



**Public Outreach Committee  
Meeting Minutes  
Tuesday, October 22, 2013, 5:30 p.m.  
DOE Information Center**

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**Members Present**

Bruce Hicks  
Jan Lyons, Vice Chair  
Scott McKinney, Chair

**Others Present**

Pete Osborne, ORSSAB support office  
Ben Williams, DOE

**Absent**

Noel Berry  
Alfreda Cook  
Mary Hatcher  
Howard Holmes  
Scott Stout

**Work Plan**—The committee reviewed its draft FY 2014 work plan (Attachment 1). Mr. McKinney said his goal this evening is to get everyone grounded on the work plan topics and make some initial decisions about additions and deletions. The committee will then finalize the work plan in November.

**Core Public Outreach Committee issues:**

- **Secret City Festival and Earth Day planning.** Ms. Lyons said she wonders if the Secret City Festival is really a good venue for the SSAB since the festival is mostly a way for the city to promote itself. Earth Day seems more applicable to the board's mission. Mr. Williams said the Environmental Management (EM) program made a big push last year to have a booth at Earth Day, so having the SSAB there is good synergy. Mr. McKinney said he's fine with just focusing on Earth Day this next year.
- **Select/identify area groups for speaking about SSAB mission.** Mr. McKinney said this is an important thing to do, but it's critical to have something newsworthy to talk about. Just going in with an informational presentation doesn't cut it. He plans to get together with Dave Hemelright to review the list of potential organizations. Mr. Williams reminded the group that a DOE representative should be present at all outreach presentations. Mr. Hicks asked staff to send him a copy of the outreach presentation.
- **Media outreach.** Mr. McKinney said he will continue to work on this.
- **AMSE liaison.** Mr. Osborne said that unless someone else on the committee is interested, he will ask Alfreda Cook if she still wants to be the liaison.

**Other potential issues:**

- **Public Environmental Survey.** Mr. Osborne announced that the Office of Management and Budget had finally approved the survey.
- **Hosting area 'VIPs,' including civic leaders and politicians.** Mr. McKinney said that efforts were made last year but nothing came to fruition. Mr. Williams reminded the group that it's important to speak with these people from the perspective of the board, not the individual board member.
- **Raising awareness of key historical dates.** Mr. McKinney said that Ms. Lyons had knocked it out of the park last year with her submissions for the Advocate newsletter.
- **Work with UT marketing students to raise awareness of the SSAB mission.** Mr. Osborne said this had been suggested by Howard Holmes. Ms. Lyons said she'd read something recently about the city using

students to create a greenways development and marketing plan. The best way to go about getting students involved in raising awareness of ORSSAB would be to find a professor who needs a class project.

**Collaborative issues with the staff:**

Mr. McKinney said these functions and activities will continue as usual in FY 2014.

- Advocate newsletter
- Annual Report
- Federal Register notice
- Facebook, YouTube, Videos and Website
- Editorials, Newspaper Ads and Releases

**DOE 2014 priorities:**

Mr. McKinney noted that these topics were taken from the annual meeting and that they may have pertinence to the Public Outreach Committee should it be determined that outreach is needed for them.

- Comprehensive groundwater study
- Strategy for addressing mercury contamination at Y-12
- Sufficient waste disposal capacity on the Oak Ridge Reservation
- Completion of the cleanup at East Tennessee Technology Park
- Input into the 2016 EM budget prioritization effort
- Operation of the EM Waste Management Facility

Mr. Hicks wondered if EM would not already be doing some outreach for all these issues, and he asked if the SSAB should be doing outreach if DOE is already taking care of it. Mr. McKinney asked Mr. Williams to look at the issues and see if there's anything the Public Outreach Committee should be doing. Mr. Williams said he wasn't aware of anything specific, but he thought the topics would be good material for board members to write editorials about.

Mr. Hicks remarked that the groundwater study is a potentially troublesome issue because of the uncertainties he had seen in the recently issued report. The report is something that could draw significant interest in the community and should perhaps be discussed a venue larger than the DOE Information Center. He also thought that advertising the availability of the YouTube recording of the groundwater presentation at the November board meeting would be beneficial.

