RECEIVED

JAN 30 1996

OSTI

External Communication FY 1995 Site Support Program Plan WBS 6.10.6

W. P. Whiting

Date Published
September 1994**DISCLAIMER**

This report was prepared as an account of work sponsored by an agency of the United States Government. Neither the United States Government nor any agency thereof, nor any of their employees, makes any warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe privately owned rights. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof. The views and opinions of authors expressed herein do not necessarily state or reflect those of the United States Government or any agency thereof.

Prepared for the U.S. Department of Energy

Westinghouse
Hanford Company

P.O. Box 1970
Richland, Washington

Hanford Operations and Engineering Contractor for the
U.S. Department of Energy under Contract DE-AC06-87RL10930

Approved for Public Release

MASTER

DISTRIBUTION OF THIS DOCUMENT IS UNLIMITED

RELEASE AUTHORIZATION

Document Number: WHC-SP-1132, Rev. 0

Document Title: External Communication FY 1995 Site Support Program Plan

Release Date: Published September 1994

**This document was reviewed following the
procedures described in WHC-CM-3-4 and is:**

APPROVED FOR PUBLIC RELEASE

WHC Information Release Administration Specialist:

W. L. Birkland 9/15/95

TRADEMARK DISCLAIMER. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof or its contractors or subcontractors.

This report has been reproduced from the best available copy. Available in paper copy and microfiche. Printed in the United States of America. Available to the U.S. Department of Energy and its contractors from:

U.S. Department of Energy
Office of Scientific and Technical Information (OSTI)
P.O. Box 62
Oak Ridge, TN 37831
Telephone: (615) 576-8401

Available to the public from:

U.S. Department of Commerce
National Technical Information Service (NTIS)
5285 Port Royal Road
Springfield, VA 22161
Telephone: (703) 487-4650

Site Support Program Plan Approval Sheet

6.10.6 External Communications

Assistant Manager-Contracting Officer's Representative

(Signature)

(Date)

K. K. Randolph, Director RL-Communications

WHC Director & Program Manager

(Signature)

(Date)

B. S. Kuntz, Director External Communications

1.A Vision/Mission	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.1	FY 1995 Site Support Program Plan Date Prepared: August 1994
--------------------	---	--

1.A Vision/Mission Statement

Provide common sitewide communications services to DOE-RL, DOE-HQ, Westinghouse Hanford Company, ICF Kaiser, Battelle Pacific Northwest Laboratory, Bechtel Hanford Company, Hanford Environmental Health Services, among others to include daily news clip services and management of the Hanford emergency public information programs and facilities for RL-COM.

1.A Vision/Mission	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
--------------------	---	--

1.A Vision/Mission Statement

Establish a positive working relationship that builds confidence and enhances trust between Hanford and its stakeholders.

Assist Hanford cleanup progress by facilitating an informed consent process that is sensitive to the values of affected publics, stakeholders, and regulators and assures high-quality public input to decision-making.

Emphasize a proactive communications strategy that is productive and responsive to RL requirements and public/stakeholder values and which insures effective public interface and Hanford progress.

Integrate external communications programs and services into the following WHC projects: 1) Facility Transition, 2) Tank Waste Remediation Systems, 3) Nuclear Spent Fuel, 4) Waste, Analytical & Environmental Services, and 5) Administration.

1.B.1 Internal Assessment Summary	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
-----------------------------------	---	--

PRIMARY CUSTOMERS

The primary customers of External Communications are:

- 1) Richland Operations Office, Communications Department
- 2) Stakeholders
- 3) Tank Waste Remediation Systems
- 4) Spent Nuclear Fuel Project
- 5) Facility Transition
- 6) Waste, Analytical & Environmental Services
- 7) Administration
- 8) Hanford Advisory Board
- 9) WHC General Manager and Office of the President
- 10) WEC

PRODUCTS/SERVICES PROVIDED

The primary services provided by External Communications are strategic program/project communications planning; comprehensive public involvement; local, regional and national media relations; public information programs and products; community relations; site tours; speakers bureau; crisis communication response; advertising/exhibits; governmental relations/liaison; program communications services; and public communications publications and videos.

MAJOR ACTIVITIES PERFORMED TO DELIVERY PRODUCTS AND SERVICES

The significant activities performed by External Communications are in four areas: 1) Management; 2) Project Communications Services; 3) Community and Public Outreach; 4) and Public Involvement Services.

COST OF PERFORMING SERVICES

The cost of performing external communications services for fiscal year 1995 is \$3.9 million from indirect funds. Four customers (Tank Waste Remediation Systems, Spent Nuclear Fuel Project, Facility Transition and Waste, Analytical and Environment Services are expected to direct fund information products specific to their projects.)

UNIT COST OF SERVICES

The unit cost of products and services for External Communications in FY94 is not applicable.

EVALUATION OF MAJOR ACTIVITIES (COST, VALUE-ADDED, ETC.)

External Communications activities provide value to the company, its projects, and DOE by achieving compliance to more than 30 DOE orders, DOE directives, policies, state and federal laws. Through the systematic development of informed consent involving Hanford management, stakeholders, the general public and regulators, Hanford cleanup is better able to proceed in concert with the values of the involved parties.

External Communications provides further efficiencies as the single point of contact for media interactions which otherwise would be scattered throughout WHC programs.

Enhanced efficiency is expected from the realignment of multi-purpose communication teams which are dedicated to five key programmatic areas: TWRS Communications, Transition Facilities Communications, Spent Fuels Communications, Waste, Analytical and Environmental Services Communications, and Program Communications Services.

FACTORS WHICH INFLUENCE RESOURCE CONSUMPTION (CHANGES TO COST AND VOLUME)

The factors that influence cost and volume for External Communications are significant. While External Communications can plan for an expected level of activity that is based on historical levels, it is impossible to predict nor control the events which will require direct communications response.

For example, the recent identification by the Secretary of Energy of the three tribes as co-regulators of Hanford directly impacts the level of effort and cost of achieving planned public involvement.

FACTORS THAT INFLUENCE CHANGES IN TYPES OR NATURE OF PRODUCTS and SERVICES

The factors that influence changes in the nature of External Communications services are directly related to management decisions both within WHC and at DOE and stakeholder expectations.

