

How to meet the Challenges in Public Communication: KINS experiences and practices

Tuesday 28 October 2014 09:40 (20 minutes)

This paper presents the main challenges faced by TSOs in communicating with the public. The Fukushima Daiichi Accident underlined the importance of effective communication during crisis situations and as well drew more attention to the need of improving day-to-day communication approaches. As all nuclear related organizations have been confronted with the same challenges, TSOs have also been requested to promote good communication environments for the public in which clear, consistent, and technically sound messages are continuously provided to ensure that the public is well protected against any possible nuclear related problems.

The first part of the paper will address the same challenges shared by regulators and TSOs in communicating with the public. It shall reflect the general working conditions where both regulator and TSO are situated in interfacing with the public and stakeholders. After identifying the key elements in public communication that can be applied to any communication strategies, understanding the respective roles of regulators and TSOs will be presented. In general, nuclear regulators are the main contacts for any questions and information regarding nuclear safety and regulation while TSOs are more frequently requested to provide some sort of technical explanation and scientific background about the regulator's decisions. From the coherent communication perspective, both of them need to work together effectively as to provide a synergy, and to avoid any possible conflicts.

A global approach is also discussed to be more proactive in communicating with the international public - we are living in a globalized society and are confronting the same challenges to address the public's concern in a more effective and coherent way. Since the TSOs need to be adequately trusted by the public for its technical competence, the need to cooperate among TSOs for effective communication is also highlighted.

As part of the good communication practices, Korea Institute of Nuclear Safety (KINS) activities regarding public communication and awareness will be shared. As a unique TSO, KINS has greatly contributed to enhance the public's understanding about its nuclear regulatory activities by supporting the Nuclear Safety and Security Commission (NSSC, Korean regulatory authority) and also carrying out its own outreach activities to cover various stakeholders and public.

Country or International Organisation

Korea Institute of Nuclear Safety

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Session Classification: Session 2: Oral Session

Track Classification: Interface Issues