



ATS

SUOMEN ATOMITEKNILLINEN SEURA —
 ATOMTEKNISKA SÄLLSKAPET I FINLAND r.y.
 FINNISH NUCLEAR SOCIETY

PIME '93 Karlovy Vary

Jorma Aurela
 Virpi Korteniemi
 Kristina Halme-Tapanainen

2.2.1993



XA04C0381

THE NUCLEUS IN FINLAND - THE SECOND REPORT

1. PREFACE

The Finnish Nuclear Society (FNS) started the distribution of the Nucleus bulletin at the beginning of 1988. The volume of distribution has been extended since, including today nearly 1,000 persons. Both the English and the Finnish version of the bulletin is sent to various opinion leaders of society, i.e. the members of the parliament, ministries, the media, representatives of industry and other decision-makers of the energy field.

After the five-year history of the Nucleus in Finland, it is time to look back and sum up the present status of the Nucleus. This report gives a short summary concerning the present distribution and its efficiency, the experiences gained and the influence of the bulletin in Finland.

The first questionnaire was sent in November 1988, and the survey was repeated among the Finnish readers of the Nucleus in autumn 1992. The results of the latter survey are given in this report.

Osoite:

Suomen Atomiteknillinen Seura
 c/o Valtion teknillinen tutkimuskeskus
 Ydinvoimateknikan laboratorio
 PL 169, Lönnrotinkatu 37, 00181 HELSINKI
 puh. 90-648931
 telex 122972 vttha sf
 telefax 90-462382

Address:

Finnish Nuclear Society
 c/o Technical Research Centre of Finland
 Nuclear Engineering Laboratory
 P.O. Box 169, SF-00181 HELSINKI
 tel. +358 0 648931
 telex 122972 vttha sf
 telefax +358 0 462382

Pankkiyhteys:

Postipankki 167 034-5
 Postal cheque account:
 Finnish Nuclear Society
 167 034-5
 Postipankki
 SF-00007 HELSINKI

2. GENERAL

2.1 COSTS

After the initial investment of the first year (1988), the annual costs of the bulletin have been quite stable and reasonable, thanks to the created translation, printing and distribution arrangements. In 1992, the translation, printing and distribution costs of the Nucleus totalled some FIM 30,000. Compared with the total costs of 1988, FIM 34,000, the sum has decreased, despite the extended volume of distribution.

2.2. VOLUME OF DISTRIBUTION AND TARGET GROUPS

In autumn 1992, the distributed number of copies of Nucleus 4/92 was 945, against 658 in autumn 1988 (Nucleus 5/88). In 1992, the volume of distribution is almost 1,000 copies, i.e. up by nearly 300 copies within the past five years.

The target groups are the same as five years ago, but the composition of the target groups has changed. Table 1 shows the numbers of people within the various target groups.

TARGET GROUP	NUMBER	PERCENTAGE, %
Finnish parliament members	200 (200)	21.2 (30.4)
Political parties	7 (11)	0.7 (1.7)
Government ministers and officials	68 (75)	7.2 (11.4)
Media (journalists)	132 (133)	14.0 (20.2)
Decision-makers in the energy field, and representatives of trade and industry	421 (100)	44.6 (15.2)
PR managers in the Finnish industry	117 (139)	12.4 (21.1)
TOTAL	945 (658)	100 (100)

Table 1. The table gives the target groups for the distribution of the Nucleus in Finland, the numbers of sent copies for each target group, and the percentage of each group of the total number of copies distributed. The 1992 figures are given first, and corresponding figures concerning the distribution of issue 5/88 are given in parentheses.

Table 1 shows that the greatest increase in the volume of distribution is within the group "decision-makers in the energy field, and representatives of trade and industry", which has increased to be fourfold against the volume in 1988, being the largest group of addressees today. The volumes of other groups are nearly unchanged.

It should be remembered that the media group comprises all type of journalists, including TV, newspapers, magazines and political journalists. The volume of this group is almost unchanged.

