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NEW - NUCLEUS - NucNet - the ENS Triple Communication System

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The ENS triple communication system was built up as a step-by-step response to practical needs.

By the way, it is no longer three-legged - but, like any decent animal, has grown a fourth limb, namely WINFO, about which Marke Heininen will talk shortly and the first issue of which is in your binder.

Nuclear Europe was started in 1981 with three pilot issues, whose skinniness raised a few laughs and comments "You'll never make it!". Well we did. And, if you look at today's product, we have really grown up. All of you have received the latest issue so that you can vote for your favourite corporate image ad.

We started **Nucleus** in 1987, when we were feeling rich with the profits from ENC '86. Nucleus was selected by the ENS Steering Committee for launching from a number of proposed projects. It was chosen as the most worthwhile for getting across the nuclear community's message to the politicians and opinion-leaders.

The nuclear world had long envied the US nuclear community for its Infowire. For many years in Europe there had been attempts to set up something similar - all of them in vain. When the need grew really urgent for Europe, the ENS Information Committee proposed a feasibility study, which the European nuclear community entrusted to ENS in 1989. We were able to show that it could be done and were commissioned to launch **NucNet** in January 1991 - first as a European, and later as a truly worldwide, communications system.

The first issue of **WINFO** we produced within just two weeks, at the insistence of WIN chairwoman Irene Aegerter, who wanted to herald to the nuclear world the organisation Women In Nuclear even before its formal constitution here in Karlovy Vary yesterday afternoon.

Let's now say a few words on each of the first three legs of our communications "animal".

Nuclear Europe Worldscan

Nuclear Europe Worldscan is an integrator. It is an integrator between the over 20 000 members of our Member Societies, from the Atlantic to the Urals and beyond. It is an integrator between Europe's and the rest-of-the world's nuclear community. It is an integrator between industry and science & engineering. It is an integrator between the bosses and the staff. Finally, it is an integrator between the nuclear community and those outsiders who take an interest in nuclear issues.

With Nuclear Europe Worldscan the European nuclear community keeps up its morale through difficult times, proves that nuclear is alive and kicking, and projects optimism and confidence. To fulfil these functions, the journal must be a lively mixture.

Nuclear Europe Worldscan, as you are all certainly aware, is the membership journal of the European Nuclear Society. Its key functions include:

1. Reporting ENS decisions and activities to the members.
2. Briefing readers on what is going on in national societies throughout Europe.
3. Giving industrial corporate members - we call them Supporting Members - the opportunity to publicise their newest products, services or management changes.
4. Encouraging research centres to make their findings known to the widest possible nuclear audience.
5. Reporting nuclear news worldwide - with emphasis on Europe and the Far East, assuming that readers wishing in-depth coverage of the USA will turn to the American Nuclear Society journal.
6. Giving authors from industry, research and utilities the opportunity to contribute feature articles about their work.
7. Last, but not least, the Editorial and Opinion columns are open to the nuclear community's leaders to express opinions and the Letters page is open to all readers to voice their views.

The journal is as participatory as possible: Member Societies help to set the themes for each year, propose authors to write on those themes, and in some cases provide news correspondents. Each issue is on one or two main themes, thus serving as an overview and reference source.

The language - especially in the news - is kept as direct and simply structured as possible. The layout is also kept as uncomplicated and as clear as possible - no overlong feature articles, no breaking up of an article by advertisements, judicious use of technical diagrammes and of photos of nuclear people-in-the-news. The human touch is as important as the technical.

The journal is written and designed for an audience whose main tongue is not English, who are too busy to dig through acres of bureaucratic or technocratic print to find what's significant, and who should be able to understand the news with a minimum of technical terms.

Because the journal is issued only six times a year, and has a lead time of minimum two weeks between news deadline and delivery to readers, it is not possible to run a news service that competes with a weekly or monthly publication. So we concentrate on 1. consequences of hard news that has happened since the previous issue and 2. signalling news that is about to happen. This gives readers a timely, cohesive briefing without overwhelming them with an endless stream of disconnected bits and pieces of information. Our news is a chronicle of the significant events and therefore has a long-lasting value as a way of following and documenting developments. We aim to make the news sections easy to use by: sharply focused selection; short and clearly structured writing; and crisp layout.

Nucleus

While Nuclear Europe Worldscan is produced mainly for a technical audience, Nucleus is for non-technical outsiders. It is a briefing sheet for people who work with key policy principles.

It is for politicians and journalists - and for nuclear people who have to explain matters to those two groups of opinion-shapers. It is designed and written for people with no time to read. The keys to each two-page Nucleus are headlines. You can skim through them in ten to twenty seconds - the messages have been registered, even if you read no further.

