



U.S. DEPARTMENT *of* ENERGY

Office of Environmental Management

OREM'S COMMUNICATION AND OUTREACH EFFORTS

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U.S. DEPARTMENT
of **ENERGY**

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Management

We communicate with many audiences, and each has different interests about our work

- **Congress:** Are we using taxpayer investments responsibly?
- **Stakeholders:** What are the benefits of the cleanup mission?
- **Community:** Is our work safe, and does it impact the quality of life?
- **Employees:** Do they understand our goals, and how they are contributing to our successes?



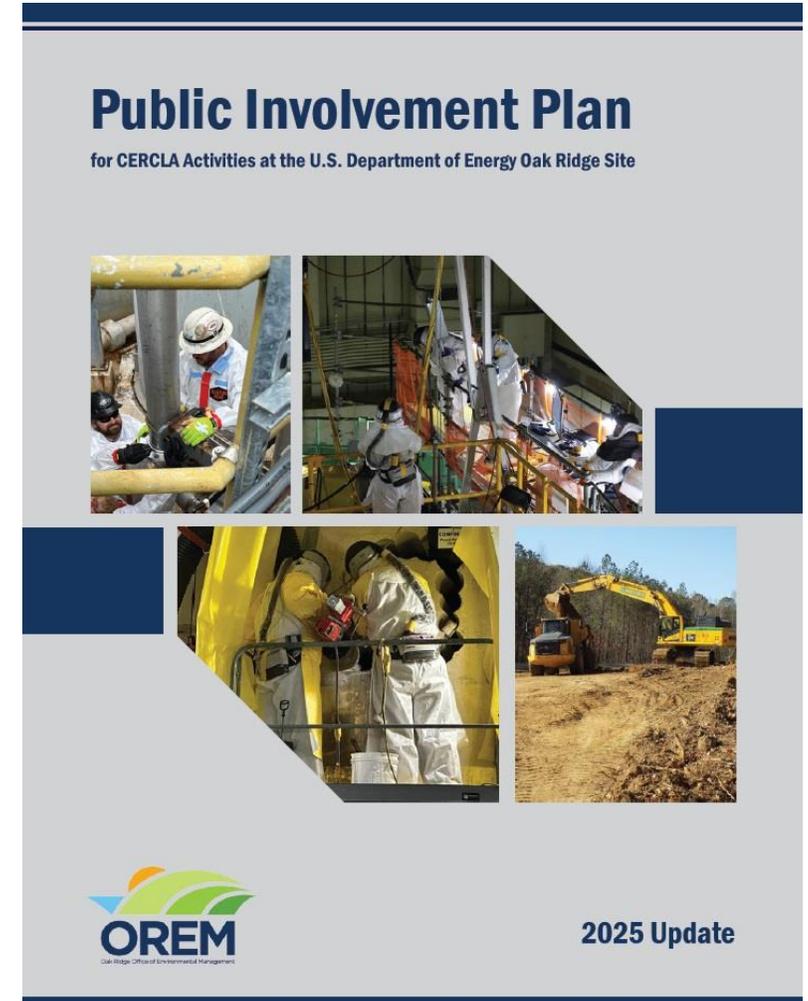
Our goals and approach to outreach



- Boost awareness, understanding, and support for our mission
- Build trust through factual and timely content
- Emphasize the benefit of each project, and connect the dots about how each fits into the larger picture
- Create connections so residents can reach out if they have questions or concerns

Our Public Involvement Plan shares all the ways we communicate

- Outlines when and how the public can provide input on decision-making
- Provides contact information for our staff
- Lists all the venues where we share and post information
- Updated every three years to ensure all information is up-to-date



We share updates in numerous venues to ensure the highest viewership and engagement possible

- Press releases, web stories, and social media
- Newscast airs weekly in 24 counties across the state
- Weekly national newsletter
- Local monthly newsletter
- Media coverage
- Monthly advisory board meetings
- Annual publications documenting progress
- Briefings and tours
- Public meetings and information sessions
- Community and school events