For example, stakeholder interest in an issue will require increased information and interaction be provided. Technological influences are also present as demonstrated by the unanticipated FY94 request to implement a multimedia information program. Integration into the information highway is expected to be an influence in FY95.

ASSESSMENT OF PROBLEMS, ISSUE AND OPPORTUNITIES

External Communications faces a significant challenge to streamline its operation, be more cost effective and provide services directly to key WHC programs. At risk, however, are the efficiencies realized as a centralized overhead organization. To ensure both efficiency and effectiveness are maintained, the department will retain both an overhead function and a program services cost center. Services provided directly to projects will be paid for by the projects.

Maintaining communications between stakeholders and WHC program management is at a critical stage at this time. Without the confidence of stakeholders, the public and regulators that cleanup progress is being made safely and cost effectively, future resources may be restricted and third party intervention likely.

The leadership of both the Department of Energy and Westinghouse have committed to assure public input to the decision-making process. The systematic development of informed consent process is now assuring open, two-way communications with Hanford stakeholders, among others. Without the facilitation of this process by External Communications, customer expectations will not be met.

Crucial to progress and informed consent is information. New and innovative communications strategies and tools responding to the information needs of a technologically driven audience are being developed. For example, the CD ROM communications products have proven highly successful in their demonstrations, but further development is needed. Internet capability is anticipated to be a required information service.

1.B.2 External Assessment Summary	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
-----------------------------------	---	--

SUMMARY OF CUSTOMER REQUIREMENTS (NEEDS)

The issues facing Westinghouse Hanford External Communications can be summarized into three broad categories: 1) Assure public involvement in Hanford decision making; 2) Make public access to information easier; 3) Consult with Native American tribes as sovereign nations to ensure Hanford related tribal goals are incorporated in Hanford decision making.

Hanford Site Communications Plan

A formal process to establish common goals and objectives with the DOE customer, in partnership with the other contractor public affairs directors, was started in February 1994. To support this process, a formal meeting was held jointly with the Richland Operations Manager and each contractor principal to discuss expectations concerning communications. Additionally, the DOE-HQ Strategic Plan and the Hanford Summit II commitments were reviewed to define communications requirements and impacts. The draft FY 1994-95 Hanford Site Communications Plan reflects these inputs. It also focuses on the strategies and actions that the RL and contractor communication staffs are using to increase stakeholder and Native American understanding of and involvement in DOE's Hanford decisions.

1.C Goals and Objectives	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
--------------------------	---	--

The External Communications Department has recently restructured to align directly with the four major Hanford cleanup programs. However, the fundamental goals, objectives, and missions remain unchanged. The management goal for the Department is to assure public involvement in Hanford decision making, make public access to information easier and consult with Native Americans on Hanford decisions.

The organizational goals of the Department are to be recognized as a team of professionals who are proactive, responsive to customer needs, and are experts in their field.

The objectives of the Department are to develop and implement program-driven, external communications services that:

- Increase public understanding of the Hanford environmental and waste management mission;
- Increase public involvement in the decision-making process through open, two-way communications with all stakeholders and WHC/DOE program management;
- More frequently communicate program achievements and issues;
- Establish and maintain effective working relationships with local, regional, and national media to ensure accurate and timely communication of key Hanford issues.
- Respond promptly to information requests from all stakeholders, media, regulators, government and elected officials, tribes, labor leaders, community leaders, and business leaders;
- Establish community goodwill and recognition that Hanford is a good neighbor;

1.D Strategies	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
----------------	---	--

CUSTOMER SUPPORT STRATEGIES

Multi-purpose teams capable of providing a full range of communication services will be refined and dedicated to four key cleanup programs and one administrative area. Services provided will include strategic planning, public involvement, public information and media information.

Services essential for the functioning of the Hanford Advisory Board and Tri-Party Agreement public involvement requirements will be dedicated to those entities.

Customer needs and satisfaction will be assessed through one-on-one interactions with DOE-RL and stakeholders and through group meetings as needed.

PRODUCTION STRATEGIES

Information required is determined by the cognizant communication group whether it be the manager or the project team. Development of the information is then "contracted" with the appropriate source. For efficiency, External Communications has developed an internal Information Products Center of Excellence which serves as a full service resource for electronic and printed information products.

ORGANIZATION and MANAGEMENT STRATEGIES

The organization and management strategies are carried out though the teams described in the "Customer Support Strategies" section. The team will be supported by the department as a whole which will provide broad services i.e. Speakers Bureau, tours, information product development, government relations, etc. Managers will serve as "coaches" to the teams as well as senior experts in their areas of expertise. Department activities will be coordinated both in the project team level and at a management level. Teams will have the flexibility to "borrow" resources temporarily from other teams to address high volume workload issues.

1.E Assumptions	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
-----------------	---	--

The External Communications Department's goals, objectives and strategies are driven primarily by the Hanford Strategic Plan and the Tri-Party Agreement, both of which call for Hanford to build partnerships with its stakeholders, and the commitment by Department of Energy and Westinghouse leaders to assure stakeholder participation in Hanford's decision-making process.

The draft Hanford Site Communications Plan also provides a basis with its emphasis on public participation and feedback, enhancing public understanding of Hanford's mission and making public access to information and facilities easier.

The development of the department's goals, objectives and strategies also assumes that staffing will be consistent with funding levels; funding will be received from the ERC for communications services provided to it; and the process through which the three co-regulator tribes will be involved in decision-making will be clarified.

1.F Issues and Constraints	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
----------------------------	---	--

The External Communications Department's achievement of its mission will depend greatly on something beyond its control: the ability of the Department of Energy and Westinghouse to prevent unanticipated events which damage working relationships and reduce stakeholder confidence in Hanford.

Management decisions intended to be positive also may become an issue at the External Communications level. A key example is the recent decision about tribal interaction and involvement in the decision-making process, which may require more public involvement and other communications support than has been anticipated.

Providing direct communications response to an unanticipated event will likely use resources earmarked for other planned products and services. There is little choice, however, for an ineffective communications response likely would add to the damage caused by the event or decision to which the department was responding.

1.G Performance Measures	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
--------------------------	---	--

The performance of External Communications Department strategies will be measured through informal surveys of stakeholder perceptions and the reflection of those perceptions in the department's planning; the strength of stakeholder partnerships and degree to which those partnerships contribute to visibility, understanding and achievement of Hanford's mission' and the adoption of new practices learned from these interactions.

