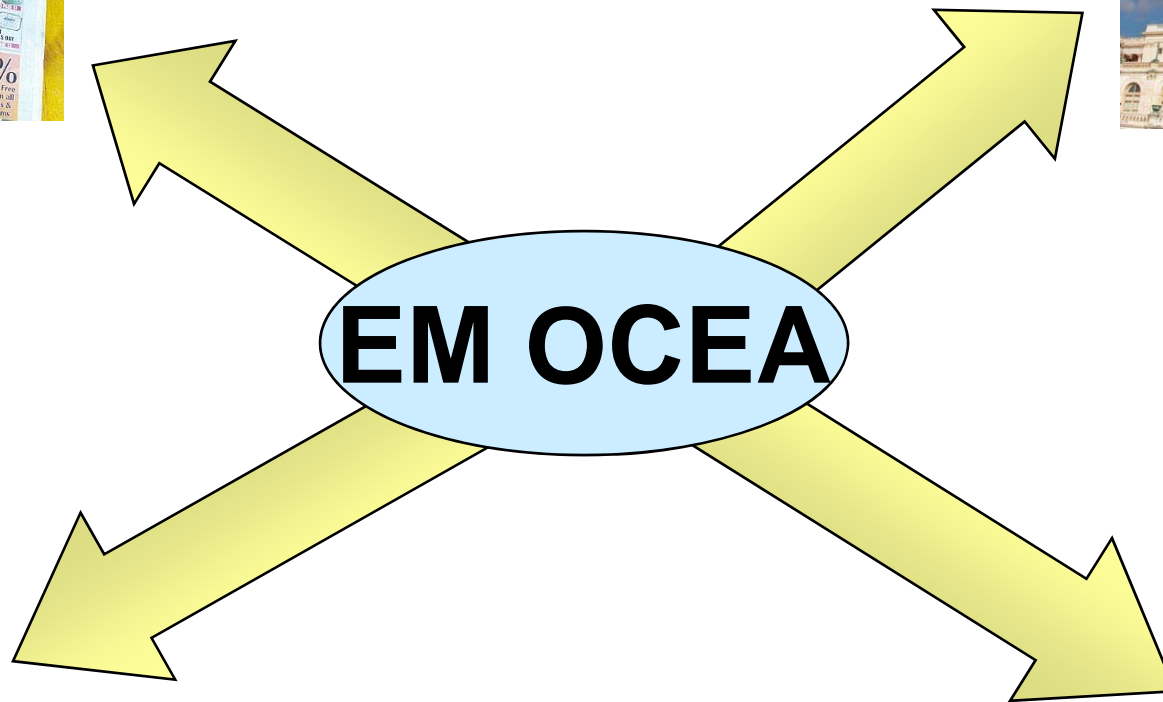
# PROCEDURES: OCEA Interfaces



Media



Congress



**EM OCEA**



EM Sites



Public Advisory Groups

