

Webinar Series on **Stakeholder Involvement** related to **Nuclear Power**

#6



Media Relations

Today's Media Landscape
and Communicating Nuclear Power



#6 Media Relations

Today's Media Landscape and Communicating Nuclear Power



Lisa Berthelot
Stakeholder Involvement Officer
IAEA Division of Nuclear Power



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Learning Objectives

The learning objectives of this session are defined as:

- Recognize the importance of the media in the nuclear power communication process
- Develop specific activities for journalists
- Learn from the experience in different countries



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Today's Speakers



Javier Farias



Ann MacLachlan



Carl Sommerholt



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- Media relations is a very specialized practice that requires certain skills, strategies and resources.
- Applying good practices supports effective ongoing relationships with various media sources throughout the life cycle of the NPP.





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IAEA Resources

- IAEA resources might be useful to provide factual context and background (e.g. on nuclear power and climate change, global statistics) to your stories or press releases:
 - Selected info from IAEA fact sheets.
 - IAEA databases.
 - Photos (check Flickr).
 - Videos (check Youtube).
- Selected **IAEA Peer Review or Advisory Service Missions** offer the opportunity to reach out and inform the public:
 - IAEA/Host Press Release and Press Conference upon conclusion of the Mission.
 - Final reports published on IAEA website.
- For IAEA-related questions or queries contact the **IAEA Press Office** press@iaea.org



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Let's interact



Where do you work?

- Government
- Regulator
- Operator
- NEPIO: Nuclear Energy Programme Implementing Organization
- Technical Support Organization
- NGO
- Academia
- Research Institution
- International Organization
- Media
- Private Sector-non-nuclear
- Nuclear Advocate/Independent Advocate
- Other
- I prefer not to say



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Today's Speakers

Javier Farias

- Senior communication consultant in the presidency of Argentina
- More than 15 years of experience as a communication specialist in the nuclear industry
- International expert in stakeholder involvement and public information, e.g. leading massive communication and educational campaigns related to the completion of Atucha II NPP
- Bachelor's degree in Communication Science, Universidad Blas Pascal. graduated with honours
- Master's Degree in Communication Management from UADE Business School, Buenos Aires, Argentina





MEDIA RELATIONS

Javier A. Farias
Independent Communication Consultant

IAEA WEBINAR SERIES ON STAKEHOLDER INVOLVEMENT RELATED TO NUCLEAR POWER

SEPTEMBER 1, 2020

Internal

WHY IS MEDIA AN IMPORTANT STAKEHOLDER?





Media is the **most powerful channel** from which to communicate your message



Media do not just transmit information; they **determine what will be reported** according to their agenda



Media act as **the voice of the public**, raising concerns in the public interest



They may also criticize the industry, your activities, what you say and what you don't say



**IT IS CRUCIAL TO
FOCUS ON THE
RELATIONSHIP
WITH REPORTERS**

EXAMPLE OF ACTIVITIES

- Local Radio show
- Specific guided tour to the plant
- Workshop about nuclear energy
- Press trips to facilities
- Media pitch

SEEING IS BELIEVING

Open door days, press trips, invitation to take part in exercises...

To see means to believe!



THE PRESS DURING BIG EVENTS

- Many reporters at your facilities
- All of them need to bring information to their newsroom
- Provide them a place to work
- Be the best host
- Be prepared with responses and resources



What works	What is less effective
Build a professional relationship	Just call media when you need them
Provide good material, like pictures and videos in a good quality or great stories to be published	Send only press release to communicate with media
Organize all type of events, include media and make them part of it	Sending technical information, with jargon, that only those with technical background can understand

IN ESSENCE...

- **Identify** key media
- **Interact frequently** with reporters/journalists
- Build **trust**
- Develop **specific activities** for journalists
- **Be prepared**



MEDIA RELATIONS

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Independent Communication Consultant

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Do you work with the media?

- a) Yes
- b) Yes, and we have a plan for engaging with journalists
- c) No



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Today's Speakers

Ann MacLachlan



- Almost four decades as a print journalist covering energy and nuclear energy issues:
 - Washington, DC as managing editor and European editor of The Energy Daily
 - Paris as European Bureau Chief of Platts Nuclear Publications
- Left Platts in 2013 and is now a freelance journalist and consultant, frequently serving as a moderator or speaker at events concerning the nuclear industry, nuclear safety and radiation protection, and stakeholder involvement.
- Former vice president of the French government's advisory group, the High Council on Nuclear Safety and Information
- Master's degree in linguistics from the University of Michigan.

Journalists and Nuclear Communications

VIEW FROM THE OTHER SIDE

IAEA WEBINAR ON MEDIA RELATIONS

Ann MacLachlan

September 1, 2020

Two vertical lines extend downwards from the bottom horizontal line, one positioned under the text 'IAEA WEBINAR ON MEDIA RELATIONS' and the other under 'September 1, 2020'.

HOW DO JOURNALISTS WORK?

