



# All great works stand on information



ENKO, April 2014

Marie.dufkova@cez.cz

# Nuclear Communication is:



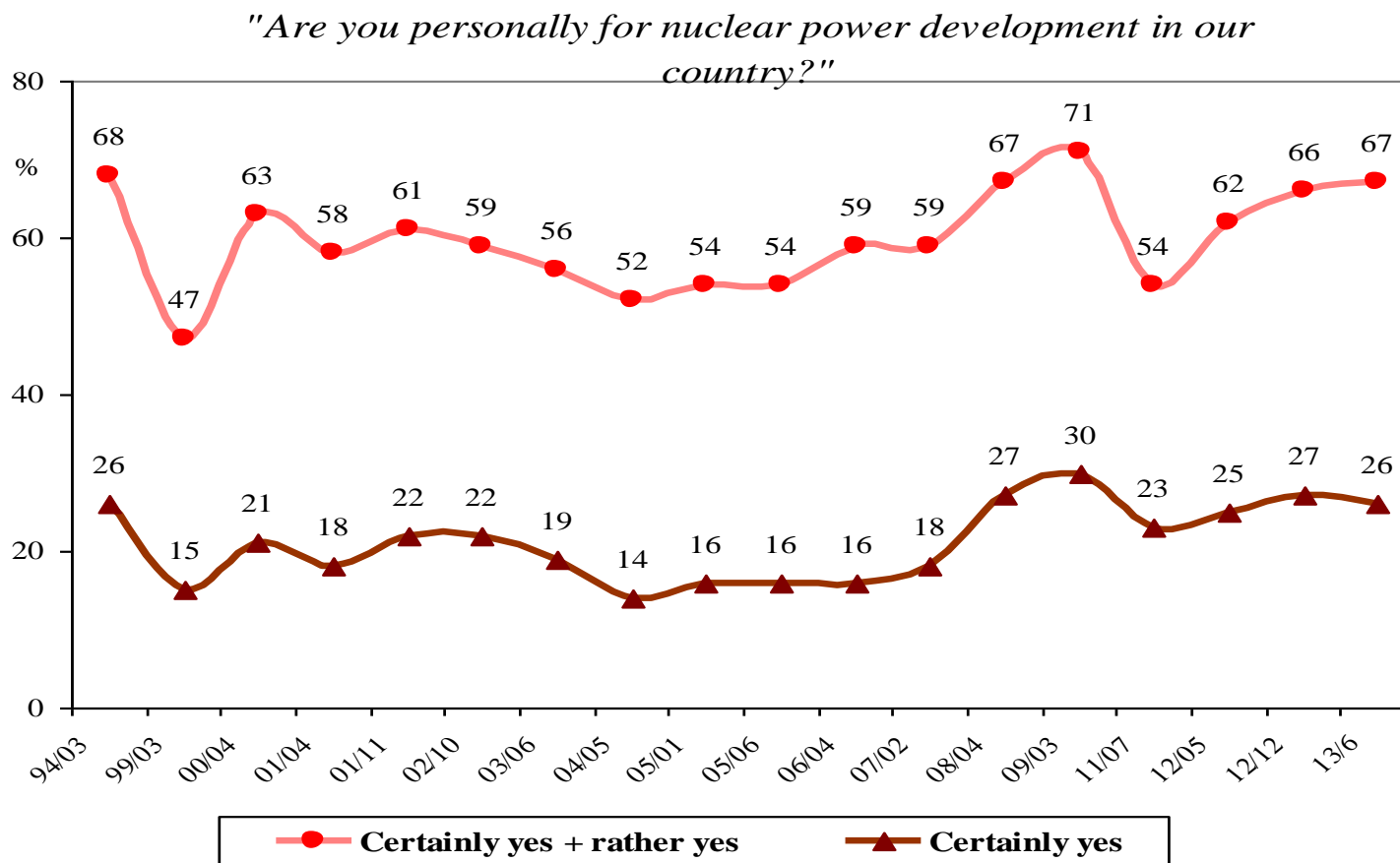
- Science Communication, expert information delivered to layman
- Risk Communication (let's talk about it, it started to be „normal“)
- Communication with many target groups (and each group needs specific approach)
- Political Communication, perceived politically
- Communication which suffers stereotypes and mistakes of past
- Influenced by what happened on the other side of the world (let's keep „global“ nuclear communication)



# Politics and Politicians



- Public acceptance will increase after a positive political statement.



