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UNITED STATES
ATOMIC ENERGY COMMISSION
Washington 25, D.C.

March 8, 1957



Memorandum For: Mr. Elmer B. Staats
Executive Officer
Operations Coordinating Board

Subject: Public Education and Information Plan for
1957 Nevada Tests

The attached Public Education and Information Plan for Operation PLUMBBOB, the 1957 Nevada test series, is transmitted for comment by the Operations Coordinating Board on phases of the Plan relating to the international climate of opinion.

The Plan was drafted on the basis of experience at previous tests and in anticipation of informational and educational problems that may be raised prior to and during the test operations in 1957.

The Plan has been approved by the Commission. It has also been transmitted to the Department of Defense for concurrence and to the Department of State for any recommendation as to whether foreign media representatives should be invited to attend tests witnessed by domestic media representatives.

Early consideration of this matter and comment by the Operations Coordinating Board is requested.

/s/ Paul F. Foster

Paul F. Foster
Assistant General Manager for
International Activities

Attachment:
"Public Information Plan for
Operation Plumbbob"

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PUBLIC EDUCATION AND INFORMATION PLAN
FOR OPERATION PLUMBBOB



A. PURPOSE

1. To establish the policy, responsibilities, procedures and organizational relationships for issuing public information consistent with the requirements of security, before, during and after the PLUMBBOB series of tests at the Nevada Test Site. The policy is designed to:

- a. Increase public knowledge and understanding of the purpose and need for continental tests;
- b. Help protect life and property by obtaining public cooperation in avoiding or reducing any possible off-site hazards;
- c. Allay unfounded fear of damage or injury that may arise in the United States or abroad from public misunderstanding of test operations;
- d. Provide a procedure for serving the public with adequate information on the test operations and their results in aiding the defense of the United States and the Free World.

B. RESPONSIBILITY

1. The responsibility for coordinating the information plan and major announcements, preceding, during and following the operation with the agencies of government concerned with the climate of international opinion and intelligence rests with the Chairman of the Atomic Energy Commission. This coordination will be achieved through consultation with the Operations Coordinating Board and the Director of the Central Intelligence Agency.

2. The responsibility for public information issuances rests with the Test Manager during operational phases, and with the Manager of Albuquerque Operations Office during pre- and post-operational phases of tests. These field officers are responsible for coordinating content and timing of issuances, as necessary, with AEC and DOD Headquarters.

3. The responsibility and provision for public information planning and issuance of radiation readings on fallout levels and cloud path reporting and forecasting outside the test site will be covered in an annex to this plan to be submitted later for the information of the Commission.

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4. The Department of Defense and FCDA will be responsible for submitting to the Commission for approval public information plans for reporting their participation and for furnishing personnel as required to an Office of Test Information for carrying out informational functions within the policies established for the tests.

C. ORGANIZATION

1. There will be established an Office of Test Information (to be located in Las Vegas during the operational period) to assure advance coordination of the content, timing and issuance of public information originated by any participating agency or organization and related to any phase of the test series. This office will be responsible for appropriate coordination and will be the sole issuing agency for all such information. The Office of Test Information will be organized as follows:

a. A Director (AEC staff member) appointed by and responsible to the Test Manager; (in the event of absence of the Director, an AEC staff member will be designated as Acting Director.)

b. A Deputy Director for Information on Military Operations responsible to the Director, Office of Test Information. In addition to his duties as Deputy, the Deputy Director will coordinate the review and issuance of all informational material, including interviews and backgrounding discussions with correspondents, related to those phases of the test activities of a military nature not directly concerned with the AEC's weapons development and testing program.

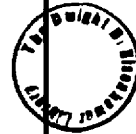
c. Other assistants and staff members may be requested from participating agencies by the Test Manager as necessary.

d. The participating laboratories, Department of Defense, and Federal Civil Defense Administration will provide on temporary assignment to the Test Manager for duty with the Test Information Office such public information personnel as are needed to carry out objectives of the Test Information Office.

2. The Test Manager may authorize the Office of Test Information to communicate directly with the Division of Information Services, AEC, and the Office of Public Information, DOD, and with field units of all participating agencies and organizations.

a. The Office of Test Information will, on a continuing basis, inform the Test Manager, the Washington Division of Information Services, AEC, and the Office of Public Information, DOD, of day to day developments in test information activities.

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D. ADMISSION OF MEDIA REPRESENTATIVES.

1. Representatives of public media will be admitted to an observation point on the Test Site to do eye-witness reporting on about 8 tests. (Detailed list of test shots proposed for onsite observation by media to be submitted to the Commission for consideration at a later date.)

2. A limited number of representatives of U.S. media will be invited by the Atomic Energy Commission for each shot approved for onsite media observation; their selection by the Office of Test Information will be on the basis of:

a. National circulation and/or or audience, e.g., wire services, national periodicals, and networks;

b. Coverage in the test site region such as is given by Nevada, Utah, Arizona and California papers and radio and TV stations.

c. Coverage in areas of direct AEC interest (such as Hanford, Oak Ridge, Savannah River, Paducah).

d. Order of receipt of application.