2.3 PROBLEMS OF DISTRIBUTION

Sometimes the updating of the distribution lists has caused even major problems, and the result has not always been quite satisfactory.

The Nucleus has been addressed in Finland to a certain person/certain persons within a company or a community. Changes in addresses and employees are not always received by the person in charge of the distribution list. Sometimes he is informed that the person has left the company, but the name of the new holder of the office is not given.

The list has been updated to a substantial extent, and efforts have been made to eliminate overlappings. The list is intended to be kept in real time and appropriate, by using lists of members published by the various associations, for example. This requires continuous alertness and voluntary work within the distributing organization.

3. OPINION SURVEY IN 1992

3.1. RESULTS

As in 1988, an opinion survey was sent to addressees of the Nucleus along with issue 4/1992. The content of the questionnaire was identical with that of 1988, with the exception of one new question: Question No. 4. The information given in the Nucleus is reliable.

The questionnaire was sent along with issue 4/92 of the Nucleus in the form of a postcard. The mail also included a letter telling about the survey, its purpose and importance of the feedback for future development of the bulletin.

Of the 945 sent cards, 199 were returned to the FNS within a month. The answering percentage was 21.1, against 20.2 in 1988 (133 cards out of 658). This shows that the proportion of received answers is about the same in both surveys. Certain inaccuracy in the results is caused by the fact that some Government ministers are at the same time members of the parliament and have received two copies of the questionnaire.

Table 2 below gives specified numbers of answers received to questions of the survey.

QUESTION	ANSWER			
	<i>I agree</i>	<i>No comment *)</i>	<i>Hard to say</i>	<i>I disagree</i>
1. The Nucleus includes useful information	156	4	33	6
2. The news in the Nucleus is interesting	150	7	36	6
3. It is good that the text is translated into Finnish	153	4	28	14
4. The information given in the Nucleus is reliable	117	7	71	4
	<i>I read it carefully</i>	<i>I scan it</i>	<i>I do not read at all</i>	
5. How do I read the Nucleus	86	110	3	
	<i>I file for future use</i>	<i>Internal circulation</i>	<i>I file certain copies</i>	<i>I throw it away</i>
6. How do I file the Nucleus	82	11	18	88

Table 2. This table gives specified numbers of the received answers in the survey.
*) "No comment" choice means that no reply was received to this question!

Appendix 1 illustrates with pie diagrams the division of answers to the above questions in per cents. In each case, the upper pie shows the distribution of answers in 1992, and below the corresponding distribution of 1988 is given as reference material.

Question No. 7 of the card: "Other comments on the Nucleus" was answered by 54 readers, i.e. 27 % of the people who returned the card (1988 this percentage was 29). Examples of the received comments are given in Appendix 2.

3.2. ASSESSMENT OF THE ANSWERS

Comparison of the surveys of 1988 and 1992 indicates that in each question the percentage distribution of opinions is almost identical! As stated above, also the answering percentage is almost unchanged, around 20.

Answers in 1992

The numbers of answers to questions 1, 2 and 3 are almost the same. Most of the repliers consider the Nucleus news to be useful and interesting; they also consider it good that the text has been translated into Finnish. The percentages of "I agree" answers were around 80, while somewhat less than 20 % answered "Hard to say".

As to question 4 concerning reliability of the Nucleus information, 58 % consider the information to be reliable, while as many as 36 % answered "Hard to say". There is some uncertainty about this point!

Among the repliers, 43 % read the Nucleus and 55 % scan it. It is obvious that attention is paid to the Nucelus, as almost all the repliers, 98 %, notice the Nucleus in one way or another.

About 40 % of the repliers file each copy of the Nucleus, while about 40 % throw it away, which shows that there is a certain "either or" situation in the filing. Few repliers, 9 %, file certain copies, and 6 % circulate it in the company.

