

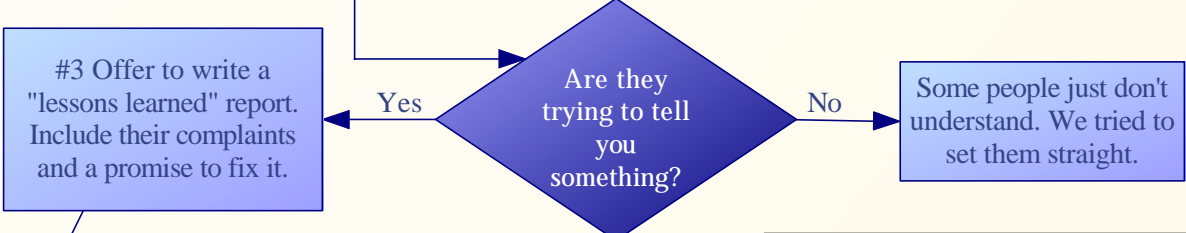
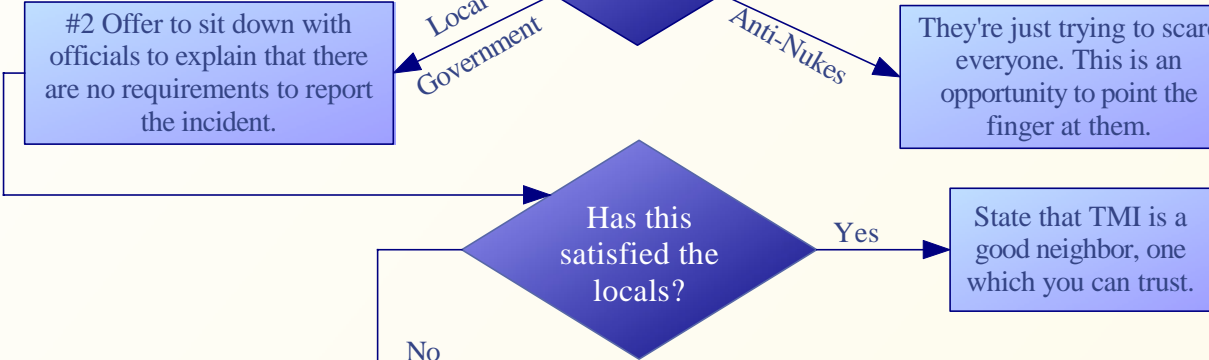
Three Mile Island Public Relations Process Flowchart

Satire by
TMI Alert
11-24-09
www.tmia.com

On November 21, 2009 radiation alarms in the TMI Unit 1 reactor building sounded. Workers were evacuated. Local and state authorities were not notified.

How to handle complaints regarding communications and timeliness.

#1 Response: There is no NRC rule mandating reportage of this incident.



Think "shampoo." Repeat this process as often as necessary. Even if its the very next day.

A day after government officials including Governor Ed Rendell complained, radiation alarms once again sounded. TMI did not notify the locals.

US Representative George Gekas held a federal hearing on the communication breakdown of October 17, 2001 when F-16 jets were scrambled to TMI to protect the plant from a terror threat. Locals officials were not notified. TMI Alert testified that "lessons learned" are soon forgotten and regulations must be changed.