

ANNEX 3
(PUBLIC INFORMATION)
TO THE SOUTH CAROLINA OPERATIONAL RADIOLOGICAL EMERGENCY
RESPONSE PLAN

I. INTRODUCTION

- A. The South Carolina Emergency Management Division (SCEMD) Public Information Section, in coordination with Federal, State, and local governments, and nuclear facilities will develop and conduct a program of public education to address potential hazards resulting from an incident, appropriate protective actions for the public, and information on State, local, and facility radiological emergency response programs.
- B. Dissemination of complete and accurate information to the public in South Carolina in the event of a Nuclear Power Plant (NPP) incident is essential to support an informed and orderly public response and to instill confidence that necessary actions are being conducted for the public's health and safety.
- C. Federal, State, and local governments and the affected facility will establish a Joint Information Center (JIC) / Joint Information System (JIS) where representatives can respond to media inquiries and ensure an orderly and coordinated release of emergency information.

II. PURPOSE

- A. Provide effective communication and coordination with Federal, State, and local governments, and NPP/utility emergency public information organizations to ensure accurate and orderly dissemination of emergency information before, during, and after an NPP incident.
- B. Provide the general public and transient population with appropriate educational information relating to potential hazards resulting from a nuclear facility incident; state, local, and facility radiological emergency response programs; and appropriate actions for public self-protection in the event of an incident.
- C. Provide for the establishment, coordination, and conduct of an effective program of public education relating to:
 - 1. Potential hazards resulting from a nuclear facility/utility incident
 - 2. Appropriate actions for public self-protection in the event of an incident
 - 3. State, local and facility radiological emergency response programs

III. CONCEPT OF OPERATIONS

- A. Prevention/Protection Phase

1. The SCEMD Public Information Section will coordinate the conduct of program activities within the state.
2. The SCEMD Public Information Section will coordinate the provision of necessary resources to support local program activities.
3. State and County governments within the Plume Exposure Pathway Emergency Planning Zone (EPZ) will conduct ongoing programs and participate in annual special emphasis programs.
4. The Federal Emergency Management Agency (FEMA) and NPP public information organizations will augment Emergency Support Function (ESF)-15 (Public Information), as required, with appropriate staff to support incident response activities. Incident response activities will include:
 - a. Identification of possible types of incidents to include potential health and environmental impacts
 - b. Means of public alert and notification
 - c. Appropriate actions for public self-protection
 - d. Sources of additional educational information prior to and during an emergency
 - e. Information relating to state, local, and NPP response plans including identification of evacuation sectors, routes, reception centers, provisions for sheltering, respiratory protection, and use of potassium iodide (KI)
 - f. Information relating to special segments of the population including schools, hospitals, nursing homes, other institutions and physically impaired, mentally impaired and transportation-dependent individuals
 - g. Information related to impacts on animals and agriculture industry
5. Program activities will include both ongoing initiatives and special emphasis programs conducted annually.
6. Educational information will be disseminated through available public and private resources:
 - a. Publications
 - b. Printed and electronic media
 - c. State displays and distribution of prepared literature at public locations

- d. Official agency social media platforms
 - e. Community outreach events
 - f. Media outlets
7. Dissemination of information to the transient population will be accomplished by providing access to educational materials at appropriate locations, including:
- a. Visitor and Welcome centers
 - b. Hotel/Motel lobbies
 - c. Airports, train stations, transit hubs
 - d. Parks, campgrounds, and recreation areas
 - e. Digital boards
 - f. Other public-facing locations as appropriate

B. Response Phase

- 1. The Government of the State of South Carolina will exercise primary responsibility and authority for the release of information relating to the off-site impact of an NPP incident, requirements for off-site protective actions, activation of the Integrated Public Alert & Warning System (IPAWS), and operational/technical activities of state response forces.
- 2. The State of South Carolina will organize and respond to the public information requirements stemming from an event at an NPP in accordance with Section VIII (Disaster Intelligence and Communications) of the South Carolina Emergency Operations Plan (SCEOP), and Annex 15 (Public Information) of the SCEOP.
- 3. Direction and Control
 - a. If the State Emergency Operations Center (SEOC) is activated, the Governor's Director of Communications or designee [normally SCEMD Chief of Public Information and External Affairs] will address issues regarding public safety and state the government's response.
 - b. Federal, State, and local governments and the affected facility will establish a JIC/JIS where representatives can respond to media inquiries and ensure an orderly, timely, and coordinated release of emergency information.
- 4. Coordination

- a. ESF-15 will coordinate public information and IPAWS activities at the SEOC or JIC/JIS in accordance with Section VIII (Disaster Intelligence and Communications) of the SCEOP, Annex 15 (Public Information) of the SCEOP, and the ESF-15 Standard Operating Procedures (SOP).
- b. ESF-15 will coordinate all information prior to its release with the NPP/utility, county, and neighboring states partners to ensure consistent, timely, and accurate public messaging for incidents impacting shared or adjacent EPZs.

