



U.S. DEPARTMENT OF
ENERGY

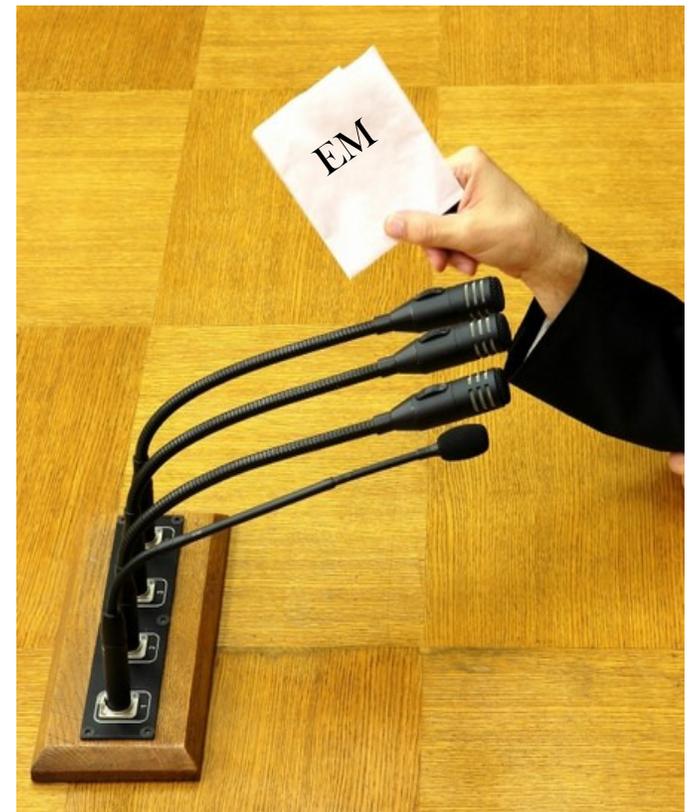
Communicating with the Office of Environmental Management

Jeffrey Bobeck

Director

***EM Office of Communications
and External Affairs***

**EM Site-Specific Advisory Board (SSAB) Chairs
Washington, DC ♦ September 16, 2008**



Strengthening EM's Communications Capabilities:

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.



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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.



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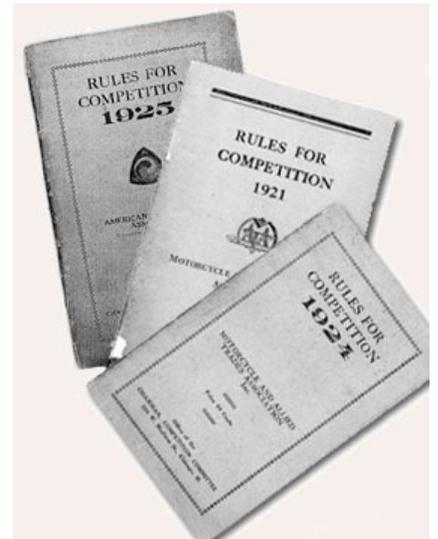
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Organizing OCEA: Basic Building Blocks

“The Three Ps”