# Politics and Politicians



- Attitude to nuclear becomes better after a positive political statement.
- Generate information often and in many different ways, focusing on different groups of decision makers.
- Decision Maker must be provided with enough understandable and accurate information directly from the investor.
- Do not promise anything! People remember and do not forgive failure.
- Do not change strategy of sponsorship.
- Prevent nuclear to become an election issue.



# Science Communication



- For those who know it is hard to imagine what it is like not to know...
- Scientists are talking, people listening (?) – what about the feedback?
- You can not turn layman into mini-experts. You can only experiment with the types of communication.
- To communicate science, you have to use a vivid story, easy to remember, or interesting imagination.
- People believe only other people, not machines.
- Use comparisons, examples.
- In fact, people are much more sensitive to rational arguments than we believe!
- Problem: science is not infallible, and is based on the principle of doubt.  
But people want a clear statement.  
What to do? Possibilities:

answer with counter-question, arouse thinking...  
show that nuclear scientist is „a person like me“

**Task for nuclear communicator:**  
**Popularise!**



# Risk Communication

## how to talk to people about their fears



- Human reaction to anything is first of all **emotional**
- „We take your fears seriously“
- A medicine for fear is listening, explanation of perspectives, future and option. The public must be allowed to participate and vote.
- Be prepared to admit the accident and be able to explain what happens, what will follow.
- Nonverbal communication is more important than content and arguments.
- Let communicate women about the risk.





# Nuclear as a normal part of daily life



- Homer Simpson has done **more** for nuclear communication than we did.
- Communication priority is not to glorify and praise nuclear, but talk about it as about **normal part of modern life in a modern world and necessary part of sustainable energy mix.**
- The right message for the public is not „we need nuclear“, but **“you need electricity.”**



# Nuclear as a normal part of daily life



- Understandability, human face, avoid jargon.
- Show people working in nuclear industry – they are healthy, have children, love them and care about them, do not want harm anybody. We are not „mad scientists“.
- Show examples of non-power related use of radionuclides and ionizing radiation.





# Issues of the year 2011 according to media interest



Accident in Fukushima

Bakteria E-coli

Air plane accidents

Mine accidents

Car accidents

AIDS

Smoking



## Real number of victims



Accident in Fukushima	0
Bakteria E-coli	18
Air plane accidents	897
Mine accidents	ca 20 000
Car accidents	ca. 1 000 000
AIDS	ca 2 000 000
Smoking	ca. 6 000 000 *

\* včetně 600 000 pasivních kuřáků

# Point of view...are you affraid of wind power plants?



Cumbria, UK, 2008



Germany



Peterborough, UK,  
Pieces of ice falling  
from blades



Základem naší existence nejsou skutečnosti.  
Jsou to názory lidí na skutečnosti.  
Ba co víc: názory na názory...

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*„Men are disturbed not by the things which happen,  
but by the opinions about the things.“*

*or*

*"That's what creates the basis of our existence,  
are not the facts. They are opinions of people on the  
facts. What's more, opinions on opinions."*

*Epictetus, 1st Century*

# Human mind and processing of information.

## To distortion of the truth is not necessary to lie...

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- The perception of the world is limited in time and space, dependent on education and previous experience.
- Most of the facts are mediated. Most of the world we know through information only.
- If you associate something with something negative, people begin to perceive it negatively.
- People perceive more emotionally than intellectually.
- If you associate something with immediate benefit, they begin to perceive it positively.
- Opponents filter the truth and use incorrect arguments.
- Opponents use the ignorance of people (it is advantageous to keep them in ignorance).





# Communication is about the human psyche



- People prefer permanent status and security, hate uncertainty and insecurity, hate complexity and conflict.
- People want to form an opinion quickly – want avoid thinking.
- People are lazy to think and are subject misguided reasoning that have simple solutions "yes - no", "good - bad".
- They do not like to feel duty and be forced by someone into something.
- Often it is enough to distract attention...



## Checkpoint: What is the role of the media?



*Earn money for the publisher!*

# Media characteristics today



- Extremely young age of "journalists"
- High turnover, low professionalism, loss of feeling for esprit de corps
- Blurs the distinction between tabloid and serious
- Priority is commercial interest - the interest of media advertising, others serve only to maintain the interest of readers, priority is developing emotions
- Media communication is a tool for settling personal accounts (among politicians and among owners of competing media)
- Journalist wants what he, she writes, triggered a debate
- Traditional media are losing - the "new" electronic media are coming
- At the time of FB and other social networks anyone becomes a producer and publisher

Objectivity does not exist



# Media are doing their job. Nothing else.



- We can blame them, but that's about it. We can not change them, we can only change our communication.
- Never say „No comment“!
- Fit into the shoes of journalists and find interesting, unconventional perspectives, action.
- When I speak to the media, I'm talking to ordinary people - simply and clearly!
- Inform immediately about whatever what happens. It is difficult to start attacking someone who is bringing the story by him/herself. Less space left to opponents.
- Keep journalists "on the wire". Call them, send them emails, fax every thing.