Performance measures also include the number of new communication products; number of ineffective products eliminated; amount of proactive public information provided; time needed to respond to inquiries; and number of customers served.

2.A.1 Work Breakdown Structure and Responsibility Assignment Matrix	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6.2	FY 1995 Site Support Program Plan Date Prepared: August 1994
---	---	--

RL WBS	Activity	Title	Manager	Org. & Number
6.10.6		External Communications	B.S. Kuntz	External Communications
6.10.6.1		Site Communications Services News Clips Joint Information Center Multi Media Technical Library Assessment	B.S. Kuntz	External Communications (01100)
	WBS800	Hanford News Clips	P.M. Phelps	Project Communications Services (01110)
	WBS700	Emergency Public Information	B.S. Kuntz	External Communications (01100)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)
6.10.6.2		TWRS Communications	B.S. Kuntz	External Communications
	WBS100.1	Public Involvement, Coordination	P.S. Hale	Public Involvement Services (01130)
	WBS100.2	Public Involvement, Strategic Analysis	P.S. Hale	Public Involvement Services (01130)
	WBS100.3	Public Involvement, Liaison	P.S. Hale	Public Involvement Services (01130)
	WBS300	Media Relations	P.M. Phelps	Project Communication Services (01110)
	WBS400.1	Community Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS400.2	Tribal Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)
	WBS900	Site Tours	D.J. Dillman	Community & Public Outreach (01120)
	WBS1100	Public Information	P.S. Hale/P.M. Phelps	Public Involvement/Project Communications (01130/01110)
	WBS1200	Strategic Planning	B.S. Kuntz	External Communications (01100)

RL WBS	Activity	Title	Manager	Org. & Number
6.10.6.2		Waste, Analytical & Environmental Communications	B.S. Kuntz	External Communications (01100)
	WBS100.1	Public Involvement, Coordination	P.S. Hale	Public Involvement Services (01130)
	WBS100.2	Public Involvement, Strategic Analysis	P.S. Hale	Public Involvement Services (01130)
	WBS100.3	Public Involvement, Liaison	P.S. Hale	Public Involvement Services (01130)
	WBS300	Media Relations	P.M. Phelps	Project Communication Services (01110)
	WBS400.1	Community Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS400.2	Tribal Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)
	WBS900	Site Tours	D.J. Dillman	Community & Public Outreach (01120)
	WBS1100	Public Information	P.S. Hale/P.M. Phelps	Public Involvement/Project Communications (01130/01110)
	WBS1200	Strategic Planning	B.S. Kuntz	External Communications (01100)
6.10.6.2 (01100)		Facility Transition Communications	B.S. Kuntz	External Communications
	WBS100.1	Public Involvement, Coordination	P.S. Hale	Public Involvement Services (01130)
	WBS100.2	Public Involvement, Strategic Analysis	P.S. Hale	Public Involvement Services (01130)
	WBS100.3	Public Involvement, Liaison	P.S. Hale	Public Involvement Services (01130)
	WBS300	Media Relations	P.M. Phelps	Project Communication Services (01110)
	WBS400.1	Community Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS400.2	Tribal Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)
	WBS900	Site Tours	D.J. Dillman	Community & Public Outreach (01120)
	WBS1100	Public Information	P.S. Hale/P.M. Phelps	Public Involvement/Project Communications (01130/01110)
	WBS1200	Strategic Planning	B.S. Kuntz	External Communications (01100)
6.10.6.2		Spent Nuclear Fuel Project Communications	B.S. Kuntz	External Communications (01100)

RL WBS	Activity	Title	Manager	Org. & Number
	WBS100.1	Public Involvement, Coordination	P.S. Hale	Public Involvement Services (01130)
	WBS100.2	Public Involvement, Strategic Analysis	P.S. Hale	Public Involvement Services (01130)
	WBS100.3	Public Involvement, Liaison	P.S. Hale	Public Involvement Services (01130)
	WBS300	Media Relations	P.M. Phelps	Project Communication Services (01110)
	WBS400.1	Community Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS400.2	Tribal Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)
	WBS900	Site Tours	D.J. Dillman	Community & Public Outreach (01120)
	WBS1100	Public Information	P.S. Hale/P.M. Phelps	Public Involvement/Project Communications (01130/01110)
	WBS1200	Strategic Planning	B.S. Kuntz	External Communications (01100)
6.10.6.2		Project Communications Services	B.S. Kuntz	External Communications (01100)
	WBS300	Media Relations	P.M. Phelps	Project Communication Services (01110)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)
	WBS900	Site Tours	D.J. Dillman	Community & Public Outreach (01120)
	WBS1200	Strategic Planning	B.S. Kuntz	External Communications (01100)
6.10.6.2		Public Involvement Services Hanford Advisory Board Tri-Party Agreement	B.S. Kuntz	External Communications (01100)
	WBS100.1	Public Involvement, Coordination	P.S. Hale	Public Involvement Services (01130)
	WBS100.2	Public Involvement, Strategic Analysis	P.S. Hale	Public Involvement Services (01130)
	WBS100.3	Public Involvement, Liaison	P.S. Hale	Public Involvement Services (01130)
	WBS300	Media Relations	P.M. Phelps	Project Communication Services (01110)
	WBS400.1	Community Relations	D.J. Dillman	Community & Public Outreach(01120)
	WBS400.2	Tribal Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)