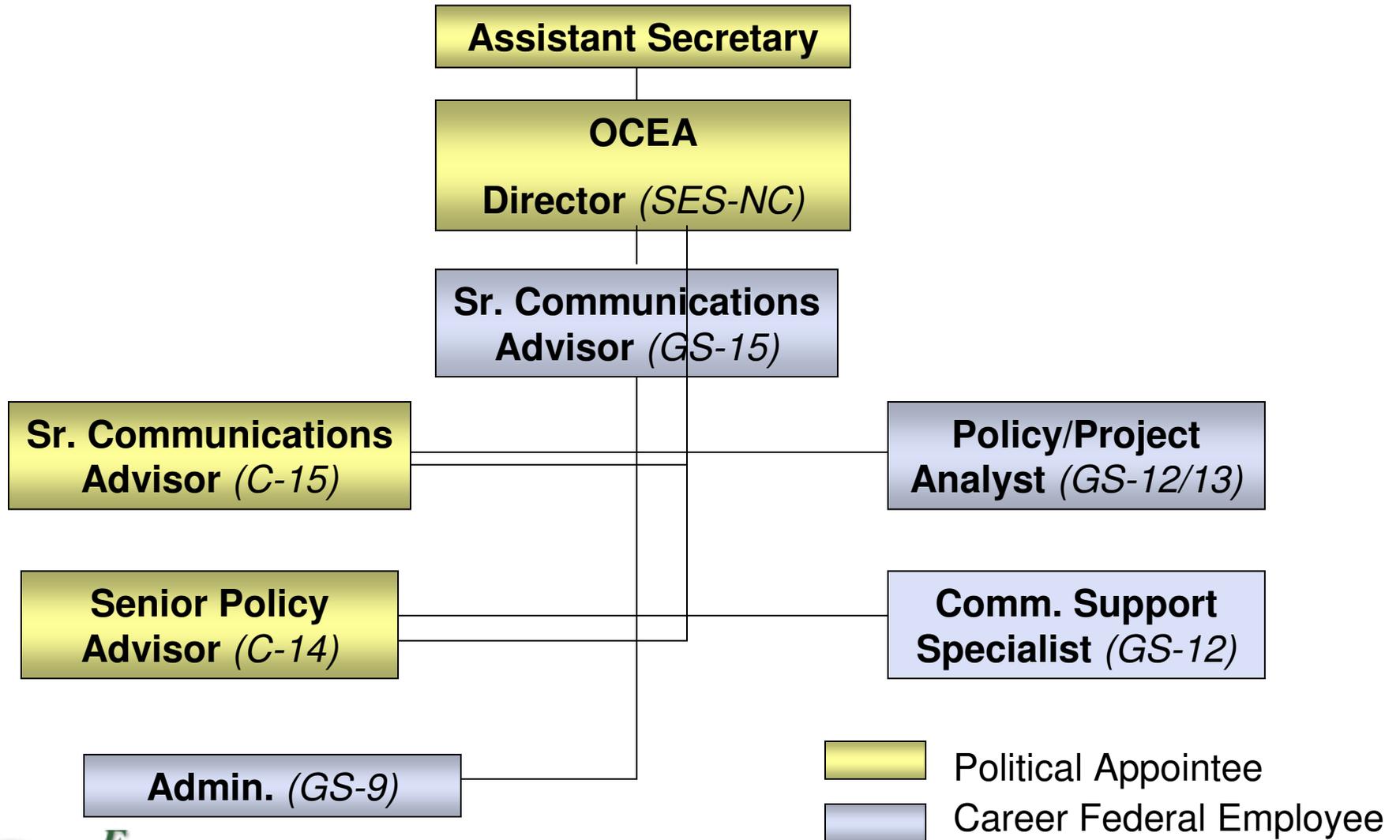
1. **People** . . . with the right skills
2. **Procedures** . . . to standardize and institutionalize Communications’ role
3. **Policy** . . . OCEA provides most value when fully integrated into EM’s policymaking process



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PEOPLE: EM OCEA Human Capital