4. THE TRANSLATOR'S WORD (Kristina Halme-Tapanainen)

Maybe I have been "brainwashed" by the Nucleus leaflet, but, anyway, I feel that during the last few years there has been a change in Nucleus for the better. Somehow, it seems to include more objective information than at the beginning. Today, it comments opponents' statements in a more positive spirit than before, which I feel to be a good feature, increasing the sense of credibility.

Another novelty is the inclusion of "soft" information, rather than mere technical facts: how people feel about nuclear power, why they are afraid of it, and whether there is objective basis for such fear. This is an excellent point, as most of the opponents' reasoning seems to go along emotional lines.

I felt that the justification of nuclear power with environmental aspects was very clever, as this takes the sting out of the opponents' criticism, at least to some extent. It also shows that we are not afraid of speaking about the most delicate issues (which also include the horror word Chernobyl).

The language of Nucleus is rather easily comprehensible to ordinary people, to laymen. You don't need to be a technical genius to understand the text.

In the long term, Nucleus has reported on news about Finland quite often, which should make it particularly interesting for the Finns.

Of course, my major headaches concerning Nucleus are linguistic. I may have learned something about the "shop jargon" during the past five years, but, apart from this, it seems to me that the language of Nucleus has changed somewhat to be more everyday language, easier to understand for everybody.

All my opinions about Nucleus seem to be positive. Maybe I have become too much of an "insider"; I just noticed that I used the word "we" somewhere above!!! This indicates how convincing Nucleus is.

5. THE NUCLEUS IN THE MEDIA

Below, some examples are given of the way the Finnish media has used the Nucleus as a source.

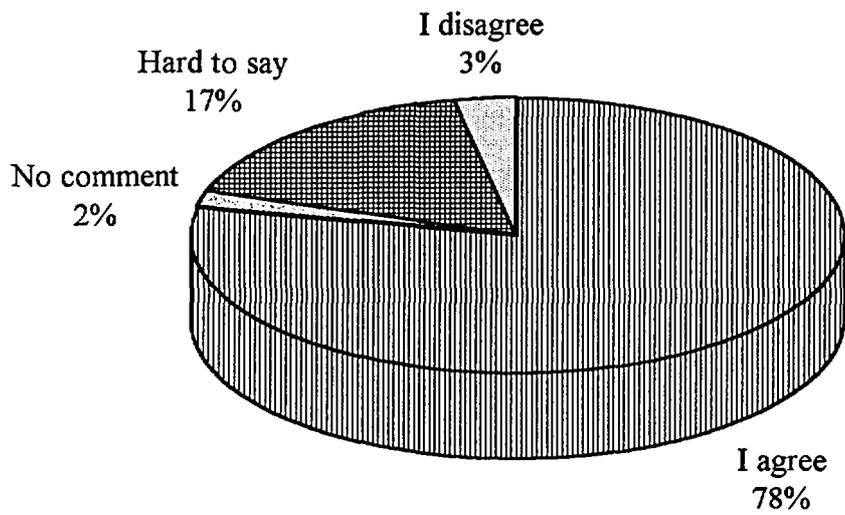
The first example is taken from the magazine called Suomen Kuvalehti, issue No. 33, published on 14 August 1992. This magazine is one of the most prominent non-specialized magazines in Finland. Suomen Kuvalehti reports under the subtitle of Science & Technology on a news about fast breeder reactors. The article is a short description of the development of fast breeder reactors using the Nucleus as the source of information.

Another example is taken from the magazine called Energia, issue No. 2/1992. This magazine is mainly for the experts in the energy field. In this issue, it comments on the positive opinion change in the Club of Rome about the use of nuclear power. This is reported both in the editorial and under the subtitle "energy politics". Reporting on this news was a real success for the Nucleus, because the Nucleus was the first one to release this news in Finland. Afterwards, this statement by the Club of Rome concerning energy politics was discussed widely throughout the Finnish media.

