

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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## **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;

- Activities. The involvement in educational and recreative activities is necessary for the employer 's moral;
- Updated information. A well-informed employer, as regards the general communication policy of the company, is more efficient.

The means through an internal communication can be achieved are the followings:

- Printed materials;
- Electronic means of communication (intranet);
- Oral communication;
- Advertising means.

In connection with the above mentioned ideas the paper will try to present the "NUCLEARELECTRICA" company internal communication policy, answering to the following questions;

1. What does the internal communication means?
2. Is the internal communication necessary and why?
3. How the internal communication can be carried out?
4. How did we achieve the internal communication within our company?
5. What do we intend to realize in the future?

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## **YGN status report**

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### **Keypoints**

- *The timer tick-tock and young generation*
- *Talking nuclear or talking Young Generation?*
- *Young Generation and mother ENS*
- *Setting up priorities for 2002 and prepare the world summit*