The syndromes of crisis communication in the nuclear sector.

A personal notebook

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CRISIS COMMUNICATION
FACING THE CHALLENGES

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1. **The Syndrome of Fatality**

- Fatal birth and name: MILITARY
- Fatal risk:
  - INVISIBLE
  - CATASTROPHIC POTENTIAL
  - UNVOLUNTARINESS
  - FUTURE GENERATIONS
  - HUMAN-MADE
  - UNFAMILIAR
  - REPLICABLE BENEFITS
The Syndrome
David vs. Goliath

Black vs. Green
Industrial vs. Natural
Controversial vs. Consensual
Agressive 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 confront 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 re-fashion your materials:
   - More people, visible outputs, soft colors and lines.
   - New words, stories.
   - Friendly spokespersons not only saying sorry!

i. Take your time. This goes slowly.
BOOKS and disclaimer

2011  THINKING, FAST AND SLOW  DANIEL KAHNEMAN
2008  RISK  THE SCIENCE AND POLITICS OF FEAR  DAN GARDNER
2006  WORDS THAT WORK

2004  NEW YORK TIMES BESTSELLER
2004  don't think of an elephant!
2004  George Lakoff

2012  El poder político en escena
2012  Historia, estrategias y liturgias de la comunicación política
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JUST MY VIEW!!
NOT THE HOST'S
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