RL WBS	Activity	Title	Manager	Org. & Number
	WBS900	Site Tours	D.J. Dillman	Community & Public Outreach (01120)
	WBS1100	Public Information	P.S. Hale/P.M. Phelps	Public Involvement/Project Communications (01130/01110)
	WBS1200	Strategic Planning	B.S. Kuntz	External Communications (01100)
6.10.6.2		Community & Public Outreach	B.S. Kuntz	External Communications (01100)
	WBS100.1	Public Involvement, Coordination	P.S. Hale	Public Involvement Services (01130)
	WBS100.2	Public Involvement, Strategic Analysis	P.S. Hale	Public Involvement Services (01130)
	WBS100.3	Public Involvement, Liaison	P.S. Hale	Public Involvement Services (01130)
	WBS300	Media Relations	P.M. Phelps	Project Communication Services (01110)
	WBS400.1	Community Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS400.2	Tribal Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)
	WBS900	Site Tours	D.J. Dillman	Community & Public Outreach (01120)
	WBS1100	Public Information	P.S. Hale/P.M. Phelps	Public Involvement/Project Communications (01130/01110)
	WBS1200	Strategic Planning	B.S. Kuntz	External Communications (01100)
6.10.6.2		Executive Communications	B.S. Kuntz	External Communications (01100)
	WBS100.2	Public Involvement, Strategic Analysis	P.S. Hale	Public Involvement Services (01130)
	WBS400.1	Community Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS400.2	Tribal Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS500	Information Products Center	P.M. Phelps	Project Communications Services (01110)
	WBS600	Government Relations	D.J. Dillman	Community & Public Outreach (01120)
	WBS900	Site Tours	D.J. Dillman	Community & Public Outreach (01120)
	WBS1000	Speakers Bureau	D.J. Dillman	Community & Public Outreach (01120)
	WBS1200	Strategic Planning	B.S. Kuntz	External Communications (01100)

2.A.2 Description of Activities	Westinghouse Hanford Company RL WBS # 6.10.6 External Communications	FY 1995 Site Support Program Plan Date Prepared: August 1994
ACTIVITY NUMBER & TITLE	DESCRIPTION	
WBS100.1 Public Involvement, Coordination	Plan, coordinate, and conduct public involvement activities which 1) support program decisions and 2) assure compliance with the spirit and intent of environmental laws and agreements with regulators and stakeholders.	
WBS100.2 Public Involvement, Strategic Analysis	Facilitate the strategic analysis process that identifies key decisions that need stakeholder participation.	
WBS100.3 Public Involvement, Liaison	Serve as WHC liaison with stakeholders and special interest groups. Arrange appropriate interaction forums. Initiate the sharing of project status information with stakeholders and special interest groups	
WBS200 Hanford Advisory Board	Provide public involvement and administrative support to DOE-RL in support of the Hanford Advisory Board and its four subcommittees. Activities include preparing draft issue papers, logistics, meeting notes and records, cost accounting, travel services, and meeting management.	
WBS300 Media Relations	Provide comprehensive media relations services to WHC programs. Research, develop, distribute news releases, fact sheets, and visual products concerning technical accomplishments, events and issues. Represent WHC as company spokesperson to the media. Manage press conferences and special media events.	
WBS400.1 Community Relations	Maintain open, two way communications with community leaders, site neighbors, regional publics, stakeholders, and elected officials.	
WBS400.2 Tribal Relations	Maintain open, two-way communications with affected tribes.	
WBS500 Information Products Center	Produce written, electronic and visual information products which clearly communicates cleanup progress and issues.	
WBS600 Government Relations	Monitor legislative and congressional activities that relate to Hanford programs. Coordinate congressional and legislative briefings. Conduct site tours for elected officials and their staff members. Respond to requests for information.	

WBS700 Emergency Public Information	Coordinate the Hanford Site Emergency Public Information Program to include management of the Hanford Joint Information Center. Assure compliance to DOE Order 5500.4B and other related guidance.
WBS800 Hanford News Clips	Provide daily newspaper clippings to DOE-RL and site contractors concerning Hanford related newspaper articles.
WBS900 Site Tours	Coordinate site tours to include publishing agendas, badging, access requests, program coordination, briefer selection, transportation, briefing material preparation and reports.
WBS1000 Speakers Bureau	Coordinate the Hanford Speakers Bureau Program including developing presentations, scheduling presentations, training and providing follow up information.
WBS1100 Public Information	Provide proactive information to the general public and stakeholders. Respond formally and informally to public inquiries, Research, develop, distribute fact sheets, letters and visual products to fulfill requests.
WBS1200 Strategic Planning	Provide a proactive communications strategy that is productive and responsive to RL requirements and public/stakeholder needs and values which insures effective public interface and progress at Hanford.

2.B.1 Milestone List - NA			Westinghouse Hanford Company External Communications SMS/WBS No.			FY 1995 Site Support Program Plan Date Prepared: August 1994	
Milestone		WBS Number	Milestone Description				Due Date
Type	Number						
NA							

2.C.1.2 Cost Baseline by Funding Source	Westinghouse Hanford Company External Communications SMS/WBS No.	FY 1995 SSPP Date Prepared: 8/94
--	---	---

FY 1994 COST BASELINE (Dollars in Thousands)

WBS #	Title	Dept. OH	CSP/Oversight	SLP	G & A	Direct \$	TOTAL \$s
TOTALS							

FY 1995 COST BASELINE (Dollars in Thousands)

WBS#	Title	Dept. OH	CSP/Oversight	SLP	G & A	Direct \$	Total \$
6.10.6.1	Site Communications Services		631				631
6.10.6.2	TWRS Communications				595.4	160	755.4
6.10.6.2	TrP Communications				184.9	82	266.9
6.10.6.2	Spent Fuel Communications				55.1	233.9	289

6.10.6. 2	Waste, Analytical and Environmental Communications				196.6	106	302.6
6.10.6. 2	Project Communications Services				957		957
6.10.6. 2	Community/Public Outreach				660.3	61	721.3
6.10.6. 2	Public Involvement				399		399
6.10.6. 2	Executive Communications				966.8		966.8
TOTALS		-0-	631	-0-	4,015.1	642.9	5,289

* Direct funding details/are found indirect program long range planning documents and are not included in this SSPP.