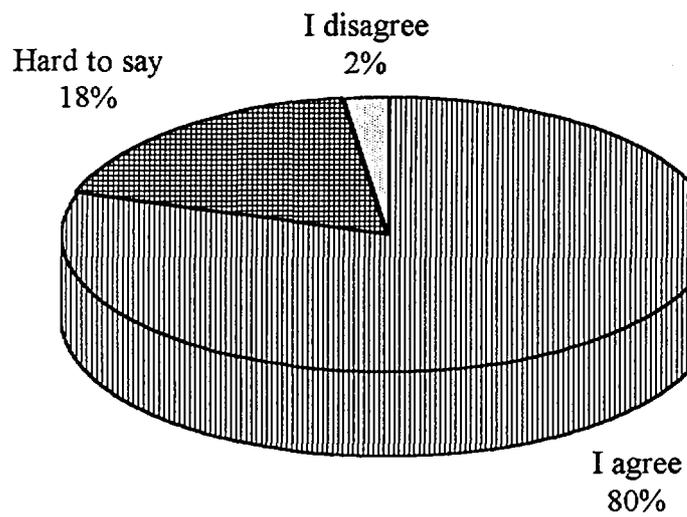
6. CONCLUSION

The similar results received in the surveys of 1988 and 1992 indicate that the Nucleus is useful to its readers. Another point is whether the Nucleus in its present form is utilized in an optimal way. In future, it is necessary to consider extension of the scope of distribution to various directions to serve the purpose of the Nucleus in a more appropriate way.

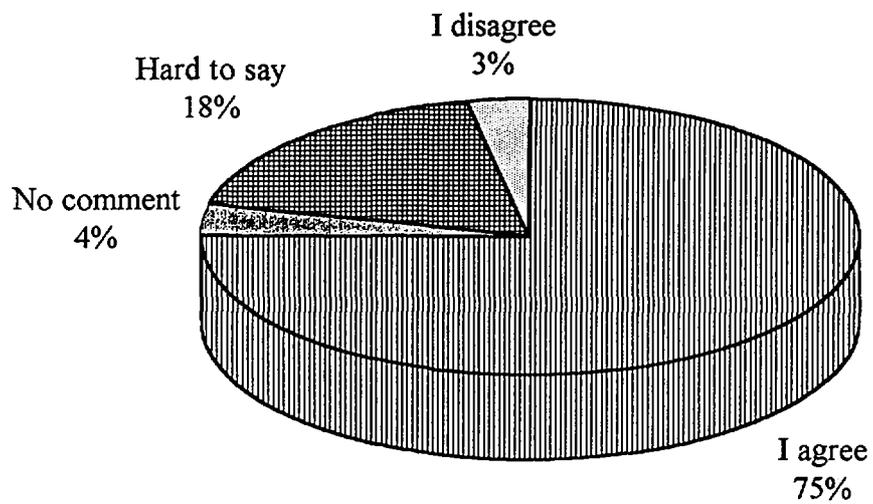
1. The Nucleus includes useful information, 1992