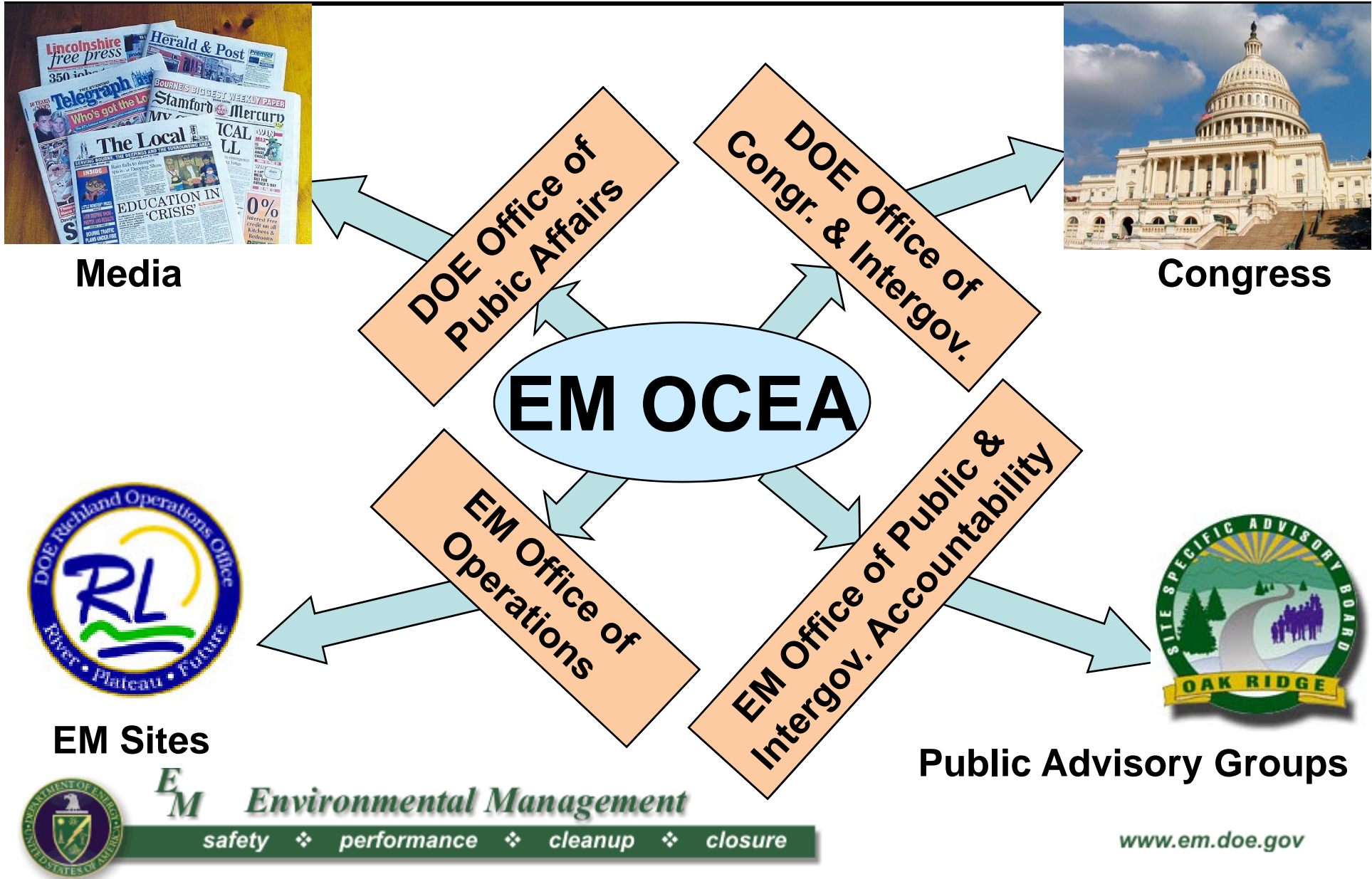


**EM** Environmental Management

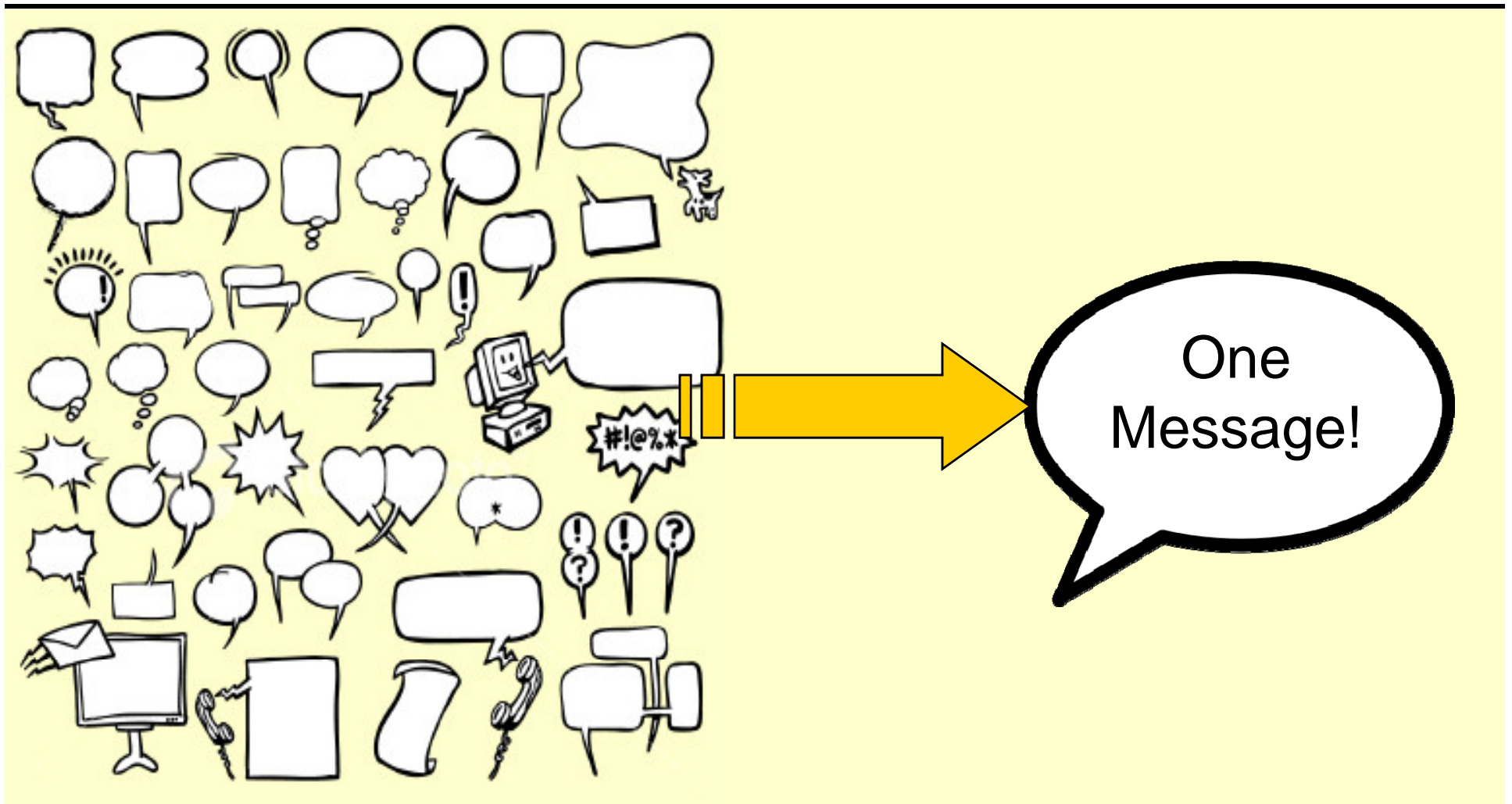
safety ❖ performance ❖ cleanup ❖ closure

