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**INTERNAL COMMUNICATION  
WITHIN SLOVAK NUCLEAR REGULATORY AUTHORITY**

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One of the primary objectives of the Slovak Nuclear Regulatory Authority (UJD) Public Relations Program is to make available to the public full and complete information on UJD activities to assist the public in making informed judgments regarding UJD activities. The primary means of keeping the public informed about the regulatory activities and programs of the UJD is through the news media.

A central state administration body, the UJD provides on request within its province in particular information on operational safety of nuclear energy installations independently of those responsible for the nuclear programme, thereby allowing the public and the media to control data and information on nuclear installations. A major element of providing information is the demonstration that the area of nuclear energy uses has its binding rules in the Slovak Republic and the observance thereof is controlled by the state through an independent institution – UJD. As early as 1995 were laid on the UJD the foundations of the concept of broadly keeping the public informed on UJD activity and the safety of nuclear installations by opening the UJD Information Centre. Information Centre provides by its activity communications with the public and mass media, which is instrumental in creating in the public a favourable picture of the independent state nuclear regulation.

Internal and external communications are equally important. An effective internal communications programme will strive to make the organization a team that clearly understands and respects one another's different yet equally important roles. This will contribute to a more effective organization that can better serve the public interest. An effective external communications programme will represent the opinions and experience of the organization to external audiences thereby reducing or preventing misunderstanding and thus increasing safety. The programme will also try to understand and to present the opinions and findings of these external audiences within the safety authority so that these opinions are reflected in the final service offered to society by the regulatory authority.

Every member of the UJD staff has a crucial role to play in communication with the exterior. For the UJD, high priority must be given ensuring that internal and external

information is synchronised and coherent. The level of public relations is in our society one of decisive factors of nuclear energy acceptability at present as well as in the future.

A clear communications policy is the key to credibility and credibility is earned, not created. It is based on perceptions which give rise to varying levels of confidence. It has been consistently found in opinion research that credibility is the single most powerful persuasive force. Public communication programmes are the principal currency for the Regulatory Authority to inform the public on issues of cost, benefit, need and risk. For each issue the information needs differ and this must be reflected in the Regulatory's Authority communication programmes.

UJD as the state authority provides information related to its competence, namely information on safety of operation of nuclear installations, independently from nuclear operation and it enables the public and media to examine information on nuclear installations.

More active Public Information activities of the UJD will significantly contribute to the public understanding on different aspects of the uses of nuclear energy and will increase the public trust in this area. Using most modern and effective tools like the internet but also by presenting different and high quality materials and publications the IAEA and other international Agencies could accelerate the process of public's positive attitude with respect to nuclear energy.

Public involvement in the UJD's activities is a cornerstone of strong, fair regulation of the nuclear installations. The UJD recognize the public's interest in the proper regulation of nuclear activities and provides opportunities for citizens to make their opinions known. The UJD seeks to elicit public involvement early in the regulatory process so that safety concerns that may affect a community can be resolved in a timely and practical manner. This process is considered vital to assuring the public that the UJD is making sound, balanced decisions about nuclear safety.

In the UJD, good internal communication within the authority forms the basis of good external communication. This is especially important, as the UJD is located both in Bratislava and in Trnava sites. Day-to-day information exchange between the two sites had been established. Daily faxes are sent from the Inspection branch at Trnava to the headquarters office every day. They deal with the status of the operations at the NPP sites. E-mail is also used for internal and external information by computer networks. As to other improvements of internal information it was noted that especially all staff meetings are held at regular

intervals. This is an excellent form of internal information and for discussing external information matters.

The public relations are understood as attempts to establish, keep and improve UJD's good relations to its neighbours through purposeful informing. Parallel such communication also means to follow particular ethical principles and independence which are precondition to attain a respect of the national supervision for nuclear safety in Slovakia.

The UJD already in its origins laid the foundation of a policy of keeping the public broadly informed on all activities and the safety of nuclear installations in the Slovak Republic by opening the UJD Information Centre. Catering to public & media relations, the Information Centre is instrumental in forming a favourable picture of independent state supervision on nuclear safety.

Professionally, the public relations at the UJD are responsibility of the Public Information Manager who is at the same time the press officer of the UJD . Of course, his close co-operation with all staff members is absolutely necessary. The Manager co-ordinates all public relations activities and he also personally prepares press releases, writes articles, organises press conferences and communicates with TV, radio and journalists. He also monitors news in various media on subjects interesting for the UJD.

*The basis rules for internal communication within UJD are as follows:*

- Activity of the UJD Information Centre – providing materials, consultancy, assistance in two theses, co-operation with Technical Universities
- Daily information exchange, faxes, e-mail reports and materials among localities in Bratislava and Trnava
- Processing and providing 3-4 times a week current information and reports from STORIN Agency, and from NucNet reports via a PC network for all UJD executives
- Department PR prepared and gave out UJD Bulletins on domestic and foreign activities of the UJD and its personnel
- Department PR monitored daily press and prepared daily reports and information on notice boards for both localities in Trnava and Bratislava
- Department PR prepared and published for UJD staffs and visits photographic sets (notice boards and albums) on major UJD events and prominent domestic and foreign visits to the UJD
- Department PR prepared and provided every year some meetings of UJD staffs
- Department PR regularly contributed round the year to selected chapters of the Internet site on the UJD
- WEB Internet site of UJD activities (<http://www.ujd.gov.sk>)

UJD intends to serve the public true, systematic, qualified, understandable and independent information regarding nuclear safety of nuclear power plants, as well as regarding methods and results of UJD work. Generally, public information is considered as significant contribution to the creation of confidence into the regulatory work.