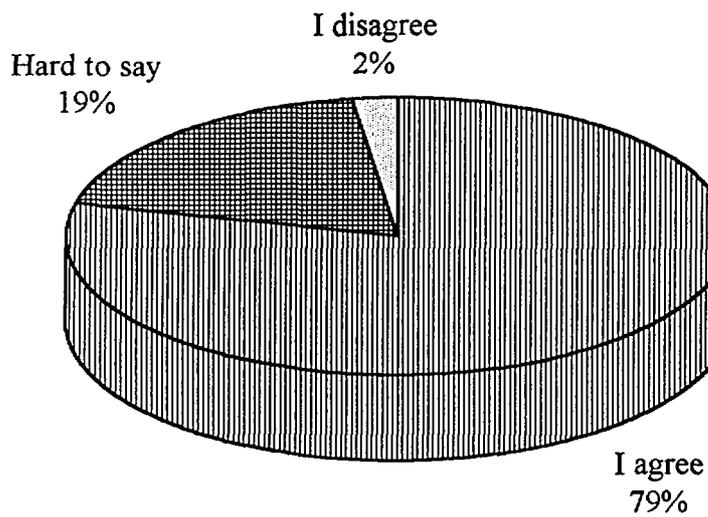
1988



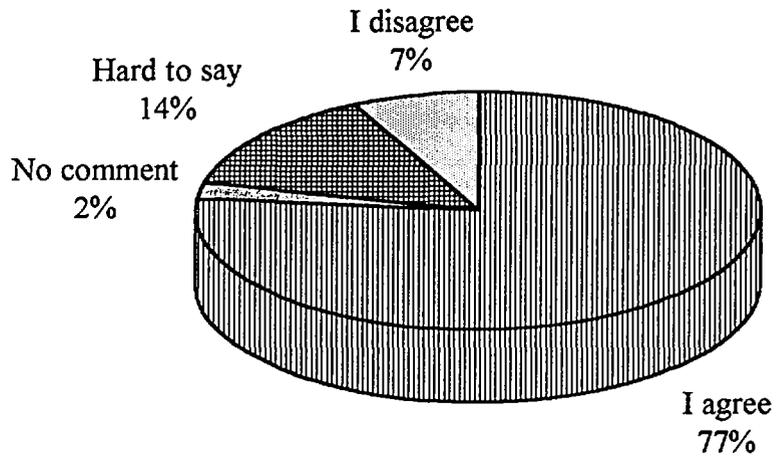
2. The news in the Nucleus is interesting, 1992



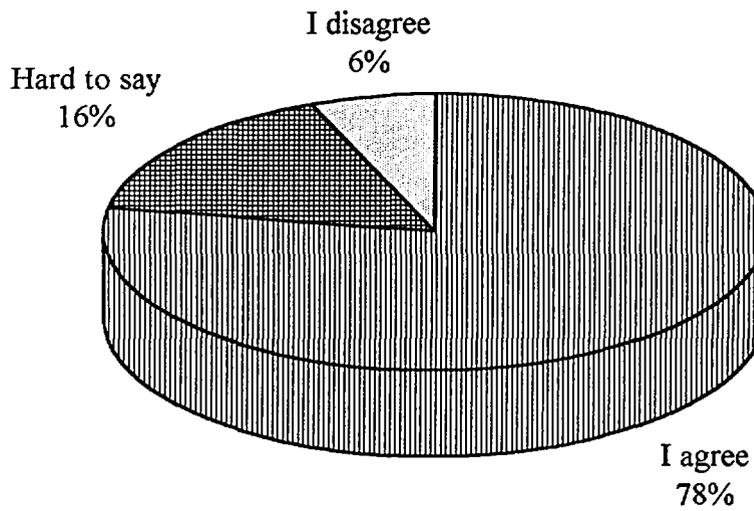
1988



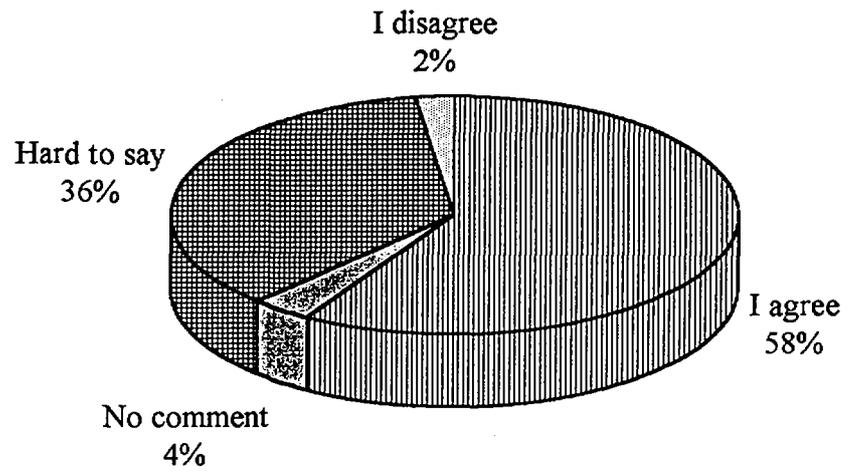
3. It is good that the text is translated into Finnish, 1992