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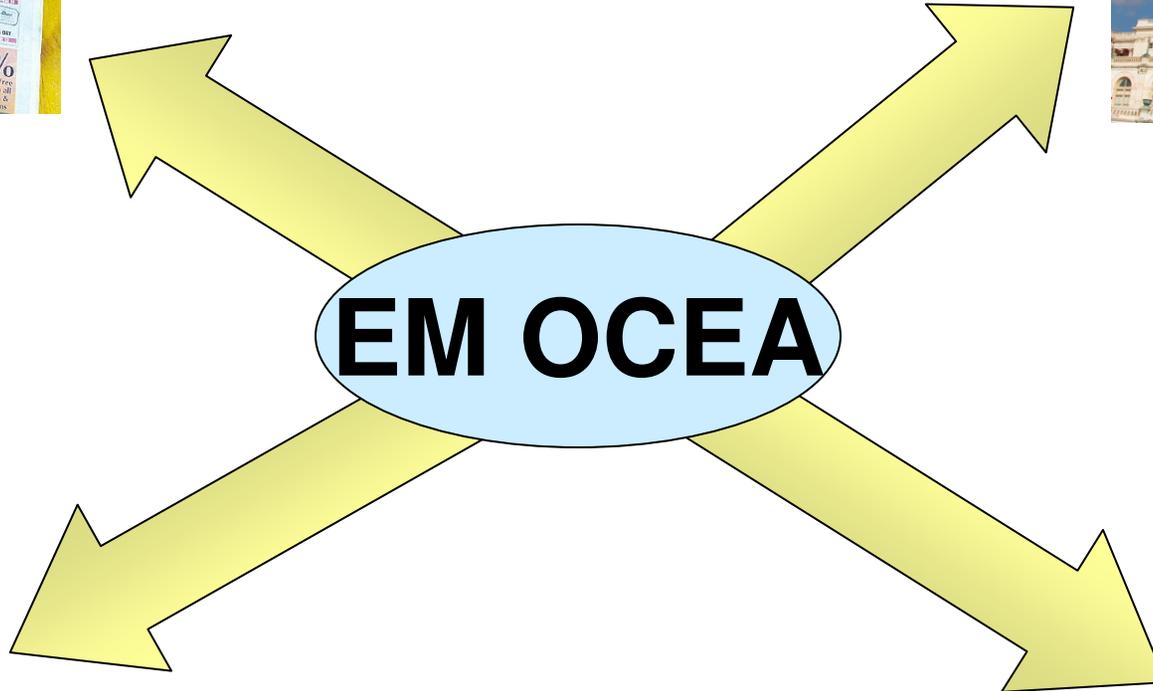
PROCEDURES: OCEA Interfaces



