



## Department of Energy

Portsmouth/Paducah Project Office  
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January 6, 2023

Mr. Don Barger, Chair  
Paducah Citizens Advisory Board  
Emerging Technology Center, Room 221  
4810 Alben Barkley Drive  
Paducah, Kentucky 42001

PPPO-02-10022816-23

Dear Mr. Barger:

### **RESPONSE TO CITIZENS ADVISORY BOARD RECOMMENDATION 23-03: SUGGESTIONS TO INCREASE VIEWS AND TRAFFIC TO THE EM 101-PADUCAH VIDEO**

Reference: Letter from D. Barger to J. Woodard, "Paducah Citizens Advisory Board DRAFT Recommendation 23-03: Suggestions to increase views and traffic to the EM 101-Paducah video," dated November 10, 2022

The U.S. Department of Energy (DOE) received the Citizens Advisory Board (CAB) Recommendation 23-03, which recommends the following:

- *DOE requests the City of Paducah, Visitors Bureaus, and Chambers of Commerce from McCracken and surrounding counties to include the link to the EM 101-Paducah video on their websites.*
- *DOE includes the link to the EM 101-Paducah video in future press releases and print media provided during site tours.*
- *DOE drafts a Site Introduction Session for new and onboarding officials and groups, including but not limited to city/county leaders, leadership KY, Young Professionals, Chambers of Commerce, NAACP, etc.*
- *DOE contacts local high schools, community colleges, and universities about incentives to encourage students into the plant to tour or to see future job opportunities.*
- *Suggests DOE use this video during the DOE Science Bowl to explain the site to coaches, parents, students, teachers, etc.*
- *DOE develops a mass media calendar to push the video out to the public when it is most likely to be viewed and searched for by topic. For example, push the EM 101-Paducah video on International Day against Nuclear Tests on August 29, 2023.*

- *DOE builds a virtual display at the McCracken County Public Library to give the library patrons and the general public access to the video. In addition, it creates wall art that includes the website link, using a QR code for easy location of the video.*

DOE accepts the CAB's recommendation 23-01 relating to the EM 101-Paducah Video. DOE will keep the CAB apprised on efforts to address the activities in the recommendation at our regular meetings. DOE appreciates the CAB's encouragement and is committed to outreach activities that further educate the public on the site's history and mission.

If you have any questions or require additional information, please contact Buz Smith at (270) 441-6821.

Sincerely,

  
Jennifer Woodard  
Paducah Deputy Designated Federal Official  
Portsmouth/Paducah Project Office

cc:

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