Let's help them.





# Public. Pour a pure wine...



## What is "public opinion"?

- Public has no opinion. It waits for a leader to tell them what opinion to have. The leader of public opinion then becomes the one who has to explain it better - mostly through the media.
- The public can either accept or condemn, nothing in between!
- The public is not able to adequately respond to unexpected events.
- People are lazy and do not care to think about what does not relate directly to them.





# What is public interested in?



Certain safety measures?

Technology?

Tschernobyl?

Madonna?

Are they interested in anything?

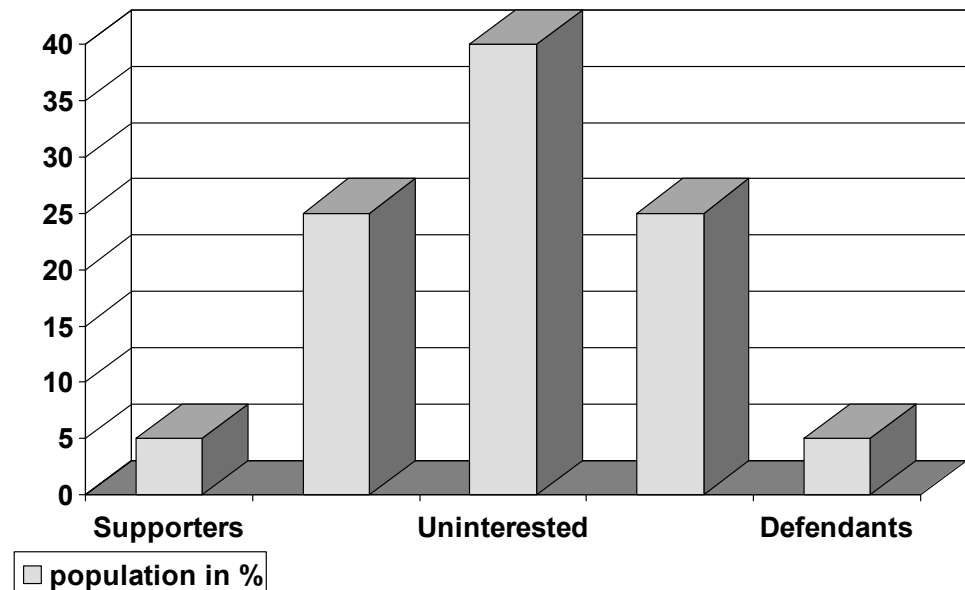


# Public



- Trusts someone - we need to know whom.
- Takes information from somewhere - we need to know where from.
- Does not want to be instructed, wants to have fun. Educate and entertain.
- We can not hold public opinion by words, but by actions. Communication with the public can not exist without real action.
- Public want to feel human being. Involve employees in communications - they are a trusted source.
- Public opinion leans to the majority.

- Pro-nuclear people often think that all the others are against it.
- Anti-nuclear people often admit a willingness to change their mind.



# Do not be afraid



- There is nothing older than yesterday's newspapers
- Transferring the problem to the factual plane you will cancel it
- Crisis management: crisis solved = disinterest media
- Solution of gossip: have prepared lot of current positive references (what we do well).  
Do not create media series.
- Try it again and again ...



# Use humor



$^{235}\text{U}$  - the right  
„heavy metal“

# Listen



- Let people talk, listen to them, express interest, empathy.
- Do not say "It's safe, trust us," but "I believe it is safe" or even better: "Such are the advantages, such are the risks, and now you decide, and I do believe you will make the right decision."
- Effective communication must go on multi-reference level. NPP is not just good or just bad. Give all pros and cons and let people create their own judgment.

## Use „Third parties“ but „The medium is message“

- It is not just important what to say but mainly "who says" (remember: nonverbal behavior and appearance (65%), the tone and manner of speech (28%), content of speech (7%).





# Use marketing approach



- When you want to sell flour, you have to advertise a cake.
- Teach your marketing people to "sell" the nuclear.
- The information that nuclear means business is understandable for people.
- Enter promotion and advertising.
- Worst advertising strategy is: get bored.
- One picture is worth a thousand words.

