SCOTTISH NUCLEAR'S ADVERTISING CAMPAIGN

"THE ON-GOING TASK"

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Good morning colleagues. It is a pleasure to be here at PIME once again and to have this opportunity of speaking to you.

When I spoke at PIME last year I outlined what we at Scottish Nuclear had been doing to win increased public acceptance of nuclear power in Scotland. Since then we have stepped up our PR campaign activities - and we have had a very successful year. But much has still to be done.

Last year I told you about our "Come and See"
programme which we introduced in the Spring of 1991. During 1992 we developed and extended the programme introducing a Talks Service and a mobile exhibition as two new features.

We also mounted an extensive £1.9 million television and newspaper advertising campaign during the summer months. So it has been a particularly busy year and if I may say more than modestly successful. Today I would like to tell you about our recent activities.

When Scottish Nuclear came into being in the Spring of 1990 we had an enormous task ahead of us.

The previous owner and operator of Scotland’s nuclear power stations - the South of Scotland Electricity Board
had done little meaningful PR work in promoting nuclear power. This is not a criticism of the SSEB. They owned coal, oil and nuclear stations and could not promote nuclear power without having an adverse effect on coal-fired generation - and vice versa - thereby not being able to promote coal-fired generation without an adverse affect on nuclear power.

So we effectively started from a zero base line!

As you are all well aware the public's perception of nuclear power is based on emotional or irrational concerns about how we as nuclear operators run our day-to-day business. The situation is no different in Scotland.

Many other industries have similar problems. But the
deep-rooted fears associated with nuclear power do not exist for these industries - they are publicly accepted. So our task is all the more difficult - and we have to use different techniques.

All of you know our industry. We know the safety record - we know the operational standards to which we work. But the public do not! So we need to educate them. And as a starting point, we at Scottish Nuclear engaged the services of a market research company to find out what we needed to know about public attitudes to nuclear power. The fundamental points which came across were as follows:-

* Public perception of nuclear power is based on ignorance
* The Public are ill-informed and get limited knowledge on the industry from the popular press and television

* The main areas of concern are potential disaster and management of waste

* We are considered to be, at best, untruthful, and at worst, downright dishonest.

However - two interesting points:-

The first was that the public have a basic fear of nuclear power but the majority of those questioned believed it would be the principal source of electricity generation in the future.
The second was that the public also indicated they wished to learn more about nuclear power. So we at Scottish Nuclear, decided to give them an opportunity to do so.

We introduced our "Come & See" programme in May 1991.

At the same time we opened the Torness Power Station Visitors’ Centre.

In that year we had around 19,000 visitors to our two power stations. We re-introduced our programme in the Spring of 1992 and opened a Visitors’ Centre at Hunterston Power Station. By the end of November 1992, we had almost 28,000 visitors - an increase of 48%.
Another arm of Come and See is "Talkabout" - our Talks Service. In 1992 members of staff gave 187 talks all over Scotland - to over 5,000 people.

In the Spring of 1992 we also introduced our Mobile Exhibition. It tours the whole of Scotland, as far north as Inverness and as far south as Stranraer. In all there have been 62 venues, a large variety of events, including the Agricultural Shows, Airport Open Days, shopping centres, schools, railway stations etc. Over 30,000 people have visited the exhibition since March.

To enhance all these Programmes we have a variety of literature, videos, promotional items, and static exhibition material. These have all been developed since 1990 and are kept updated on an on-going basis.
As you can see, since the information programmes started we have managed to put our message over.

As well as the Come & See Programme, from May until September this year we embarked on a massive advertising campaign - using print media and television together with bus and poster advertising. We ran a 60 second TV commercial inviting members of the public to visit our power stations. I would like to show you a video - a bit of fun - on how the commercial was made.

There was a series of 6 newspaper advertisements for the press, covering Radiation, Our Experience, Waste Management, Safety, Global Warming and The Environment. Full page colour and monochrome was used for maximum impact.
Using an Edinburgh-based advertising agency we identified these topics as being the subjects of greatest interest to members of the public.

Our first target, of course, was to raise the profile of Scottish Nuclear in Scotland. The results of supporting research conducted during and after the campaign show that this has been done.

From the research carried out at the end of the campaign we know that electricity consumers are still very concerned about transportation and radioactive leaks from power stations. They also want to know more about safety in the industry together with what we do with our spent fuel.
However, at the end of the campaign fewer people said they would like to find out more about nuclear power in Scotland. I believe they are beginning to get our message across and that people are becoming more comfortable with our industry.

Our campaigns have been successful, but we must not be complacent. We have a long way to go. We still have to influence and inform a lot of people, and this has to be done on an ongoing basis. If you stop informing you lose ground.

At Scottish Nuclear our involvement with the community extends beyond informing and educating. As part of a four-year sponsorship programme, we support the work
carried out by the national charity, Fairbridge, on their 90ft wooden gaff-rigged schooner "Spirit of Scotland".

I have with me a short video on the sponsorship activity but time does not permit my showing it to you today.

Beyond our public information programmes and our major sponsorship project, there are other activities that are not widely known, not publicised, but nevertheless very important, what we call below-the-line Public Affairs Activities.

Many of you will know that currently in the UK a series of reviews are being carried out on the country’s coal industry. Results are expected any day. No matter what
the outcome will be it will have a meaningful effect on the nuclear industry in the UK - and of course what we will need to do in PR terms (not only in Scotland but throughout the UK).

You will also be aware the UK nuclear industry is preparing for a Review by Government. It is entirely likely that the Coal Review and the Nuclear Review will be linked as the need for a UK energy policy - taking into account all of the arguments - is urgently demanded. Time will tell if this will happen.

Irrespective of what does happen one thing is certain - the on-going PR effort is a vital component in the argument.
We have to push the environmental issues much more strongly than we have done up to now - CO2, acid rain, global warming. These messages must be developed to help the nuclear industry.

Another very important area which we should develop is education. There is now a new curriculum in Scotland for the 5-14 year olds. This, therefore, is an ideal opportunity for us to develop material designed especially to fit in with their programme, including work sheets, information booklets, and teacher's notes. These can be developed for several areas of the curriculum including the sciences, modern studies and geography. We already give pupils and teachers the opportunity to gain valuable work experience and we give them help with various projects,
but we should develop this area greatly. After all today's pupils are tomorrow's decision makers.

And we have plans to increase the number of visitors to our power stations in 1993. The best way to inform people about what we do is to take them our Stations and to let them see how we operate. In 1993 we plan to use two coaches; increase the number of venues for our exhibition. We will be advertising extensively and encouraging everyone to ask us about nuclear power.

Among the many people who come to visit our stations was Her Royal Highness, Princess Anne, The Princess Royal.

If we can encourage members of the Royal Family we can't be too far off the mark!
Thank you for listening to me.