Newsletter content is reused in multiple ways to increase our reach



- EM Assistance Keeps Energy Project on Track in Oak Ridge
- Kentucky Nuclear Group Visit Highlights Paducah's Role in America's Energy Future
- DOE Offices Team Up to Ready Spent Fuel for Future Shipment Out of Idaho
- National Cleanup Workshop Spotlights EM's Work to Build New Opportunities
- Crews Remove Hanford Water Treatment Facility Near Columbia River
- Annual Event Celebrates Safety at the Idaho Cleanup Project



- Easy sign up on EM-HQ's homepage: [Energy.gov/EM](https://www.energy.gov/em)
- 100,000 subscribers
- New edition released every Tuesday
- Converted to web stories that we share on social media for additional reach
- Send to media outlets and garners additional media coverage

We also issue a local newsletter that consolidates the top stories and headlines from the month



THIS MONTH IN OAK RIDGE

Watch July episode of Energycast

ENERGY CAST OAK RIDGE

Demolition makes way for next energy project

NEWS UPDATES & MORE!

Our team attends the East Tennessee Economic Council's (ETEC) largest Nuclear Opportunities Workshop yet. Attendance has surged in recent years following industry growth in the region. Officials discuss how cleanup progress is paving the way for modernization at the Y-12

- Easy sign up on OREM's homepage: [Energy.gov/OREM](https://www.energy.gov/OREM)
- New editions released the last Wednesday of the month
- Primary method to share new episodes of our monthly newscast
- Includes top project accomplishments and upcoming events

VIDEO: Our newscast is designed to help viewers better understand the scope and impact of our mission



How to subscribe to our updates

Energy.gov/OREM

YouTube: @usdoeoakridge

This Month in Oak Ridge newsletter

Newscast and other videos

Deactivation and Decommissioning Demolition Soil and Groundwater Remediation Waste Management and Disposition Regulatory Compliance



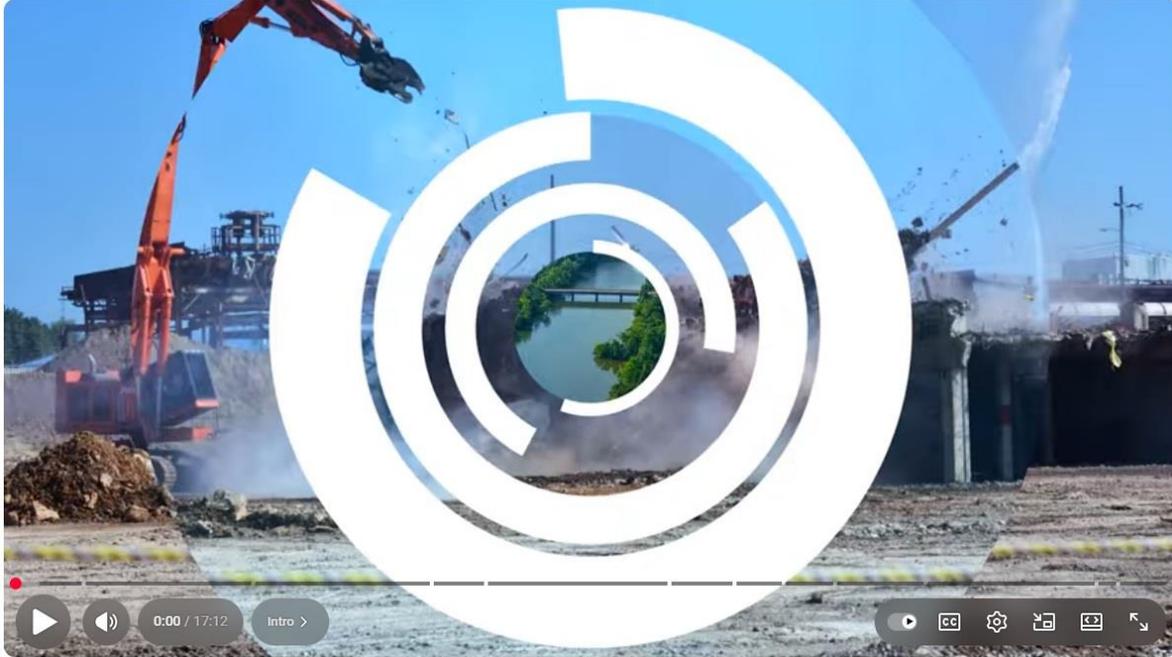
OREM is tasked with tearing down hundreds of facilities at [Oak Ridge National Laboratory](#) and the [Y-12 National Security Complex](#) over the next two decades. Those projects are removing contaminated reactor facilities, labs, and enrichment facilities and opening space DOE and NNSA can reuse to advance research and national security missions.

