

# The syndromes of crisis communication in the nuclear sector.

A personal notebook

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CRISIS COMMUNICATION  
FACING THE CHALLENGES

MADRID, MAY 8 2012



# 1 THE SYNDROME OF FATALITY



- Fatal birth and name: MILITARY
- Fatal risk:

OBVIOUSLY

- O CATASTROPHIC POTENTIAL
- O UNWILLINGNESS.
- O FUTURE GENERATIONS.
- O HUMAN-MADE
- O UNFAMILIAR.
- O RELEASABLE BENEFITS.

# 2 THE SYNDROME DAVID vs. GOLIATH



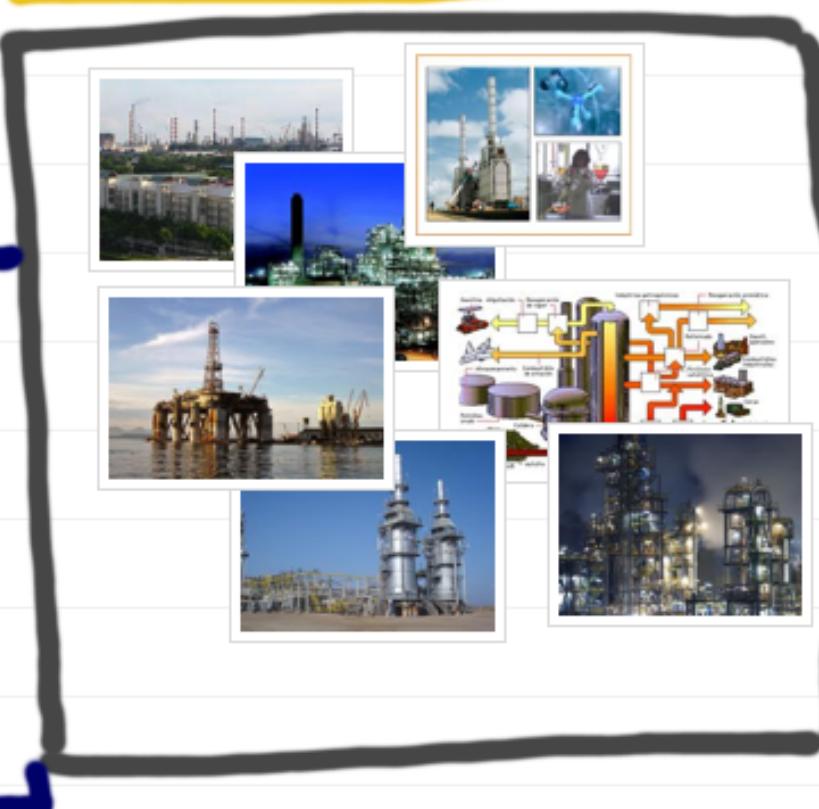
BLACK vs. GREEN

INDUSTRIAL vs. NATURAL

CONTROVERSIAL vs. CONSENSUAL

AGGRESSIVE vs. PEACEFUL

# 3 THE SYNDROME OF FRAMING



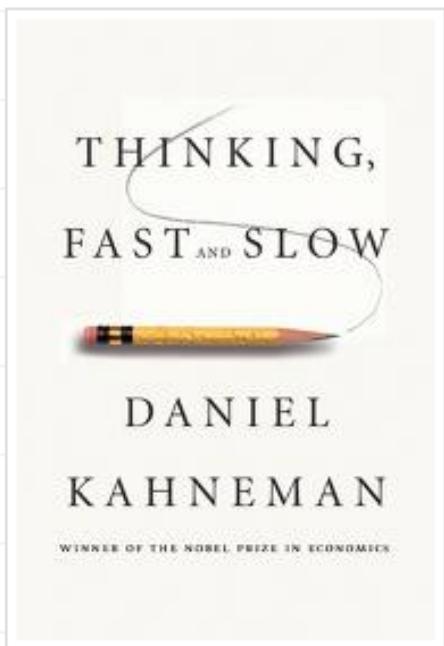
# 4

# SOME IDEAS

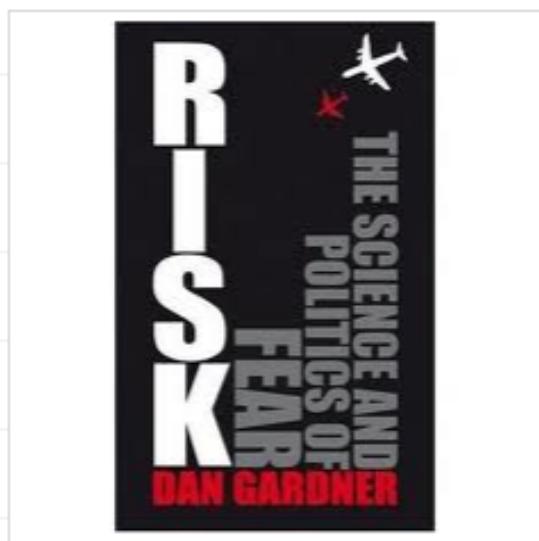
- a In the long-term, rationality can compete. Not in the short term.
- b Bring together rational arguments, but do not underestimate risks.
- c Get kids to know you: bring them to facilities, write in textbooks.
- d Do not conflict with other energies: You are part of a mix.
- e Do not talk about you only in crisis.

- f Bring environmentalists and progressives publicly to your side.
- g Why always on the defensive?  
Consider advertising.
- h Soften and refashion your materials:
  - More people, visible outputs, soft glos and lines.
  - New words, stories.
  - Friendly spokespersons not only saying sorry!
- i Take your time. This goes slowly.

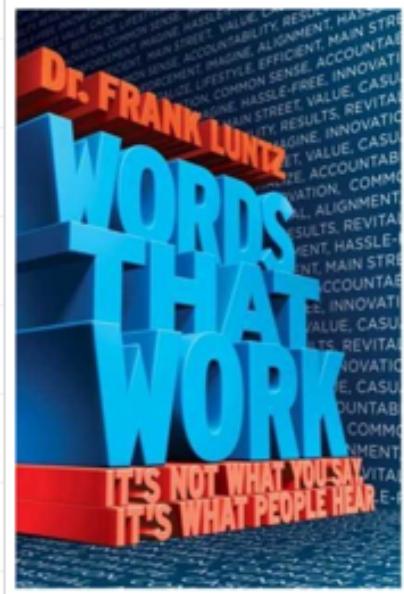
# Books and disclaimer



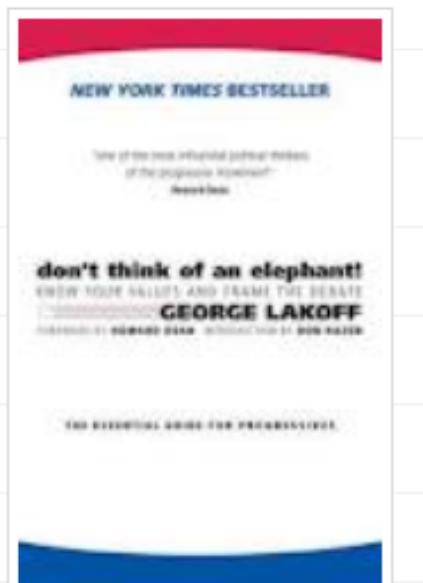
2011



2008



2006



2004



2012

JUST MY  
VIEW!!  
NOT  
THE HOST'S

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