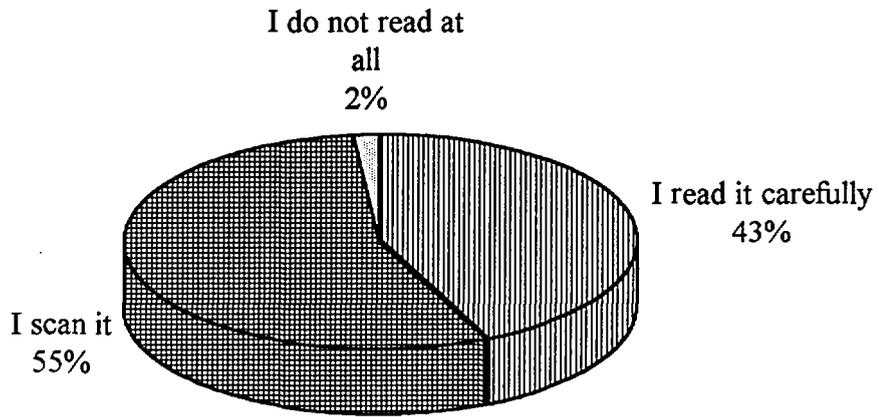
1988



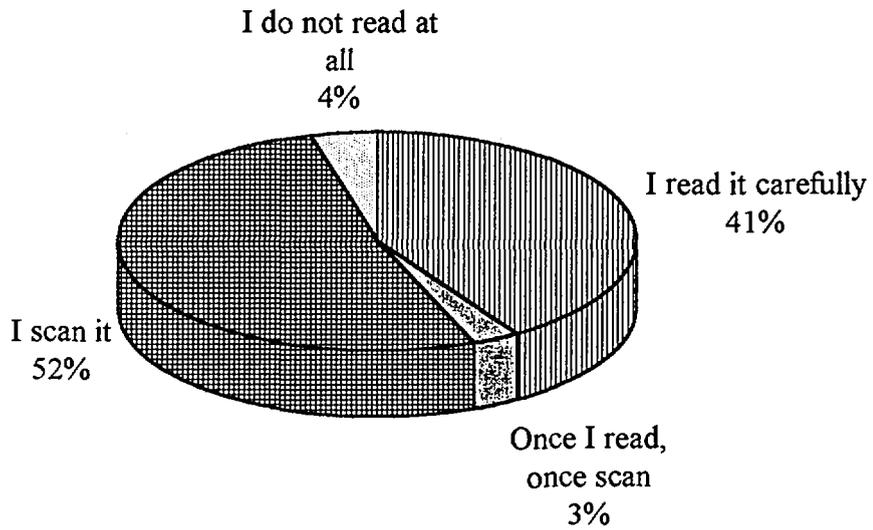
4. The information given in the Nucleus is reliable, 1992