Media



Congress



EM Sites



Public Advisory Groups

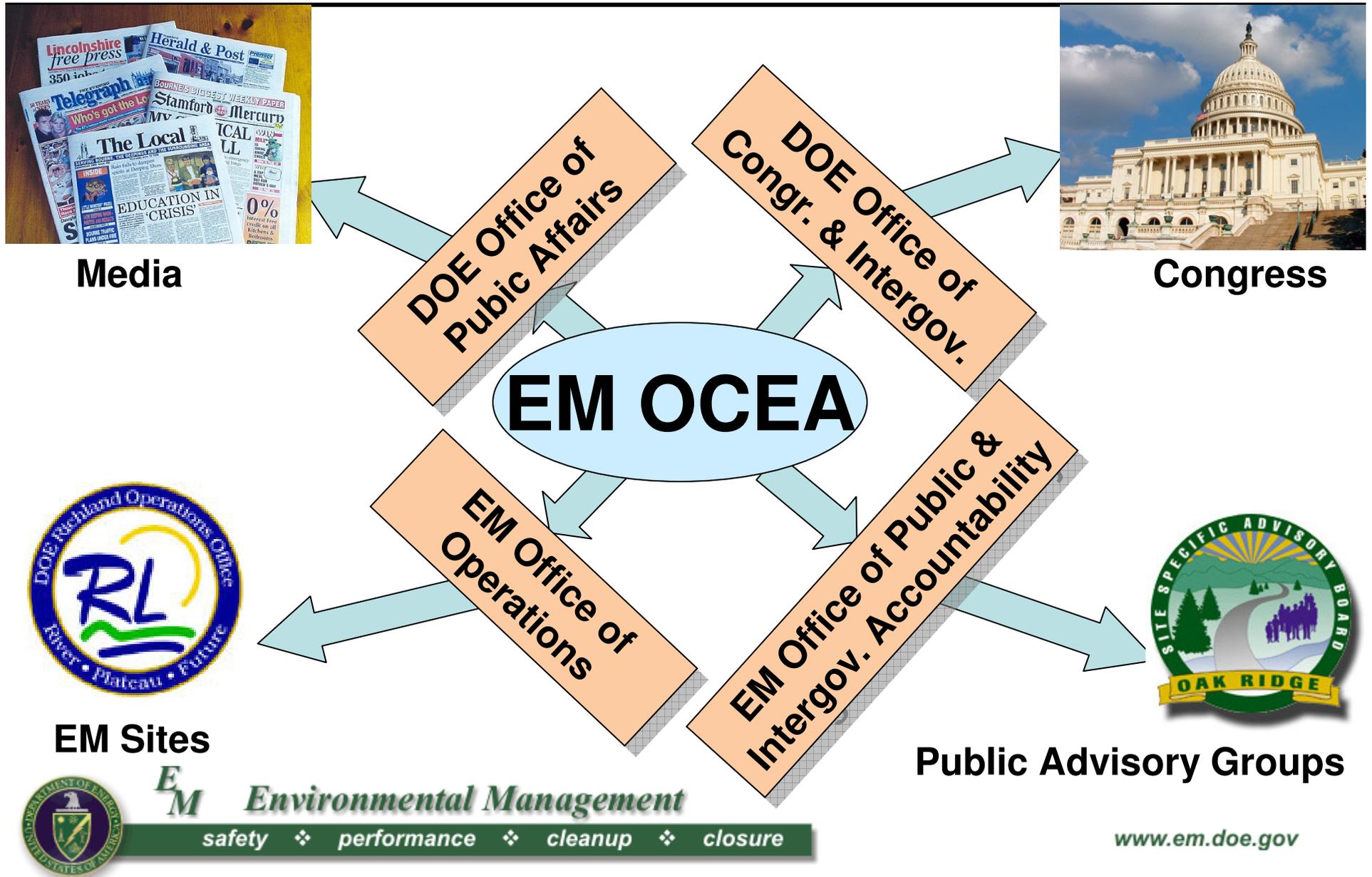


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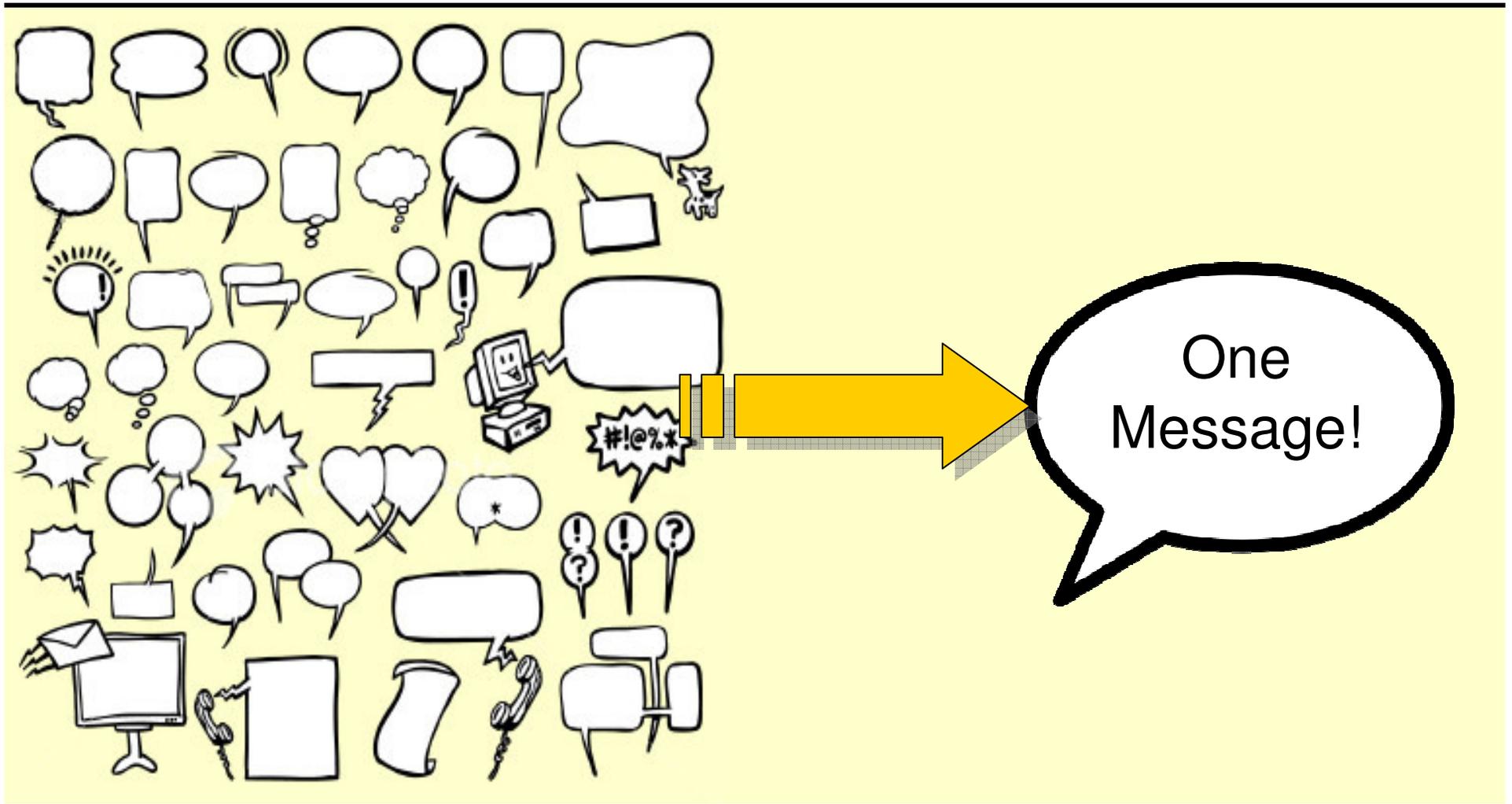
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PROCEDURES: OCEA Interfaces