2.C.1.2 Cost Baseline by Funding Source	Westinghouse Hanford Company External Communications SMS/WBS No.	FY 1995 SSPP Date Prepared: 8/94
---	--	--

FY 1996 COST BASELINE (Dollars in Thousands)

WBS #	Title	Dept OH	CSP/Oversight	SLP	G & A	Direct \$	TOTAL \$s
6.10.6. 1	Site Communications Services		631				631
6.10.6. 2	TWRS Communications				612.7	164.6	777.3
6.10.6. 2	TrP Communications				190.3	84.4	274.7
6.10.6. 2	Spent Fuel Communications				56.7	240.7	297.4

6.10.6. 2	Waste, Analytical and Environmental Communications				202.5	109.1	311.4
6.10.6. 2	Project Communications Services				984.8		984.8
6.10.6. 2	Community Public Outreach				679.4	62.8	742.2
6.10.6. 2	Public Involvement				410.6		410.6
6.10.6. 2	Executive Communications				994.8		994.8
TOTALS			631		4,131.6	661.6	5,424.2

FY 1997 COST BASELINE (Dollars in Thousands)

WBS#	Title	Dept:OH	CSP/Oversight	SLP	G & A	Direct \$	Total \$
6.10.6. 1	Site Communications Services		631				631
6.10.6. 2	TWRS Communications				631.7	169.8	801.5
6.10.6. 2	TrP Communications				196.2	87	283.2
6.10.6. 2	Spent Fuel Communications				58.5	248.2	306.7
6.10.6. 2	Waste, Analytical and Environmental Communications				208.6	112.5	321.1
6.10.6. 2	Project Communications Services				1,015.4		1,015.4
6.10.6. 2	Community Public Outreach				700.6	64.7	765.3

6.10.6. 2	Public Involvement				423.3		423.3
6.10.6. 2	Executive Communications				1,025.8		1,025.8
TOTALS			631		4,260.1	682.2	5,573.3

2.C.2 Cost Basis	Westinghouse Hanford Company External Communications SMS/WBS No. 6.10.6	FY 1995 Site Support Program Plan Date Prepared: August 1994
------------------	---	--

NA

EXTERNAL COMMUNICATIONS

FORM 2.C.3 FTEs

6.10.6

FY 1995 SSPP

Full-Time Equivalent Staff by Job Description				NOTE: Job Family Only After 1996				
JOB FAMILY								
Job category	1994	1995	1996	1997	1998	1999	2000	2001
MANAGERS				4	4	4	4	4
First line	5	3	3					
General/executive	2	1	1					
Project/Program								
Other								
ENGINEERS								
Chemical								
Civil								
Computer								
Electrical								
Environmental								
Industrial								
Mechanical								
Nuclear								
Petroleum/Mining								
Plant								
Quality Control								
Safety								
Other								
SCIENTISTS								
Chemists								

EXTERNAL COMMUNICATIONS

FORM 2.C.3 FTEs

6.10.6

FY 1995 SSPP

Full-Time Equivalent Staff by Job Description						NOTE: Job Family Only After 1996		
Environmental								
Geologists								
Life								
Material								
Mathematicians								
Physicists								
Social								
Other								
ADMIN/OTHER PROFESSIONALS				26		26	26	26
Accountant/auditor								
Architect								
Buyers/procurement								
Communications	31	26	26					
Compliance inspectors								
Computer system anal								
Cost Est/planner/sch								
Health Physics								
Industrial Hygiene								
Lawyers								
Personnel/Labor Rela								
Physicians								
Physician Assis/Nurs								
Safeguard & Security								
Tech Writers & Edit								

Full-Time Equivalent Staff by Job Description		NOTE: Job Family only After 1996			
Trainers					
Other					
JOB FAMILY					
Job category					
GEN ADM/SECRETARY/CLERK			7.6	7.6	7.6
Admin Assistants					
Office Clerks (Gen)	6	3.6			
Office Clerks (Special)					
Secretaries	4	4			
Typist/Word Process					
Other					
TECHNICIANS					
Computer Oper/coder	1				
Drafters					
Engrs/Tech					
Envlr. Sci Technicians					
Health Phys. Technic.					
Indus. Saf/Health Tech					
Instru/Control Tech					
Lab. Technicians					
Media Technicians					
Survey/Map Tech					
Other					
CRAFTS					

EXTERNAL COMMUNICATIONS

FORM 2.C.3 FTEs

6.10.6

FY 1995 SSPP

Full-Time Equivalent Staff by Job Description				NOTE: Job Family Only After 1996				
Carpenters								
Electricians								
HVAC								
Machinists								
Masons								
Millwrights								
Painters								
Plumbers/Pipefitters								
Struct/Metal Workers								
Vehic./Mob Equip Mech								
Welders								
Other								

EXTERNAL COMMUNICATIONS

FORM 2.C.3 FTEs

6.10.6

FY 1995 SSPP

Full-Time Equivalent Staff by Job Description				NOTE: Job Family Only After 1996				
OPERATORS								
Chemical System								
Drillers								
Lt. Vehicle Drivers								
Material Moving Equip								
Nuclear Plant								
Utilities Waste Proces								
Other								
LABOR & GEN WORKERS								
Firefighters								
Food Service								
Hand/Help Lab Gen								
Hand/Help Lab Spec								
Janitors/Cleaners								
Laundry Workers								
Security Guards								
Other								

Work Breakdown Structure Dictionary	Westinghouse Hanford Company _____ EXTERNAL COMMUNICATIONS _____ Part I – Summary (Dollars in 000's)		FY 1995 SSPP Rev. # 0 22–Sep–94		Funding Source:	
					G&A X	
					SWS	
					OST	
					DOH	
					MGT PRO	
					POOL	
22–Sep–94		DIRECT				
Cost Account 1MDD02	Cost Account Title EXTERNAL COMMUNICATIONS		Annualized Rate (For Organizational Overhead and Rated Service Pool Use Only) FY 1994 Rate FY 1995 Rate Request FY 1995 Target Rate FY 1995 Approved Rate			
SMS WBS 6.10.6	SMS Title PUBLIC INFORMATION					
CAM Review/Approval _____ Date _____						
SMS Program Manager Review/Approval _____ Date _____						
Financial Manager Review/Approval _____ Date _____						
Responsible Analyst _____ Date _____		OSBRB Review/Approval _____ Date _____				
		FY1994		FY 1995		
FULL–TIME EQUIVALENTS (FTEs)	Budget	Fiscal Year Spending Forecast (FYSF)	Target	Request	Approved Baseline	
. Organizational – Exempt	38.6	36.4		26.7		
. Organizational – Nonexempt	13.1	11.1		8.6		
. Organizational – Bargaining	0.5	0.5		0.4		
Total Organizational FTEs	52.2	48		35.7		
Support FTEs	0	0.7		1.2		
TOTAL FTEs	52.2	48.7		36.9		
COST ELEMENTS						
. Labor – Regular	2,847	2,606		2,249		
. Labor – Overtime	63	59		40		
0 Total Labor	2,910	2,664		2,289		
1 Materials	127	139		99		
2 Purchased Services	859	880		891		
3 Other Hanford	26	33		15		
4 Site Services	360	371		259		
5 Internal Charges	65	39		34		
6 IRM Support	662	845		388		
7 Overheads	7	38		4		
8 Revenue	0	0	0			
TOTAL DOLLARS	5,016	5,009	3,106	3,978		