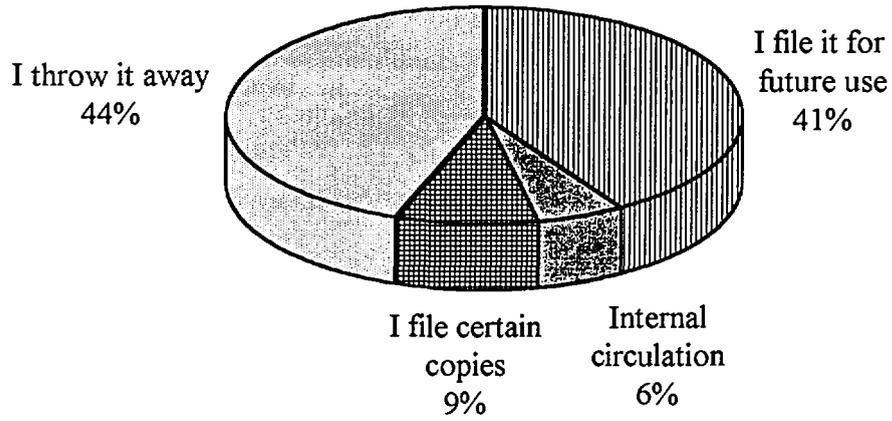
5. How do I read the Nucleus, 1992



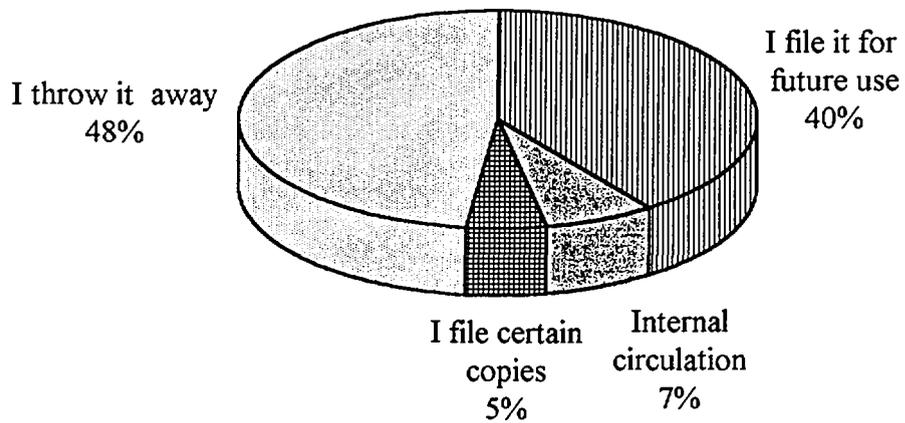
1988



6. How do I file the Nucleus, 1992



1988





EXAMPLES OF THE READERS' COMMENTS

NUCLEUS SURVEY 1992

- + GOOD; OK; Useful; Topical; Reliable; Clear; Good luck!
- + Suitable length (concise) even for a busy reader; concise style
- + Just the type of factual information that is needed
- + Interesting and useful information about important and discussed issues
- + Finnish translation important for the politicians, good translation
- + Nicely popularized information
- + Good to know about the nuclear situation worldwide

- Typography should be more interesting
- Maximum matter-of-fact style, concise, boring
- Too many highly positive news, more neutral news
- Negative news should be published
- Apostolic repeating of the same points, more concrete news
- Propagandistic touch
- Offers distorted and emphasized information, more objectivity
- Text sometimes full of bathos
- A (slight) difference in the nuances between the original and the Finnish text
- Suitable subtitle: "Partial organ of nuclear power"

- ! More illustrative material (pictures etc.)
- ! Please report on the opponents' campaigns giving justifications and comments, not by ridiculing or underestimating > you can afford it
- ! Company publications in the field of technology should be included in the list of distribution
- ! Summaries of the volume of nuclear power in the world, nuclear power output figures, load factors and other statistics
- ! Summaries of opponents' comments should be given without the interference of the editorial staff

Osoite:

Suomen Atomiteknillinen Seura
 c/o Valtion teknillinen tutkimuskeskus
 Ydinvoimatekniikan laboratorio
 PL 169, Lönnrotinkatu 37, 00181 HELSINKI
 puh. 90-648 931
 telex 122972 vttha sf
 telefax 90-462 382

Address:

Finnish Nuclear Society
 c/o Technical Research Centre of Finland
 Nuclear Engineering Laboratory
 P.O. Box 169, SF-00181 HELSINKI
 tel. +358 0 648 931
 telex 122972 vttha sf
 telefax +358 0 462 382

Pankkiyhteys:

Postipankki 167034-5
 Postal cheque account:
 Finnish Nuclear Society
 167 034-5
 Postipankki
 SF-00007 HELSINKI