United States Domestic Agency
& U.S. ITER Project Office

Presented to the ITER Communications Council
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USDA Head

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Welcome from the
U.S. ITER Project Office Staff
U.S. Contributions to ITER Project

- DOE Acquisition Executive
  - Deputy Secretary

- DOE Office of Science
  - Office of Fusion Energy Sciences
    - Program Manager

- DOE Oak Ridge Office
  - Federal Project Director

- UT-Battelle LLC

- U.S. ITER
  - Project Advisory Board

- Oak Ridge National Laboratory
  - ITER Project Office
    - Project Manager

- ORNL
- PPPL
- PSO
- SRNL
- SROO

Abbreviations:
- LLC: Limited Liability Company
- ORO: Oak Ridge Office
- PSO: Princeton Site Office
- ORNL: Oak Ridge National Laboratory
- PPPL: Princeton Plasma Physics Laboratory
- SRNL: Savannah River National Laboratory
- SROO: Savannah River Operations Office
U.S. ITER In-kind Hardware Contributions

- 100% Ion Cyclotron transmission lines
- 100% Electron Cyclotron transmission lines
- 15% of port-based diagnostics
- 7 Central Solenoid windings
- 8% of Toroidal Field conductor
- 75% Cooling for divertor, vacuum vessel, ...
- 20% Blanket/Shield
- Roughing pumps, standard components
- 8% of Toroidal Field conductor
- Steady-state power supplies
- Pellet injector
- Tokamak exhaust processing system
Oak Ridge National Laboratory (Tennessee), host lab
- Project Management/Support
- International Team Support
- Magnets, Cooling Water, Blanket Shielding/Port Limiter, Vacuum Pumping & Fueling, Ion Cyclotron Heating, Electron Cyclotron Heating

Princeton Plasma Physics Laboratory (New Jersey)
- Electric Power Systems
- Diagnostics

Savannah River National Laboratory (South Carolina)
- Exhaust Processing System: Design, fabrication, assembly, testing, shipment
Expectations / Recommendations

• Keep the end in mind (S. Covey)
  – Recognize the value of the path as well

• People and teamwork are key to success
  – Recognize the strengths of the members
  – Build on synergies
  – Communication is glue, lure and lubricant

• Project management is an essential component of “Big Science”

• The U.S. is not alone
  – International partnership is an essential element of much “Big Science”
  – International partnership is a challenge
  – ITER is exploring a new model
"Communications is the cement that holds society together."

- Effective communications helps organizations shape and mold organizational presence, identity, and reputation in the minds of stakeholders and other audiences. Sensible, consistent, and well-articulated communication messages reinforce a positive image about a professionally run, well-managed enterprise.

- Early on, USIPO prepared and began implementation of a communications plan, which states "To truly establish the U.S. ITER Project Office identity and to ensure credibility of our messages, it is critical that everyone with the U.S. ITER project tells the same story in a clear, concise, accurate, and consistent manner."

- We need to develop audiences, tailored messages, messengers and effective media
U.S. ITER Communications team worked to implement the plan through the use of these primary resources:

- Web site
- News releases
- Television, Videos
- Brochures/fact sheets
- Exhibits (interactive, active, …)
- Presentations (with videos!)

Stories on U.S. ITER progress and activities have appeared in numerous national and international media outlets.

U.S. ITER was represented at the last three meetings of the American Association for the Advancement of Science and at gatherings of the International Atomic Energy Agency, the International Conference on Plasma Science/Symposium on Fusion Engineering, and the American Physical Society – Division of Plasma Physics.

Need to inform and interest the governments