Mr. McKinney asked Mr. Williams to discuss moving the November board meeting to a larger venue with Dave Adler. Ms. Lyons agreed that community interest in the presentation could be high, and she suggested that the presentation be advertised widely and that ads be placed in Knoxville, Hardin Valley, Clinton, and other papers. The ad should be significantly different from our normal meeting announcement, and the news release should accompany the ad submission so the papers are encouraged to run the release.

The committee discussed various venues for the meeting: the New Hope Center at Y-12, Pollard Auditorium, and the American Museum of Science and Energy. The committee agreed, however, that the logistics associated with moving the meeting on such short notice made moving it unfeasible. Ms. Lyons suggested reconfiguring the meeting setup at the DOE Information Center to add more space for public seating.

Mr. Williams said he would talk to Mr. Adler about it tomorrow and get back to the committee with Mr. Adler's comments.

### **Issue Manager & Liaison Updates**

Museum Exhibit—Mr. Osborne reported that the new display for the waste management kiosk is in place, but he is not completely satisfied with it. He met with David Brown (the DOE graphics designer who created the design for the display) at the museum last week, and they agreed on some augmentations that should make the display more appealing. They also discussed the next improvements for the ORSSAB exhibit, which include reconfiguring the ORSSAB poster to include a tablet showing the ORSSAB infomercials, overarching signage for the exhibit, and changes to some of the other posters.

### **Staff Report on Ongoing Activities**

Mr. Osborne had no additional reports.

### **Other Business**

Annual Report—The committee reviewed the editorial plan and schedule (Attachment 2) for the 2013 report and copies of last year's report. Mr. Osborne asked the committee to supply comments on changes to the report by October 29. Ms. Lyons said she would prefer to have The Year's Top News come first and move introductory material to the back.

FY 2016 Committee Budget Request—The committee reviewed its FY 2015 request (Attachment 3), which Mr. Osborne explained had been distributed for use as a go-by in developing the committee's 2016 request. Several changes were suggested. Mr. Osborne offered to make the changes and send the request out to the committee for review.

FY 2013 Carryover Funds—Ms. Lyons asked what had come of discussion at the September Executive Committee meeting to spend a portion of the FY 2013 carryover funds on special projects. Mr. Osborne said he had recorded Ms. Lyons' suggestion to increase printing and distribution of various ORSSAB publications. That suggestion, along with others, will be discussed at the next Executive Committee meeting.

Ms. Lyons thought it would also be good to run ads in Knoxville every month, at least for some time, on a trial basis. The ads could describe the current month's presentation as well as the next month's. But it needs to be newsworthy and not just a boring meeting notice. Mr. McKinney thought ads could be run quarterly or when there's a board presentation of particular importance. Mr. Osborne said he would add it to the Executive Committee discussion and that he would get together with Ms. Lyons to better define the publications distribution idea in terms of the publication materials, distribution locations, and distribution methods.

November, December Meetings—The committee discussed the dates of its upcoming meetings and agreed to meet at the DOE Information Center on November 19. The December meeting was canceled.

Election of FY 2014 Officers - Ms. Lyons nominated Mr. McKinney for chair, and Mr. McKinney nominated Ms. Lyons for vice chair. Both were elected by unanimous vote.

*Closed*

None

*Open*

1. Staff will send Mr. Hicks a copy of the ORSSAB outreach presentation.

2. Mr. Williams will talk to Dave Adler Wednesday about moving the November board meeting to a larger venue and get back to the committee with Mr. Adler's comments.
3. Staff will design and place ads in area papers and pursue other advertising methods for the November board meeting presentation.
4. Staff will make suggested changes to the committee's FY 2016 budget request and send it out to the committee for review.
5. Staff will add to the Executive Committee discussion Ms. Lyons' idea to use some of the FY 2013 carryover to run ads in the Knoxville papers.
6. Staff will get with Ms. Lyons to better define the publications distribution idea in terms of the publication materials, distribution locations, and distribution methods.

### **Next Meeting**

Tuesday, November 19, 5:30 p.m. The meeting will be held at the DOE Information Center.

Attachments (3). Available upon request from the ORSSAB support office.

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