- Basic rules apply, but no one-size-fits-all
- Many types of media with different needs
- New media landscape tramples established principles like fact-checking and balance of viewpoints



WHAT DO JOURNALISTS NEED?

- **Speed - but not too fast**
- **Accuracy - but not too slow**
- **The right level of detail**
- **Personal attention**
- **Information they can trust**



PATHWAYS TO TRUST

- Tell the truth. Don't spin. Admit when you're wrong, and why.
- Respect your interlocutor.
- Recognize individual differences - "the media" is not a monolith.
- Understand the other's constraints.
- Facts + empathy = credibility.

"Journalism is the first rough draft of history"
--Philip Graham

WHAT WORKS & WHAT DOESN'T (1)

- Please don't "educate" me - share information. Explain. Inform. I need ammunition to fight fake news: facts, answers and insight.
- Don't leave a news void. Give your comms team the resources to maintain an information flow. It's a big, unavoidable investment.



*Journalist receiving The Truth
from high-placed source*

WHAT WORKS AND WHAT DOESN'T (2)

- Engage media in “peacetime” - including opening communications channels to the world.
- The challenge: serving media stakeholders of all kinds, from all over, 24/7. The reward: the chance to connect directly to the world.

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In your opinion, what is the best way for authorities/operators to establish productive relationships with the media?

- a) Regular open press conferences
- b) More informal meetings with a few journalists at a time
- c) Seminars to inform journalists (and bloggers/influencers?) about nuclear power
- d) Special relationships with certain influential media representatives
- e) Keep them fed with "news" but keep tight control over what they can publish



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Today's Speakers

Carl Sommerholt



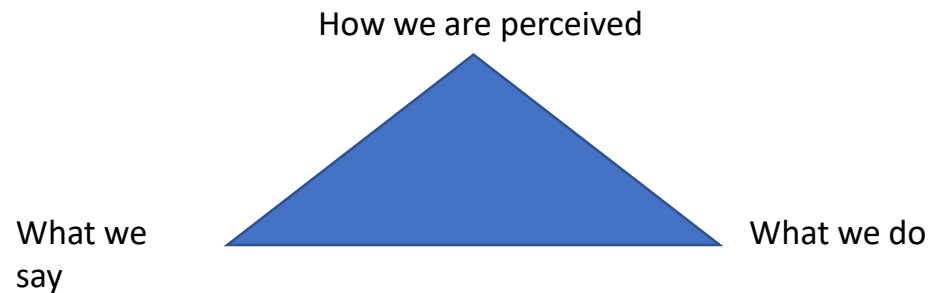
- Currently Head of Communications, BA Generation (nuclear, hydro power), Vattenfall
- Leader of the communications committee of Swedish Atomic Forum, SAFO
- Previous roles as:
 - Head of External Communications for BA Generation, Vattenfall
 - Head of Communications for Swedish Nuclear Fuel and Waste Management Co, SKB
 - Head of Communications for Wallenius Wilhelmsen Logistics
 - Head of acceptance projects for 3G mobile communications internationally
 - Journalist and editor in daily and weekly media including Dagens Nyheter, Magazine Z
 - Founder of communications advisory company in internal communications, external relations, media relations

Transparency and Trust

Nuclear Power and an Evolving Media Landscape

Carl Sommerholt
Head of Communications
BA Generation, Nuclear
Vattenfall

Do The Homework



Reflections from a Swedish horizon:

- Nuclear reactors produce about 40% of Sweden's electricity generation
- Nuclear has miniscule emissions which fits perfectly with a fossil-free society
- Behavior, approach and tonality are of the essence
- Risk communication & different experiences

Cardinal Rules for Media Relations

- Respect media ways-of-working and ensure you always have the capabilities to respond in a useful, timely, factual and consistent fashion and consider all your essential audiences;
- Respect the complexities of technology and operations – including public perception, ensure expert support;
- Plan for continuous communication both under normal circumstance as well as with incidents or emergencies (scalability etc);
- Be clear on the division of responsibility between operators, industry, authorities etc;
- Be pro-active

Social Media Ecosystems (including DIY Media)

- Transparency, connection & social impact – 3.96 billion SoMe users by July 2020, e.g. 51% penetration of total population (according to Datareportal Digital 2020);
- Coronavirus pandemic impact – enduring new habits?
- Media & popular culture;
- Activism:
- Fake news & scams;
- In general: Influencers, data-driven content, news cycles, niche platforms ...



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Q&A





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Upcoming Webinars

#7

Crisis, Risk & Emergency Communication

Effective Engagement when the Unexpected Occurs



#8

Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



#9

Stakeholder Involvement for New Nuclear Power

Engagement in the Nuclear Newcomer Field



#10

Engaging with Policy & Decision Makers

Knowledgeable and Interested Leaders



#11

Talking about Nuclear Power & Climate Change

Together for a Clean Energy Future



#12

Communicating about Nuclear Waste

Clarifying Waste Options and Opportunities

