

OCT 18 1985

MEMORANDUM FOR: Eric Weinstein, IRB

FROM: Greg Cook, Public Affairs Officer (RV)

SUBJECT: EVALUATION OF NRC PUBLIC AFFAIRS ACTIVITIES AT THE 1985
PALO VERDE EMERGENCY PREPAREDNESS EXERCISE

Here is the evaluation you requested. I have discussed the fifteen criteria with Clyde Wisner, and we have collaborated on the evaluation. The summary is my own, but is consistent with the discussions I have had with Clyde Wisner, Frank Ingram, Al Johnson (RV Enforcement Officer, who participated as the base team Public Affairs Manager) and Bob Newlin.

Several of the evaluation criteria raised significant questions. As a list of points to keep in mind in evaluating public affairs the fifteen questions are fairly thorough, but their is little in them that aids in determining what adequate performance is. (This is particularly true of questions 2, 3 and 8). Question 5 implies that "provisions" are necessary to ensure that press releases are consistent with the Status Summary, yet for much of the Palo Verde exercise, the Status Summary ran significantly behind the information the licensee was announcing and releasing at the JIC. Alternate sources of information must be considered in such a circumstance. Question 13 raises an important issue which needs additional consideration; it is hard to imagine how the Public Affairs Coordinator or the Media Coordinator can do their jobs and effectively monitor the media simultaneously. I contend that the licensee should monitor local media or provide for that monitoring in the JIC, and that NRC headquarters public affairs is the appropriate organization to monitor national media.

On the issue of self-evaluation, I believe we were fairly effective. We have identified several issues that seem to need more thought or greater communication, we found our staffing to be insufficient and intend to work on improvements, we identified an opportunity to increase our proficiency on a daily basis through additional computer hardware training and we gained valuable experience.

I understand that Bob Newlin would like to work toward a revision of the criteria prior to the Wolf Creek exercise. Please let me know if I can help.

Original signed
Gregory N. Cook
Public Affairs Officer

Enclosures:
As stated

cc w/enclosures:
R. Newlin, OPA
C. Wisner, RIV
R. Fish, RV

bcc w/enclosures: Mr. Martin; RSB/Document Control Desk (RIDS)

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