



SK01K0161

ANALYSIS OF ACTIVITY OF INFORMATION INQUIRED GROUP ON RADIOECOLOGY AND PUBLIC COMMUNICATION IN OZYORSK (THE TOWN OF NUCLEAR INDUSTRY)

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The Information Inquiry Group on Radioecology and Public Communication is a branch of the Department of Production Association "Mayak." "Mayak" was formed in 1989.

The main tasks of the group are:

1. Formation of objective public opinion about the activity of the plant through:

- 1.1. Organization and presentation of informational lectures.
- 1.2. Implementation of excursions to the plant and the museum of PA "Mayak."
- 1.3. Informing the mass media.
- 1.4. Organization of fairs, "round table" discussions, and press conferences.
- 1.5. Production of educational documentary videos.
- 1.6. Distribution of informative materials.
- 1.7. Creation of a database on nuclear problems.
- 1.8. Keeping of an archive at the PA "Mayak" museum.

2. Improving the structure of control on labor organizations.

3. Provision of high-level labor discipline.

4. Organization and improvement of qualified personnel.

The functions of the group are:

1. Efficient delivery of information to the mass media about events that took place on the plant, and present public interest issues.

2. Collection and study of plant information published in mass media, private contacts with public representatives.

3. Organization of visitations by public representatives to the plant and museum of PA "Mayak."

4. Organization of continuous business contacts with journalists, scientists, specialists, and public outreach workers.

5. Participation in the organization of press conferences and discussions of issues dealing with radioecology and nuclear power.

6. Preparation of informative and objective materials on issues dealing with the plant's activity.

7. Distribution of informative materials developed by the group.

8. Organization of speakers in schools, medical organizations, and labor collectives on issues dealing with the plant's activity, its technologies, nuclear and radiation safety, and implementation of established norms and rules.

9. Participation in preparing scripts and in surveying popular science education and documentaries on radioecology, technology of processing of spent nuclear fuel, and waste management.

10. Organization of plant visitations for foreign delegations, delegation of Russian specialists, and representatives of mass media.

11. Providing answers to public questions on issues dealing with the ecological situation in the plant's region.

12. Informing plant management about group's activity.

13. Making visual aids.

14. Wide interaction with another branches of the plant on issues dealing with providing efficient publicity about incidents, publications, transport, inventory, etc.

Important insights on public opinion and public understanding with regard to the nuclear field:

1. Necessity of addressing both interest and contradictions of different social groups.

2. Systematically informing the public about achievements in the field of nuclear power safety and utilization of radioactive wastes on federal and regional levels.

3. Examine the alternative of no nuclear industry with the public exposed by questioning of public opinion, challenge nuclear socialists on objective shortages in the nuclear field.

4. Outstripping exposition of main problems of nuclear power, perturbing the public.

5. Efficient informing of the public about radiation incidents with an estimation of its consequences on humans and the environment.

6. Development of a system of radioecological education of the public on issues dealing with biological action of radiation, natural radioactive background, and the history of nuclear power.

7. Wide publications of modern medical and radioecological data by analysis of consequences of Chernobyl and another radiation incidents.

The main quality of a prepared specialist is not only knowledge of the technical and scientific side of a problem, but the ability to clearly and accurately explain its content in a form understandable by non-specialists. Nobody must abandon doubts in our free will and in our aspiration to be the best. It may be reached only in the future if our reports and information will subdue listeners by being frank, honest and trustworthy.