Very briefly written news is interspersed with quotable quotes. An oil chief saying in two sentences why nuclear energy is necessary is well worth quoting. When the Club of Rome says it, the whole extract is worth publishing - with a few headlines at the side to show at-a-glance the main steps in the argument.

The other type of Nucleus is the Position Statement by a leading expert - in everyday language, and again with side headlines as a quick guide.

While ENS concentrates on circulating Nucleus to decisionmakers at the European level - particularly among the upper echelons of the European Community - various member societies translate it for their own national media and politicians.

Nucleus appears in English, French, Croatian, Russian, Dutch, Hungarian, Romanian and Finnish.

With its Swiss cousin, Flash Nucléaire, Nucleus has a circulation of presently about 15 000.

In all nuclear energy countries there should be organisations who distribute Nucleus or Nucleus-type publications to a wide range of politicians, journalists and other opinion-leaders. This is vital so that these leaders keep up a basic level of informed awareness of the case for nuclear energy and its achievements.

Finland has the most highly developed methods of using Nucleus and of analyzing its effectiveness, even costwise - as Jorma Aurela will outline to us in a few minutes.

NucNet

NucNet is the worldwide network which circulates nuclear news and information that the public should be informed of, written in a language that the public can easily understand.

NucNet is aiming for a balanced picture of nuclear to reach the public via the media, through a rapid flow of accurate information.

NucNet started as a European operation, linked through an information exchange agreement to the Infowire service of the US Council for Energy Awareness. NucNet carries all Infowire information which is of interest also outside the USA.

When the Mihama incident happened in early 1991, NucNet realised that a network limited to Europe and the US was not sufficient. That is why the NucNet Board decided that the network must become worldwide.

Today practically all overseas nuclear nations are linked to the network in one way or another. The NucNet Board has decided that they can all become full members of the network organisation. Most overseas countries have now formally joined NucNet as members, and the rest will follow. So the network has become fully worldwide.

There are two systems via which information is sent and received.

1. In the majority of countries, all nuclear information sources, receive NucNet news direct by fax and also send their information direct to the NucNet Central Office.
A National Correspondent fills any existing gaps by covering political developments and opponents' actions.

2. In very centralised countries, only the National Member Organisation receives NucNet faxes and passes them on to the subscribers. The information sources direct their input to NucNet via the National Member Organisation, which then passes it to Central Office.

Initially, NucNet faxes were sent only to public communicators in the nuclear energy field, but now its most important news output goes also to key international wire agencies, such as Reuter and AP, and to a rapidly growing number of national news agencies. In other countries, NucNet news is sent to the media by the national NucNet organisations.

At the Central Office in Berne, Switzerland, information input is evaluated and details are checked to ensure that the network's high standards of accuracy are reached. After editing and further checks, the Central Office distributes its material to well over 200 destinations around the world, using a highly- sophisticated computer-fax system.

NucNet means fast information. One example of the network speed was the coverage of the Sosnovy Bor nuclear power plant incident in March 1992. On the day it occurred, all NucNet users were provided with a first accurate account between 09:00 and 10:00 hours, Central European Time. This speed is possible because most of the world's nuclear power plants, as well as other nuclear installations and information sources, are linked directly to Central Office.

The network circulates accurate, factual and objective news about nuclear energy - positive and negative. NucNet gives the media the facts they need to produce accurate reports. In addition, with NucNet, nuclear information people throughout the world have at their disposal - at the right time - the information they need for their public communications work.

NucNet is not an information service for technical people or executives. Its information is for public use. In spite of this, NucNet is highly appreciated, for instance, by NPP managers because they are informed about incidents faster than by any other means. But, NucNet is not merely an incident reporting system. (As a general rule, the network only reports on incidents in nuclear plants if they are rated at level 2 or above on the IAEA's International Nuclear Event Scale). The more important aspect of the network is its constant flow of positive information, which is factual and objective - NOT PROPAGANDA! Still, as an incident reporting system, NucNet is in most cases faster than the IAEA's INES (International Nuclear Event Scale) Information System, with which NucNet exchanges information.

Through NucNet, the European nuclear community has proved that it is ready to open up and demonstrate honesty and transparency. This lead is increasingly being followed by the nuclear industry around the world. With NucNet, the nuclear community has created a unique, rapid news network to get the true facts on nuclear energy across to the public.

With NucNet the world nuclear community has for the first time joined ranks to inform the public openly and with one voice. This is an absolutely unique achievement.