# Partnering with nuclear localities



- Civic Safety Committee (GMF, the Nuclear municipalities)
- Sponsorship - advertising and promotion
- Sporting and cultural events, respect for traditions and building new ones
- Donation (Foundation) charity, volunteering
- Support for regional development, equipment, infrastructure
- Information centers, plant tours, Open Days



# Information and education programme ČEZ

## The World of Energy



**Goal** – awareness raising, delivery of information, support of schools and talents, acquisition of new staff

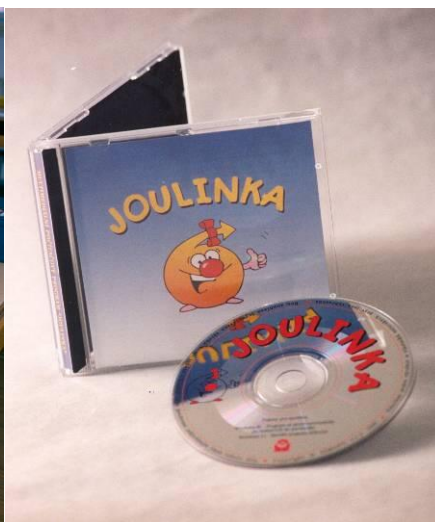
**Content** – educational materials, teachers workshops, debates, competitions, excursions

**Experience** - since 1992, many awards, cooperation with schools

Increase of public awareness on energy, the popularization of energy

[www.cez.cz/vzdelavaciprogram](http://www.cez.cz/vzdelavaciprogram)

[www.tretipol.cz](http://www.tretipol.cz)