3. Applicants not accepted for the first media observer shot owing to a limit on numbers will be given preference on succeeding observer shots until all media applicants possible have been admitted.

a. Each media representative must submit over the signature of his managing editor or publisher for press or from the station or network manager or supervisor for radio/TV, a statement certifying that he is the accredited representative of the organization and is a U.S. citizen.

b. The invitations to U.S. news media representatives will be made in the form of a public announcement stating the following conditions relating to media observer shot situations:

(1) Media representatives will provide their own housing in the Las Vegas area and their own transportation to and from Mercury Gate. AEC buses or buses chartered at media expense, will transport them from the gate to the Test Site and return.

(2) No public communications will be available at the Test Site. It is possible a limited number of telephones for wire services will be available at Mercury.

(3) Security and Safety regulations will be furnished

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each media representative and he will be required, prior to admission to the site, to agree in writing to abide by such regulations.

(4) Delays in test shot schedules may result in postponements for unpredictable lengths of time.

E. SECURITY OF INFORMATION

1. Only unclassified information or information declassified under the provisions of the appropriate Classification Guides will be made available in any form. Types of information to be issued include formal announcements released by Office of Test Information, interviews, "off-the-record" backgrounding and other guidance to uncleared persons in any form by an AEC, DOD, or FCDA individual or an organization.

2. No security review of correspondent's copy will be required.

3. The mingling of uncleared observers with cleared personnel will be avoided to the extent practicable during onsite visits.

4. Visits by representatives of news media at Nevada Test Site will be under NTS escort to observation areas approved by the Test Organization.

5. The following regulations will apply to cameras used:

a. Lens limits will be -

8 mm. cameras	- 7 inch lens
16 mm. cameras	- 14 inch lens
35 mm. cameras	- 28 inch lens
4 x 5 and 5 x 7 still cameras	- 40 inch lens

b. Shutter speeds will not exceed 128 frames per second.

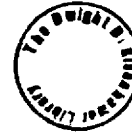
c. All cameras will be inspected prior to admission onsite to assure compliance with the above.

d. Visits to areas other than the observation area may require banning of photographic equipment or further restrictions on lens sizes as necessary to comply with security requirements of the area visited.

e. Photographic material by professional media representatives will be controlled by measures noted above, but security review of exposed plates or films or of prints will not be required.



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6. Any material proposed for issuance to media representatives or other uncleared observers that is not covered by provisions of this information plan must be reviewed by the Atomic Energy Commission, Division of Information Services, prior to issuance.

7. The inviting agency must require that uncleared observers other than media representatives sign an agreement certifying that they will comply with security and safety regulations of the Test Organization.

F. REVIEW PROCEDURES

1. Public information issuances proposed during pre-operational and post-operational periods require review and coordination as follows, unless such issuances include only information previously approved:

a. Organizations, units, contractors or observers assigned to AEC-ALO or to FC/AFSWP to route material through normal channels to ALO or to FC/AFSWP.

b. Military and civilian units, organizations, and individuals responsible to DOD (and detached after test participation) to submit through normal channels to the Office of Public Information, DOD, with an information copy to FC/AFSWP.

c. AEC units and contractors, outside of ALO, to submit through normal channels to ALO Office of Information for coordination as necessary with AEC Division of Information Services.

d. Units or individuals representing other agencies (and detached after tests) to channel material to parent agency for referral as necessary to the Atomic Energy Commission.

2. During pre-operational periods, organizations and units expecting public information activities during the test operation will submit a plan of anticipated information actions to the Manager, Albuquerque Operations Office, AEC, for review and coordination if necessary with Headquarters, AEC.

3. During the operational period, informational material proposed for issuance by any entity in the test organization and by participating groups will be submitted to the Office of Test Information for review, coordination as necessary and issuance.

G. TYPES OF PUBLIC INFORMATION MATERIAL

Following are the main fields of subject matter that will be covered by formal public announcements by the Commission, Department of Defense,

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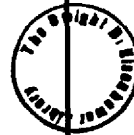
Test Organization and participating agencies.

Before the opening of the series:

1. Resumption of tests - by the Commission.
2. Use of balloons - by the Test Manager. (To be approved by the Commission.)
3. Use of underground placement - by the Test Manager. (To be approved by the Commission.)
4. Resumption of safety tests - by the Test Manager.
5. Details of troop participation including provisions for troop safety - by the Department of Defense.
6. Civil Defense participation - by Federal Civil Defense Administration.
7. Details of the radiation monitoring program - by AEC and U.S. Public Health Service.
8. Announcements as required at the Test Site on unclassified constructions activities, contract awards, bid proposals, labor recruitment, special weather studies, training activities, and administrative and non-technical phases of the program - by the Test Manager.