Coordination efforts shall include alignment of protective action messaging, evacuation zones, and the timing of public alerts to prevent conflicting or overlapping information. ESF-15 will work with counties and bordering states to synchronize messaging distributed through the IPAWS.

- c. ESF-15 will schedule news briefings to provide the media with periodic updates on the incident and will release additional information as it becomes available, as required by the urgency of the situation, or to clarify misinformation and rumors.

5. Public Inquiry/Rumor Control

ESF-15 will coordinate responses to requests for public information, and gather and respond to rumors, in accordance with Section VIII (Disaster Intelligence and Communications) of the SCEOP, Annex 15 (Public Information) of the SCEOP, and the ESF-15 SOP.

IV. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

A. General

The State of South Carolina will organize and respond to the public information requirements stemming from an event at a NPP in accordance with Section VIII (Disaster Intelligence and Communications) of the South Carolina Emergency Operations Plan (SCEOP), and Annex 15 (Public Information) of the SCEOP.

B. State Emergency Response Team

1. ESF-15 (Public Information)

a. SCEMD (Coordinating Agency)

- (1) Coordinate the development and conduct of special statewide educational programs with appropriate supporting organizations.

- (2) Coordinate with Support Agencies to provide staff, facility equipment, and material assistance to support the development and conduct of public education program activities, as needed.
 - (3) Coordinate an annual media outreach program to familiarize news organizations with emergency plans and procedures, including information on radiation and designated points of contact for public information during emergencies. Outreach may be conducted through in-person meetings or mailed information to media representatives.
- 2. State government will exercise primary responsibility and authority for the release of information relating to the off-site impact of an NPP incident, requirements for off-site protective actions, activation of IPAWS, and operational/technical activities of state response forces.
- 3. State government will conduct public information operations in accordance with Section VIII (Disaster Intelligence and Communications) of the SCEOP, Annex 15 (Public Information) of the SCEOP, and the ESF-15 SOP.

C. County Governments

- 1. Coordinate the conduct of local educational programs.
- 2. Participate in annual special emphasis programs.
- 3. Implement off-site protective actions as directed by proper authority.
- 4. Coordinate all public messaging with ESF-15 and the JIC/JIS prior to release to ensure consistency with state and partner agency messaging.
- 5. Release information relating to operational activities of local response forces within their jurisdiction. Provide an authorized spokesperson/representative to support county public information activities through the JIC/JIS.
- 6. Conduct public information activities in accordance with established plans, in coordination with ESF-15 and the JIC/JIS. Monitor local media and public feedback to identify rumors and misinformation and report them to JIC/JIS for coordinated response.
- 7. Utilize official communication platforms, including social media, to disseminate approved messaging and provide timely updates to the public.

D. NPP/Utility

- 1. Provide staff and material assistance to support program activities.

2. Participate in annual special emphasis programs.
3. Release information relating to on-site conditions and response activities resulting from the incident.
4. Provide an Emergency News Center and its appropriate administrative and logistical support.
5. Provide an authorized spokesperson/representative to support public information activities at the State JIC, or interface with the State JIS.
6. Determine credentials of news media representatives and establish access control to the Emergency News Center.
7. Conduct public information and public education activities in accordance with established plans.
8. Monitor local media and public feedback to identify rumors and misinformation and report them to JIC/JIS for coordinated response.
9. Utilize official communication platforms, including social media, to disseminate approved messaging and provide timely updates to the public.

E. Federal Government

1. Release information relating to on-site regulatory and off-site support activities of federal response forces.
2. Provide an authorized spokesperson/representative to support federal public information activities at the State JIC/JIS.
3. Conduct public information activities in accordance with established plans.

V. ADMINISTRATION AND LOGISTICS

A. Location of the State JIC

1. State Emergency Operations Center, 2779 Fish Hatchery Road, West Columbia, SC 29172
2. The Governor's Director of Communications, the Director or designee may determine an alternate location based on current conditions.

B. Emergency News Center

1. Some NPPs/utilities will provide the Emergency News Center, along with necessary administrative, logistical, and equipment support for public information and media personnel. The NPP/Utility will provide telephone and internet connectivity at the Emergency News Center to ensure effective communications.

2. Utility Emergency News Center Locations

Facility	Utility JIC Locations
Vogtle Electric Generating Plant	636 Woodland Road, Waynesboro, GA 30830
Savannah River Site, Center for Hydrogen Research	301 Gateway Drive, New Ellenton, SC 29803

- C. Transportation and special equipment: Public information and media staff will provide for their respective transportation and specialized equipment needs.
- D. Public information communications support will be requested from the SEOC, as required.