# Dosimetric set for schools



Presentation for media

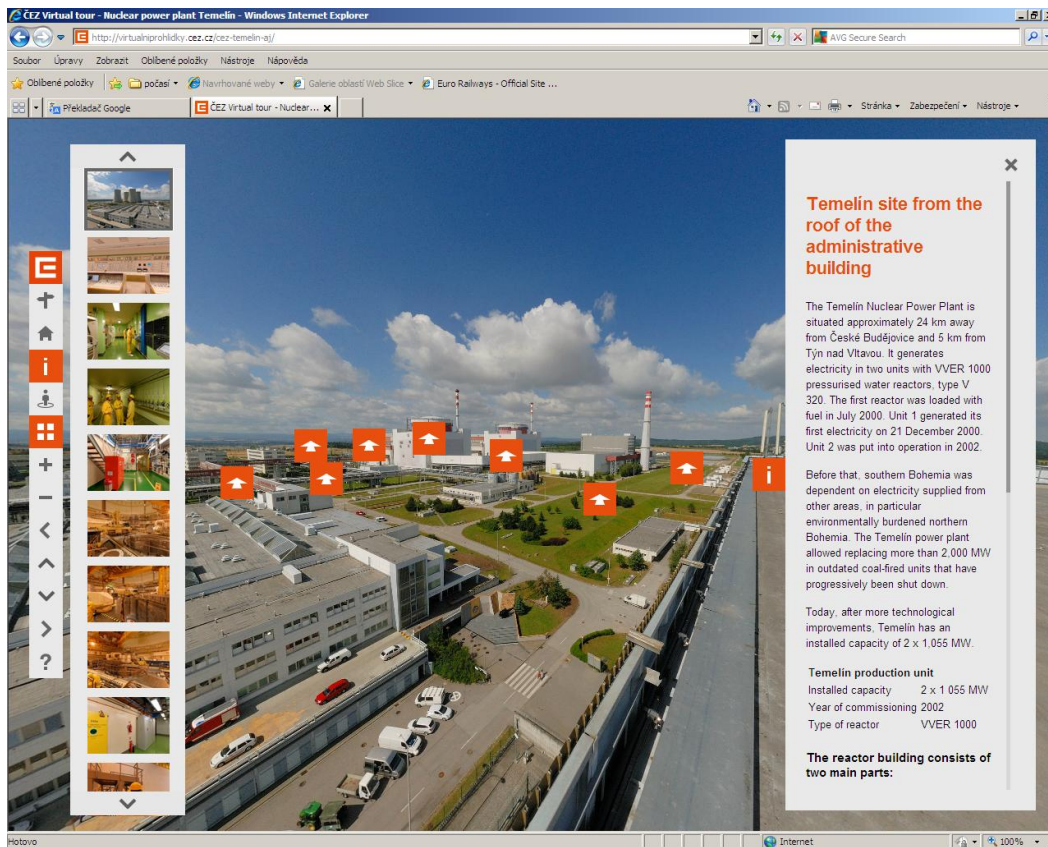
Seminars for teachers

Delivery to schools

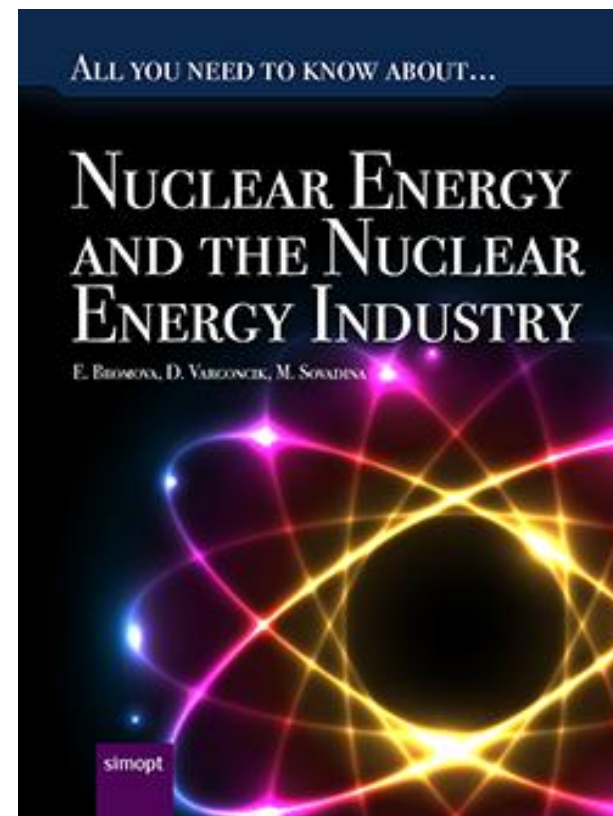
School projects



# Virtual tours, Nuclear Encyclopaedia



<http://virtualni-prohlidky.cez.cz/cez-temelin-aj/>

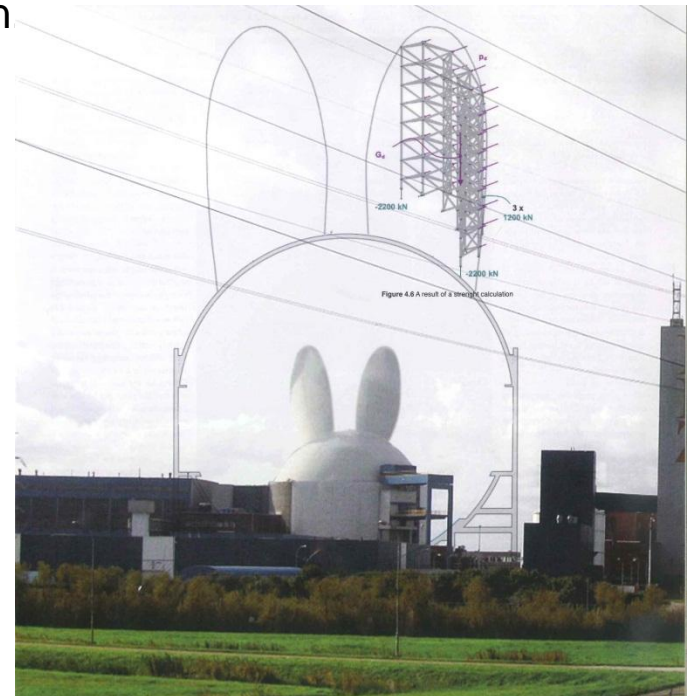




# Talking about the future



- Do not allow the idea that nuclear is old-fashioned. If we play the media game „nuclear has no perspective" we kill it.
- We need to show the opposite: statistics on the nuclear industry development, predictions of the future.
- Reports from places where new nuclear projects are in progress.
- Using the word "growth", "Challenge," „Perfection".
- It is necessary to involve Nuclear Young Generation
- Talk about sensations, what is new, wonderful, extraordinary. Talk about new discoveries in nuclear science .



*Design for new unit NPP Borselle, The Netherlands,  
by architect William Verstraeten*

# Nuclear suffers with communication errors

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„It's absolutely safe, nothing can happen.“

"We have invested billions to improve safety."

"Nobody likes me!"

"Who is not with us is against us!"

"Holy fight for the nuclear! Against opponents!"

"Journalists are ignorant and enemies."

"No use to explain to people just will not understand."

"They are idiots. Do they not see how great it is?"

"We give them compensation."

"It is scientifically proven that there is no bugaboo!"

"Like all we die!"

We operate our nuclear power plants  
with the permission of our stakeholders



Thank you for your attention