Subscribe to EM News Email *

Submit your email address to receive the latest news and updates. [Subscribe](#)

Upcoming Events

Aug 13 **ORSSAB Annual Planning Meeting - August 13, 2025 (In-Person/Virtual Hybrid)**
Starts 06:00pm EST | [View Event Details](#)



Energycast Oak Ridge - July 2025

U.S. Department of Energy - Oak Ridge
984 subscribers

[Subscribe](#)

17 | Share | Save

Social media provides analytics tools that help our teams understand what messages resonate with audiences

← Channel content



Your video
Energycast Oak Ridge – July 2025

- Details
- Analytics**
- Editor
- Comments

Overview **Reach** Engagement Audience

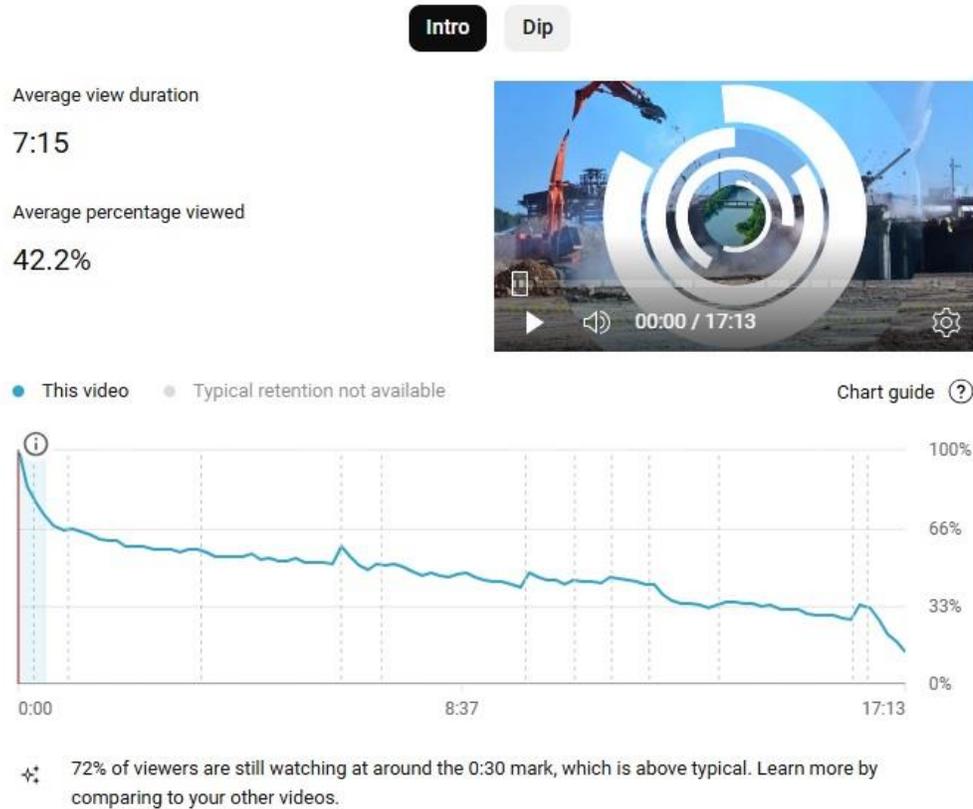
Traffic sources

How viewers found this video

Traffic source	% of views	Views
Direct or unknown	48.9%	268
YouTube recommendations	24.3%	133
└ YouTube Home	22.4%	123
└ Up next	1.8%	10
External	14.1%	77
YouTube search	4.6%	25
Other	7.3%	40
See all		

