Three Mile Island Public Relations Process Flowchart

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

How to handle complaints On November 21, 2009 radiation regarding communications alarms in the TMI Unit 1 reactor building sounded. Workers were and timeliness. evacuated. Local and state authorities were not notified. #1 Response: There is no NRC rule mandating reportage of this incident. Did this Repeat Response #1 No Yes The NRC knows what (The critics don't know quiet the is best - "silence." the rules.) critics? Identify the critics. Government #2 Offer to sit down with They're just trying to scare officials to explain that there everyone. This is an are no requirements to report opportunity to point the the incident. finger at them. Has this State that TMI is a Yes good neighbor, one satisfied the which you can trust. locals? No #3 Offer to write a Are they Some people just don't "lessons learned" report. No Yes trying to tell understand. We tried to Include their complaints you set them straight. and a promise to fix it. something? US Representative George Gekas held a federal hearing on the communication A day after government breakdown of October 17, 2001 when Think "shampoo." officials including Governor F-16 jets were scrambled to TMI to Repeat this process as Ed Rendell complained, protect the plant from a terror threat. often as necessary. Even Locals officials were not notified. radiation alarms once again TMI Alert testified that "lessons sounded. TMI did not if its the very next day. learned" are soon forgotten and notify the locals. regulations must be changed.