

**Have a colourful variety!** Photos should include: portraits of VIPS, state-of-the-art looking shots of the nuclear facility (aerial best and shot on a sunny day), shots inside facility involving people at work, historic documentation, etc.;

Looks are everything! Choose visual representatives who appear attractive, friendly and appealing.

Breakthrough stereotypes! Consider using women and even children as representatives.

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*Tuesday, 5-Feb-2002 16:00*

## **Promoting nuclear energy through corporate media tools**

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### **Keypoints**

- *Know exactly who your audience is and specifically whom you are aiming at.*
- *Know exactly what you want to say.*
- *Understand when is the best time to say it.*
- *Use the best medium to present it.*
- *Know the effect you want to create on the audience.*

### **Introduction**

This presentation looks at the best way of communicating a specific message and how Urenco Ltd have achieved this by promoting the benefits of nuclear energy through current corporate media. The presentation is split in to two segments; firstly considering the basics of good communication and how communication tools can be used in a variety of ways to maximize the effectiveness of messages and ideas. Secondly, examples of how Urenco have used current corporate publications in order to present the benefits of nuclear energy to a wider audience.

### **Communication**

Communication is only as good as the person composing the communication, therefore it is imperative that those involved in producing work that will be viewed by an audience understand the basics of effective communication.

The word 'communication' covers a multitude of meanings, for example internal memos and e-mails right up to company press releases. All of which have varying amounts of impact. For this reason it is important that the following key points are taken in to account:

1. Know exactly who your audience is and specifically whom you are aiming at.
2. Know exactly what you want to say
3. Understand when is the best time to say it
4. Use the best medium to present it
5. Know the effect you want to create on the audience

These four basic principals apply to all forms of communication, including presentations, meetings and letter writing - in fact, any time when someone wants to pass information on to somebody else. These are very important factors, and become even more important when the information you want to pass on is attempting to be persuasive or influence a wider audience. In terms of presenting the benefits of nuclear, it is absolutely imperative to get this right.

### **Urengo Ltd promoting the benefits of nuclear energy**

Urengo wanted to become more active in presenting the positive side of nuclear energy. Rather than invent new communication tools in order to do this, we soon realised that existing publications could be utilised in order to get the message across. Three key areas were identified, namely the website, internal newsletter, and Annual Report and Accounts. All three were looked at in detail in order to understand exactly how they could be used as a vehicle to present the benefits of nuclear. All three have very different purposes and audiences, and therefore it was important to take in to account the factors listed above in order to gain the desired effect.

### **Conclusion**

It is clear that getting the right message, to the right people at the right time is incredibly important. But if you are trying to present a controversial topic or are trying to influence someone, it is absolutely imperative. Hopefully the examples used in the presentation will illustrate how this can be achieved through corporate media common to most businesses and will enable you to use the key rules of communication to effectively present the benefits of nuclear.

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*Tuesday, 5-Feb-2002 16:20*

## **Telling the truth about nuclear inside the organisation**

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Internal communication represents an important element of the general communication and public relations activities, especially in nuclear sector.

A fundamental truth of public relations says that "public relations start home". The means of this affirmation is that if an internal information doesn't develop in a correct manner, the organization does not spread out the real and coherent programs in connection with the society.

An objective is that then the members of an organization talk about this organization, they must represent "a single voice, which presents the same coherent message".

One of the fundamental principles is that the well-informed people, are deeply/profoundly motivated and the image of the organization is correct spread out to media.

There are four main directions of internal messages that must concentrate the interest of the personnel:

- The scope and the perspective of the organization;
- The role of each employer within the organization;