Social media provides analytics tools that help our teams understand what messages resonate with audiences

Key moments for audience retention



External sites or apps

Views · Since published

Proportion of your total traffic:

14.1%



See more

Social media provides analytics tools that help our teams understand what messages resonate with audiences



Views **201,298**

Reach **138,596**

Interactions **1,055**

Link clicks **1,250**

Views
Followers vs. non-followers

5% Followers • 95% Non-followers

Interactions

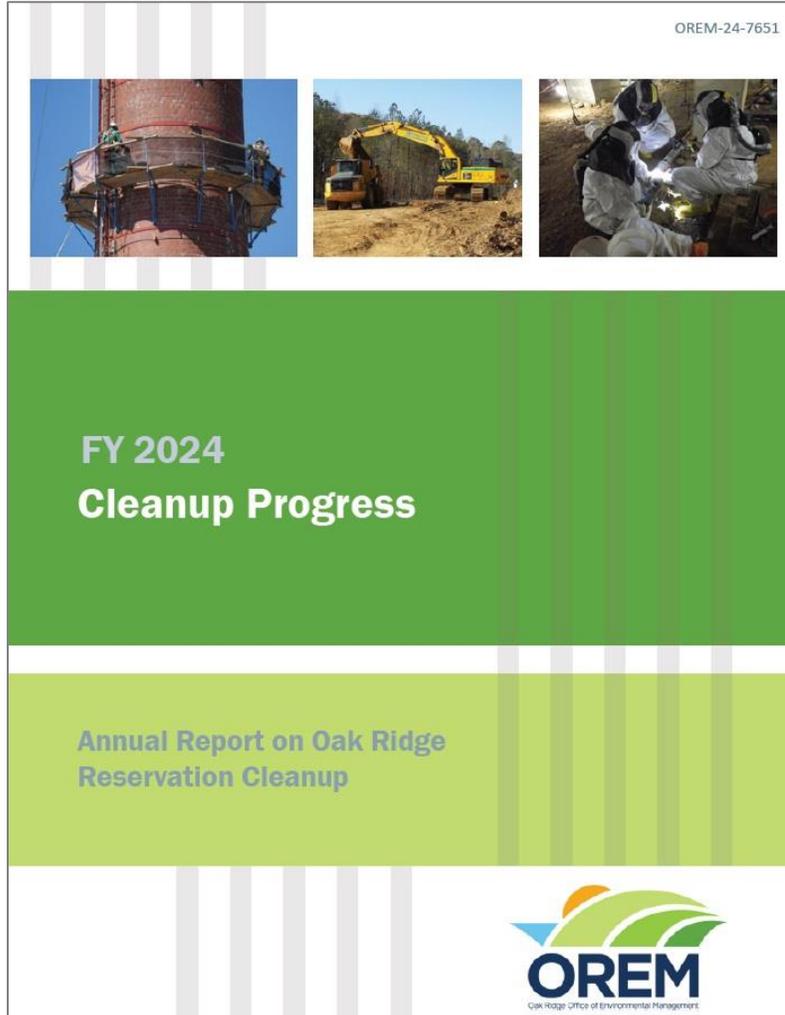
Reactions	828
Comments	102
Shares	97
Saves	28

1.1 K Reactions: 30 (Love), 4 (Haha), 62 (Wow), 3 (Sad), 0 (Angry)

We work to develop relationships with local news outlets and reporters to build awareness and understanding



We publish multiple documents that share the latest updates on projects and organizational goals



We also provide in-person opportunities to speak with project managers and learn about our work



Key EM messages to share with audiences

1. EM's work is helping ensure local communities are safe, clean, and prosperous.
2. EM's cleanup at the Y-12 National Security Complex enables modernization to support national defense missions that are helping keep our nation secure.
3. EM's cleanup at Oak Ridge National Laboratory is opening space to support important research and innovation.
4. EM's cleanup at ETTP has transformed a former liability into an attraction for nuclear industry companies that are boosting the region's economy and answering the nation's future energy demands.
5. EM's employees are focused on maximizing the impact of the tax dollars it receives.



Questions?