[www.em.doe.gov](http://www.em.doe.gov)

# PROCEDURES: OCEA Interfaces



# A Single, Simple Goal:



**EM** Environmental Management

safety ❖ performance ❖ cleanup ❖ closure

[www.em.doe.gov](http://www.em.doe.gov)

# EM Communications Goals

---

## 1. Apply Best Corporate Practices

Benchmark and seek *measurable* improvement

## 2. Brand EM's Core Messages

Make EM synonymous with *progress, performance*

## 3. Strengthen Basic Communications Tools

"EM Story," "Progress and Pathways"

## 4. Build New Constituencies

- Essential to nuclear power's future
- A pillar of a responsible national environmental policy

## 5. Institutionalize

Build OCEA to be a "turn-key" operation that will function regardless of future staff/leadership



**EM** *Environmental Management*

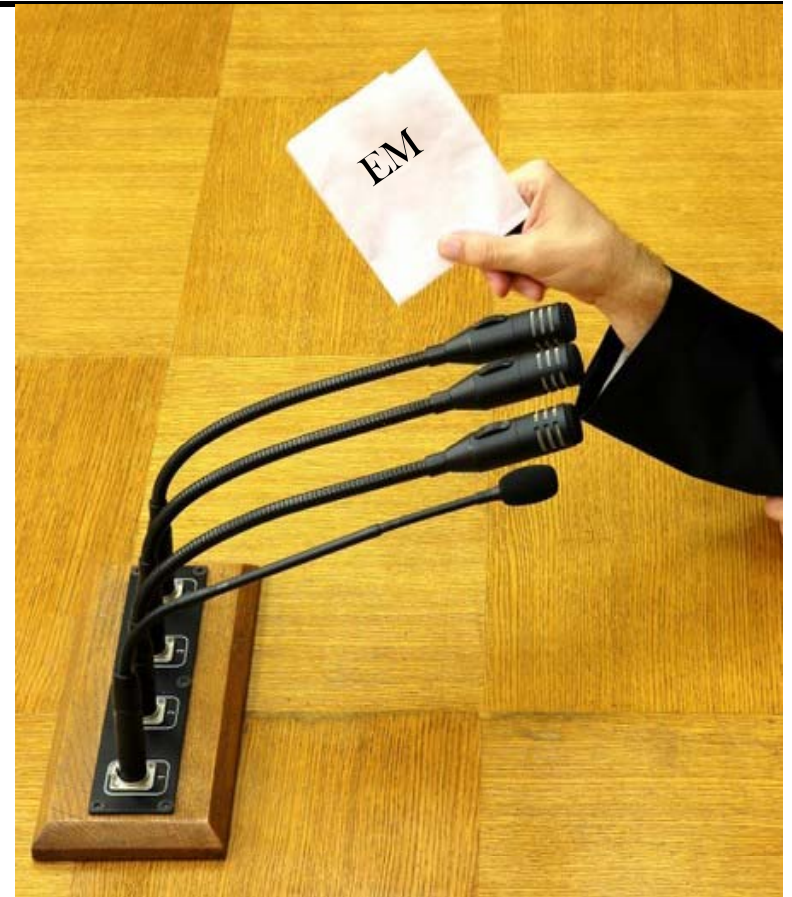
safety ❖ performance ❖ cleanup ❖ closure

[www.em.doe.gov](http://www.em.doe.gov)

# EM Office of Communications & External Affairs

---

## Questions . . .



**EM** *Environmental Management*

safety ❖ performance ❖ cleanup ❖ closure

[www.em.doe.gov](http://www.em.doe.gov)