3.A Work Breakdown Structure Dictionary	Westinghouse Hanford Company External Communications	FY 1995 Site Support Program Plan
Cost Account No. IMDD02	Part II - Element Definition	Date Prepared: August 1994 Revision #0
WBS Element Code: 6.10.6.2	Cost Account Title: External Communications	
<p>Cost Content:</p> <p>G & A</p> <p>Technical Content:</p> <p>Establish a positive working relationship that builds confidence and enhances trust between Hanford and its stakeholders.</p> <p>Assist Hanford cleanup progress by facilitating an informed consent process that is sensitive to the values of affected public, stakeholders, and regulators and assures high quality public input to decisions-making.</p> <p>Emphasize a proactive communications strategy that is productive and responsive to RL requirements and public/stakeholder values and which insures effective public interface and Hanford progress.</p> <p>Integrate external communications programs and services into the following WHC projects: 1) Facility Transition, 2) Tank Waste Remediation Systems, 3) Nuclear Spent Fuel, 4) Waste, Analytical & Environmental Services, and 5) Administration.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Increase public understanding of the Hanford environmental and waste management mission; • Increase public involvement in the decision-making process through open, two-way communications with all stakeholders and WHC/DOE program management; • Communicate program achievements and issues; • Establish and maintain effective working relationships with local, regional, and national media to ensure accurate and timely communication of key Hanford issues; • Establish community goodwill and recognition that Hanford is a good neighbor; 		

WBS Element Code: 6.10.6.2

Cost Account Title: External Communications

Assumptions/Constraints:

The External Communications Department's goals, objectives and strategies are driven primarily by the Hanford Strategic Plan and the Tri-Party Agreement, both of which call for Hanford to build partnerships with its stakeholders, and the commitment by Department of Energy and Westinghouse leaders to assure stakeholder participation in Hanford's decision-making process.

The draft Hanford Site Communications Plan also provides a basis with its emphasis on public participation and feedback, enhancing public understanding of Hanford's mission and making public access to information and facilities easier.

The development of the department's goals, objectives and strategies also assumes that staffing will be consistent with funding levels; funding will be received from the ERC for communications services provided to it; and the process through which the three co-regulator tribes will be involved in decision-making will be clarified.

The External Communications Department's achievement of its mission will depend greatly on something beyond its control: the ability of the Department of Energy and Westinghouse to prevent events which damage working relationships and reduce stakeholder confidence in Hanford.

Management decisions intended to be positive also may become an issue at the External Communications level. A key example is the recent decision about tribal interaction and involvement in the decision-making process, which may require more public involvement and other communications support than has been anticipated.

Providing direct communications response to an unanticipated event will likely use resources earmarked for other planned products and services. There is little choice, however, for an ineffective communications response likely would add to the damage caused by the event or decision to which the department was responding.

Milestones:

N/A

Deliverables:

1. Revitalize a pro-active Hanford Speakers' Bureau.
Due: 12/94
2. Develop a proposal for two reports; the first reflecting Hanford progress highlights and the second report showing progress tied to the Hanford Strategic Plan success indicators.
Due: 10/94
3. Reintroduce proposals for open house and expanded tour program.
Due: 12/94

WBS Element Code: 6.10.6.2

Cost Account Title: External Communications

4. Actively support DOE-HQ's declassification initiative by communicating internal/externally what documents have been declassified.
Due: Ongoing
5. Actively seek out and use new state-of-the-art communication technologies to enhance Hanford's responsiveness to public information requests and improve public access to information. (e.g. Internet, multimedia CD ROM)
Due: Ongoing
6. Develop a proposal for a program that will educate Hanford employees about Tribal culture and values, and its relationships to the Hanford Site.
Due: 2/95
7. Assist DOE-RL to build separate, but equal relationships with Native American tribes so that regular and meaningful involvement occurs on a government-to-government basis.
Due: Ongoing
8. Assist DOE-RL management in conducting regular Tribal government meetings.
Due: As required
9. Assist DOE-RL in maintaining decision-drive public involvement (e.g., the Hanford Advisory Board) by counseling program management and providing administrative, logistical and communications support.
Due: Ongoing
10. Provide input to DOE-RL for the development of a sitewide public involvement policy.
Due: First Quarter, FY95
11. Support DOE-RL in the implementation of a sitewide public involvement policy by developing a public involvement strategy and plan. Both will attempt to integrate all DOE decisions and public involvement processes, both inside and outside the Tri-Party Agreement.
 - Strategy
Due: Second Quarter, FY95
 - Plan
Due: Second Quarter, FY95
12. Facilitate the success of the Hanford Advisory Board to promote meaningful public input on Hanford decisions:
 - Facilitate information flow between Board members and Hanford management and programs
Due: Ongoing

WBS Element Code: 6.10.6.2

Cost Account Title: External Communications

- Establish and foster healthy working relationships between Hanford management and Board members
Due: Ongoing

13. Implement public involvement activities called for by the Tri-Party Agreement Community Relations Plan:

- Conduct annual TPA and special topical meetings Due: Annually and As required
- Develop and produce the Hanford Update Due: Quarterly
- Manage public comment periods Due: As required

Cost Account No. 1MDD02	Part II - External Communications										
	Element Task Description	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
		FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
Requests Within Target:											
Work Scope Detailed Description:											
TWRS Communication Project Team											
Provide comprehensive public involvement, public information programs and products, media information, strategic planning, community relations, site tours, speakers bureau opportunities and crisis communication response.											
Labor Cost						1.6	117.5	0.0	3.4	1.6	120.9
Non-Labor Cost									0.0		0.0
Work Scope Detailed Description:											
Transition Projects Communications Project Team											
Provide comprehensive public involvement, public information programs and products, media information, strategic planning, community relations, site tours, speakers bureau opportunities and crisis communication response.											
Labor Cost						0.3	22.1	0.0	0.6	0.3	22.7
Non-Labor Cost									0.0		0.0