During the test series:

1. Statement by Test Manager prior to each detonation which may include all or part of the following as required:
 - a. Scheduled date and approximate time; whether HE or nuclear; placement of device (air drop, tower, balloon, underground or other); if air burst of 10,000 feet or below, approximate altitude to nearest 1,000 feet will be given; if 10,000 to 25,000 feet, nearest 5,000 foot altitude; if 25,000 to 50,000 feet, nearest 10,000 feet; height of tower or balloon from which detonated; and whether detonation in Yucca or Frenchman's Flat.
 - b. Whether or not effects will be observable off-site and any precautions advised such as roadblocks to prevent eye damage from flash; approximate yield in terms of below, about or above nominal, when determined necessary to clarify possible off-site effects.



- c. Whether there will be troop or FCDA participation.
 - d. Identification of the laboratory conducting the test.
 - e. Types of civil and/or military effects tests, insofar as classification permits.
2. Additional statements as required on administrative and non-technical phases of the program, special weather studies, and training activities - by the Test Manager.
 3. Explanations of the use of animals in tests - by Test Manager.
 4. Details of troop participation - Armed Services.
 5. Details of participation by such groups as FCDA observers, Members of Congress, NATO and other foreign observers - by sponsoring agencies for issuance in Washington or by the Test Manager.
 6. Advance notice to clear the test area of person, livestock and aircraft; and warnings of possible blast, flash or radiation levels to be expected in nearby communities - by the Test Manager.
 7. Statements notifying the public of cancellations or postponements of tests - by the Test Manager.
 8. In the event of non-detonation of a test device, the Test Manager may state that the device scheduled for testing was not detonated and that he is investigating to determine the cause of the non-detonation. He may state that there is considerable safety and control circuitry used in detonating a test device and delay in detonation because of mechanical trouble is not necessarily serious. Any further explanation of the reason for non-detonation would require clearance by AEC Headquarters.
 9. Announcement of any long period of actual testing inactivity with approximate date of resumption of the test series, to permit planning by industries, stockmen and communities - by Test Manager.

After the test series:

1. Statement on conclusion of test series - by Test Manager.
2. Statements on results of Federal Civil Defense Administration participation, FCDA.

H. PUBLIC REPORTING OF ACCIDENTS BY TEST MANAGER

1. Onsite radiation exposures which exceed established levels will be reported to the Office of Test Information for evaluation of the need for public reporting and for recommendation of action to the Test Manager.

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All off-site exposure levels may be announced.

2. Any non-routine accident or mishap in the test series shall be publicly reported insofar as security permits.

I. PUBLIC EDUCATION PRECEDING AND DURING SERIES

1. The objectives of this phase of the information plan are to inform the general public as fully as possible, particularly in the Nevada Test Site area, and, as necessary, throughout the nation regarding the purposes of tests and the controls used to safeguard health and property.

2. During the pre-operational period, the Albuquerque Operations Office, with cooperation of AEC Headquarters Divisions and Offices, will:

a. Notify State, county and local officials in the NTS area of the forthcoming tests and safety precautions to be used.

b. Notify personnel and enterprises whose activities may be affected, of the resumption of tests.

c. Arrange for meetings with veterinarians, physicians and public health officials of the various states near NTS to discuss forthcoming operations and the medical aspects of radiation fallout. The Division of Biology and Medicine will cooperate with the Test Organization in the conduct of the meetings.

d. Send test officials to visit NTS region communities to answer any questions raised by local officials or the general public relating to on-site controls, off-site controls and fallout. The area to be covered probably will extend to Salt Lake City, all communities in the vicinity of NTS and areas in Arizona and California where such action appears necessary.

e. Provide news media in the areas around NTS with adequate information on this subject.

3. Material to be issued includes:

a. The motion picture, "Atomic tests in Nevada" as needed.

b. Copies of a booklet, revised and updated on "Atomic Test Effects in the Nevada Test Site Region", to schools, public officials, news media and other opinion leaders, by Test Organization and by radiation monitors; by Division of Information Services to national media.

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c. Dr. Gordon Dunning's JAMA article "Protecting the Public During Weapons Testing at the Nevada Test Site", for use in the NTS area and for backgrounding of national media representatives.

d. A statement to be prepared by ALO, AEC Headquarters, U.S. Public Health Service and U.S. Weather Bureau describing the monitoring system, including activities of the U.S. Weather Bureau, for issuance by AEC, USPHS and Test Organization.

e. Background summary of NTS and its purpose, for use in the NTS area for the public and for observers.

4. During the operational period, announcements of activities will emphasize precautions taken to protect public health and safety and explain the purpose that tests serve in the defense of the United States and the Free World.

a. Media representatives attending tests will be provided with background information on safety controls and briefed prior to each test shot on the weather outlook. Following each shot, information on fallout readings will be furnished on request to state public health officials, media representatives and the general public.

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