A Single, Simple Goal:



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EM Communications Plan – Goals

1. Develop Core Messages

“Continuous Progress, Safely”

2. Build EM Logo into a *Brand*

EM = safety, performance, cleanup and closure

3. Apply Best Corporate Practices

Benchmark and seek *measurable* improvement

4. Institutionalize

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



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But First . . .

Fix the Potholes!

(Near-term Improvements)

1. Internal Communication

Sites and EM HQ in both directions

2. Basic Informational Materials

“EM Story” and video, Web site, “Progress and Pathways”

3. Engage Congress

Building a supportive Congressional constituency

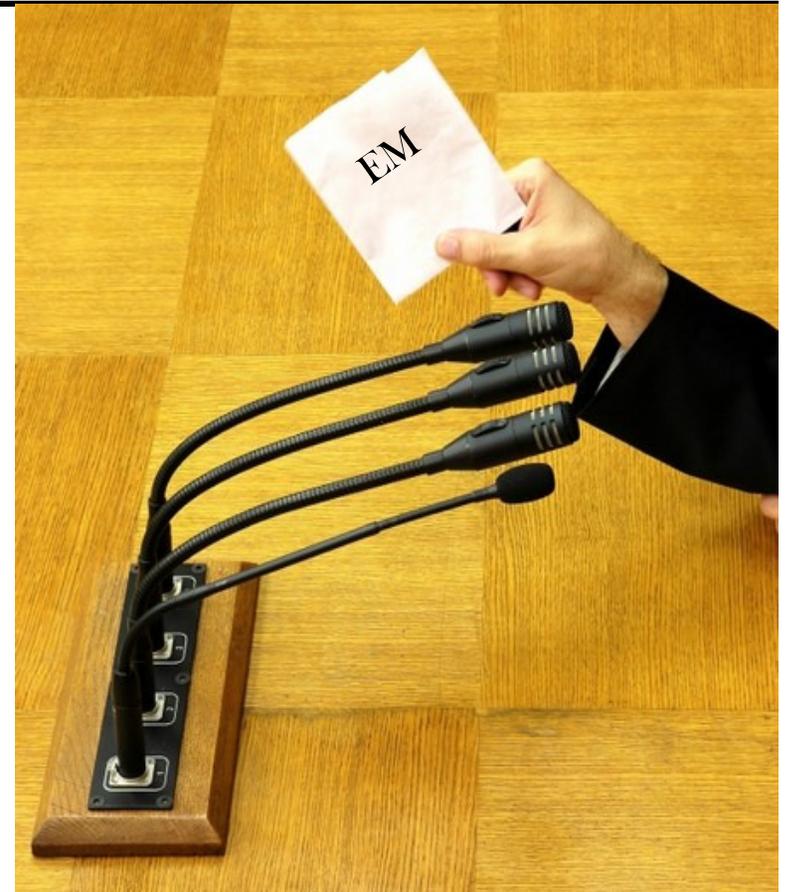


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Questions . . .



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