Cost Account No. 1MDD02	Part II - External Communications									
Element Task Description	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
Requests Within Target:	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
Work Scope Detailed Description:										
Spent Nuclear Fuels Project Team										
Provide comprehensive public involvement, public information programs and products, media information, strategic planning, community relations, site tours, speakers bureau opportunities and crisis communication response.										
Labor Cost					0.7	55.1	0.0	1.6	0.7	56.7
Non-Labor Cost								0.0		0.0
Work Scope Detailed Description:										
Waste, Analysis and Environmental Communications Project Team										
Provide comprehensive public involvement, public information programs and products, media information, strategic planning, community relations, site tours, speakers bureau opportunities and crisis communication response.										
Labor Cost					0.2	14.7	0.0	0.4	0.2	15.1
Non-Labor Cost								0.0		0.0

Cost Account No. 1MDD02	Part II - External Communications									
Element Task Description	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
Requests Within Target:	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
Work Scope Detailed Description:										
<p>Project Communications Services</p> <p>Produce written, electronic and visual information products which clearly communicates cleanup progress and issues.</p> <p>Provide proactive information to the general public and stakeholders. Respond formally and informally to public inquiries, research, develop, distribute fact sheets, letters and visual products to fulfill requests.</p> <p>Provide comprehensive media relations services to WHC programs. Research, develop, distribute news releases, fact sheets, and visual products concerning technical accomplishments, events and issues. Represent WHC as company spokesperson to the media. Manage press conferences and special media events.</p>										
Labor Cost					10.2	618	0.0	19.5	10.9	637.5
Non-Labor Cost						284.0		8.2		292.2

Cost Account No. 1MDD02	Part II - External Communications									
Element Task Description	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
Requests Within Target:	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
Work Scope Detailed Description:										
Community/Public Outreach										
Maintain open two-way communications with community leaders, site neighbors, regional publics, stakeholders, and elected officials.										
Coordinate site tours to include publishing agendas, badging, access requests, program coordination, briefer selection, transportation, briefing material preparation, and reports.										
Coordinate the Hanford Speakers Bureau Program including developing presentations, scheduling presentations, training and providing follow up information.										
Monitor legislative and congressional activities that relate to Hanford programs. Coordinate congressional and legislative briefings. Conducts site tours for elected officials and their staff members. Respond to requests for information.										
Labor Cost					7.7	471.3	0.0	14.6	8.7	485.9
Non-Labor Cost						157.7		4.6		162.3

Cost Account No. 1MDD02	Part II - External Communications									
Element Task Description	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
Requests Within Target:	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
Work Scope Detailed Description:										
Public Involvement Services Plan, coordinate, and conduct public involvement activities which 1) support program decisions and 2) assure compliance with the spirit and intent of environmental laws and agreements with regulators and stakeholders. Facilitate the strategic analysis process that identifies key decisions that need stakeholder participation. Serve as WHC liaison with stakeholders and special interest groups. Arrange appropriate interaction forums. Initiate the sharing of project status information with stakeholders and special interest groups. Provide public involvement and administrative support to DOE-RL in support of the Hanford Advisory Board and its four subcommittees. Activities include preparing draft issue papers, logistics, meeting notes and records, cost accounting, travel services, and meeting management.										
Labor Cost					4.8	224.9	0.0	6.5	4.8	231.4
Non-Labor Cost						174.1		5.1		179.2

Cost Account No. 1MDD02	Part II - External Communications									
	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
Element Task Description										
Requests Within Target:										
Work Scope Detailed Description:										
Executive Communications										
Provide a proactive communications strategy that is productive and responsive to RL requirements and public/stakeholder needs and values. Insures effective public interface and information.										
Labor Cost					2.8	171.9	0	5.0	2.8	176.9
Non-Labor Cost						794.9		23.6		818.5
Total Cost Account Within Target	48.7	5008.9	-20.1	-1732.6	28.3	3,106.2		92.2	30.0	3,198.4

Cost Account No. 1MDD02	Part II - External Communications									
	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
Element Task Description										
Requests Above Target:										
Work Scope Detailed Description:										
Provide project-specific public involvement, public information programs and products, media information, strategic planning, and crisis communication response. Provide .75 Exempt FTE for Project Communication Services and 1 Nonexempt FTE for Community Public Outreach.										
Labor Cost					8.7	593.7		2.6	1.8	89.6
Non-Labor Cost						278.9				

Work Breakdown Structure Dictionary	Westinghouse Hanford Company EXTERNAL COMMUNICATIONS Part I – Summary (Dollars In 000's)		FY 1995 SSPP Rev. # 0		Funding Source:
					G&A
					SWS X
					OST
					DOH
					MGT PRO
Cost Account 1MDB0D	Cost Account Title EXTERNAL COMMUNICATIONS SWS	22-Sep-94		POOL	
SMS WBS 6.10.6.1	SMS Title EXTERNAL COMMUNICATIONS	Annualized Rate (For Organizational Overhead and Rated Service Pool Use Only)			
CAM Review/Approval		Date	FY 1994 Rate	FY 1995 Rate Request	
SMS Program Manager Review/Approval		Date			
Financial Manager Review/Approval		Date			
Responsible Analyst		Date	FY 1995 Target Rate	FY 1995 Approved Rate	
OSBRB Review/Approval		Date			
	FY1994		FY 1995		
	Budget	Fiscal Year Spending Forecast (FYSF)	Target	Request	Approved Baseline
FULL-TIME EQUIVALENTS (FTEs)					
. Organizational – Exempt	1	1		0.4	
. Organizational – Nonexempt	0.7	1.3		0.8	
. Organizational – Bargaining	0	0		0	
Total Organizational FTEs	1.7	2.3		1.2	
Support FTEs	0.6	0.5		1.1	
TOTAL FTEs	2.3	2.8		2.3	
COST ELEMENTS					
. Labor – Regular	95	117		93	
. Labor – Overtime	0	2		0	
0 Total Labor	95	118		93	
1 Materials	17	21		36	
2 Purchased Services	160	164		141	
3 Other Hanford	13	10		40	
4 Site Services	80	72		73	
5 Internal Charges	0	0		0	
6 IRM Support	18	38		245	
7 Overheads	0	(52)		4	
8 Revenue	0	0		0	
TOTAL DOLLARS	383	371	610	631	

3.A Work Breakdown Structure Dictionary	Westinghouse Hanford Company External Communications	FY 1995 Site Support Program Plan
Cost Account No. 1MDBOD	Part II - Element Definition	Date Prepared: August 1994 Revision #0
WBS Element Code: 6.10.6.1	Cost Account Title: External Communications	

Cost Content:

External Communications SWS cost account is funded by SWS.

Technical Content:

Provide site wide communications support services, such as the Hanford daily newsclips, to DOE-RL, DOE-HQ, and contractor Senior Management. Management of the Hanford Emergency Public Information Program to include operation of the Joint Information Center in compliance with DOE order 5500.4B. Provides site wide multi-media products and services.

Objectives:

- Provide a high-quality news clip package to DOE-RL and contractor manager each day.
- Improve the effectiveness of Hanford's emergency public information capabilities.
- Provide equipment, training, and facilitator at the Joint Information Center (JIC).
- Provide quality multi-media products which commemorate a total, complete Hanford clean-up story.

Assumptions/Constraints:

- Production of the multi-media products (CD-ROM) is new scope directed by DOE-HQ and approved by DOE-RL communications.
- The acquisition of an emergency preparedness consultant has been directed by DOE-RL.

Milestones:

N/A

Deliverables:

Joint Information Center

1. Conduct annual re-qualification training for JIC responders, including off site entities.
Due: Semi-annually

WBS Element Code: 6.10.6.1

Cost Account Title: External Communications

2. Provide comprehensive Emergency Public Information training to all new JIC responders.
Due: Annually
3. Maintain a full state of response readiness for the JIC to include facilities, procedures, and personnel.
Due: Ongoing
4. Activate and participated full in all field exercised conducted by DOE-RL.
Due: Quarterly
5. Maintain RLEP-12, Public Affairs Emergency Plan and Procedures, in compliance with DOE Order 5500.4B and other guidance.
Due: Ongoing
6. Manage the JIC corrective action program.
Due: Ongoing
7. Provide staff and support to RL and HQ EPI programs and initiatives.
Due: Ongoing
8. Support the Washington Public Power Supply System as requested.
Due: Quarterly

Newsclips

1. Provide daily news clips to RL and contractor management and program offices.
Due: Ongoing
2. Maintain a media file of clippings.
Due: Ongoing

Visual Products

1. Develop and distribute multi-media products (CD-ROM) that identify the challenges and successes involved in Hanford clean up. (new scope)
Due: Ongoing
2. Produce and support a new Hanford exhibit. (new scope)
Due: Ongoing

WBS Element Code: 6.10.6.1

Cost Account Title: External Communications

3. Produce a new Hanford video. (new scope)
Due: Annually
4. Produce and insert into the Tri-City Herald two supplements. (new scope)
Due: Semi-annually

Cost Account No.	Part II -									
Element Task Description	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
Requests Within Target:	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
<p>Work Scope Detailed Description:</p> <p>Emergency Public Information</p> <p>Manage the Hanford Joint Information Center (JIC) in compliance with DOE Order 5500.4B using a .3 exempt FTE, a WHC retiree (1000 hrs), and .5 FTE clerical support.</p> <p>Maintain a state of readiness in personnel, training, procedures, and facilities which will assure prompt, accurate and timely release of vital information from DOE-RL, site contractors and affected counties and states from the JIC. Non-labor costs include training consultants (60k), PNL technical editors (30k), materials (36k), and map making services (25k). Occupancy, 63.5.</p>										
Labor Cost	2.0	88.1	-.6	-26.2	1.4	62.6	-0.0	1.8	1.4	64.4
Non-Labor Cost		229.5		-11.6		217.9		6.3		224.2
<p>Work Scope Detailed Description:</p> <p>Daily News Clips</p> <p>Provide daily news clips with one non-exempt working 32 hours per week. This function requires subscriptions to approximately 35 periodicals (10k).</p>										
Labor Cost	0.9	29.6	-.1	-4.6	0.8	25.0	0.0	0.7	0.8	25.7
Non-Labor Cost		23.0		-13.5		9.5		0.3		9.8

Cost Account No.	Part II -									
Element Task Description	1994 FYSF		Delta		FY 1995		Delta		FY 1996	
Requests Within Target:	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
<i>Work Scope Detailed Description:</i> NEW SCOPE Project Communications Information Products Develop and distribute multi-media information products (CD-ROM) (196k), create a new Hanford site wide exhibit (25k), produce a site wide Hanford video (30k), and travel and expenses to support the above (44k).										
Labor Cost										
Non-Labor Cost						295.0		8.6		303.6
Requests Above Target										
<i>Work Scope Detailed Description:</i> NEW SCOPE Develop and distribute a four page semi-annual progress report.										
Labor Cost			0.1	5.0	0.1	5.0	0.0	0.1	0.1	5.1
Non-Labor Cost				16.0		16.0			0.5	16.5
Total Cost Account	2.9	370.9	-0.6	260.1	2.3	631.0	-0.0	18.3	2.3	649.3

Cost Account No.	1MDD02	Part II - External Communications									
		1994 FYSF		Delta		FY 1995		Delta		FY 1996	
		FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s
Element Task Description											
Requests Within Target:											
Work Scope Detailed Description:											
Executive Communications											
Provide a proactive communications strategy that is productive and responsive to RL requirements and public/stakeholder needs and values. Insures effective public interface and information.											
Labor Cost						2.8	171.9	0	5.0	2.8	176.9
Non-Labor Cost							794.9		23.6		818.5
Total Cost Account Within Target		48.7	5008.9	-20.1	-1732.6	28.3	3,106.2		92.2	30.0	3,198.4

Cost Account No.	1MDD02	Part II - External Communications													
		1994 FYSF		Delta		FY 1995		Delta		FY 1996					
		FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s	FTEs	\$s				
Element Task Description															
Requests Above Target:															
Work Scope Detailed Description:															
Provide project-specific public involvement, public information programs and products, media information, strategic planning, and crisis communication response. Provide .75 Exempt FTE for Project Communication Services and 1 Nonexempt FTE for Community Public Outreach.															
Labor Cost						8.7		593.7		2.6		1.8		89.6	
Non-Labor Cost								278.9							