

**Committee on Nuclear Regulatory Activities (CNRA)**

**Working Group on Public Communication of Nuclear Regulatory Organisations (WGPC)**

**INTERNATIONAL WORKSHOP WITH STAKEHOLDERS  
Sharing Views on Nuclear Regulatory Organisations' (NROs)  
Communication**

**US Nuclear Regulatory Commission (NRC) headquarters,  
Rockville, MD, USA**

**1 April 2015**

**Organised in collaboration with:**



## **INTERNATIONAL WORKSHOP WITH STAKEHOLDERS**

### **Sharing views on Nuclear Regulators' Communication**

The OECD Nuclear Energy Agency (NEA) Working Group on Public Communication of Nuclear Regulatory Organisations (WGPC) will hold an international workshop with stakeholders in collaboration with the US Nuclear Regulatory Commission (NRC) and the Canadian Nuclear Safety Commission (CNSC). The workshop will be held on 1 April 2015, in Rockville, Maryland, USA.

#### **Objective**

The workshop is an opportunity to bring together communication experts from nuclear regulatory organisations (NROs) and stakeholders. Its main purpose is to stimulate cooperation and improve NROs' communication by better understanding stakeholders' perceptions, needs and expectations (see details in the programme).

#### **Workshop topics and format**

The workshop will last one day and will be split into two half-day sessions. The morning session will be dedicated to exchanges with journalists and experts in communication while the afternoon sessions will be devoted to discussions with various stakeholders, including government officials, activist group leaders and industry representatives. The sessions will be moderated by Mr Roger Hannah, an NRC staffer who is a former journalist.

For a regional perspective, the stakeholders will come from North America.

#### **Participants**

Access to the workshop is reserved for communication experts from nuclear regulatory organisations, invited stakeholders, and NRC and CNSC staff. The maximum number of attendees allowed is 75.

#### **Content**

The panellists will share their experience based on specific national framework with NRO communicators from around the world.

#### **Language of the workshop**

The working language of the workshop will be English.

#### **Organising committee of the workshop**

The organisation of the workshop is led by Mr Eliot Brenner (Public Affairs Director, US NRC/WGPC Chair) and supported by Ms Holly Harrington (US NRC), Ms Sunni Locatelli and Mr Aurele Gervais (CNSC, Canada), Ms Dagmar Zemanova (UJD, Slovak Republic/WGPC Vice Chair), Mr Emmanuel Bouchot (ASN, France) and Mr Risto Isaksson (STUK, Finland).

#### **Proceedings of the workshop**

The proceedings of the workshop will be audio recorded and a summary will be available in autumn 2015.

The conclusions and recommendations of the workshop will be submitted to the CNRA for endorsement and will be followed up by the WGPC.

### Registration and information

Please visit [www.oecd-nea.org/confdb/confdb/conf?id=173](http://www.oecd-nea.org/confdb/confdb/conf?id=173) to register and [www.oecd-nea.org/nsd/workshops/stakeholders2015/](http://www.oecd-nea.org/nsd/workshops/stakeholders2015/) to find updated information about the workshop.

**The deadline for registration is on Monday, 2 March 2015.** The organising committee will confirm the acceptance of registrations for the workshop by e-mail.

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## PROGRAMME

08:30 – Welcome from the NRC Chair

08:40 – Welcome from NEA Director-General

08:50 – WGPC Chair and moderator remarks

09:00 – **Public Opinion on Nuclear Power, Ann Bisconti, President of Bisconti Research, Inc.**

### MORNING SESSION: EXPECTATIONS OF TRADITIONAL AND SOCIAL MEDIA FROM NROs' COMMUNICATION

09:30 – Panel session

Moderator: Mr Roger Hannah, US NRC

Panellists: (Panellists subject to change)

- ❖ Mr Steve Dolley, Platts, USA
- ❖ Mr Matt Wald, New York Times, USA
- ❖ Mr Shawn McCarthy, Globe and Mail, Canada
- ❖ Mr Dan Yurman, Nuclear Blogger, USA

This session of the workshop will specifically address the following issues:

#### EXPECTATIONS AND CONCERNS

- What does the media expect from NROs in terms of information? How can NROs provide them with that information?
- What are the media's concerns in covering radiological / nuclear events?
- What are the media's needs in terms of type, format, level of specification, rapidity and distribution methodology for information in both routine and crisis situations?
- How could NROs help the media to improve its knowledge of nuclear technical subjects? What education / information would be necessary for them to be better prepared to explain a nuclear incident?

#### RELATIONS

- How to build a positive relationship between journalists and NROs (the communication team, press officers in NROs) before an incident occurs?

#### TRANSLATING RISK

- How can NROs help accurately translate risk to the general public?
- How can NROs deal with the emotional nature of the issues they communicate about?

#### TRADITIONAL/SOCIAL MEDIA

- How can NROs use social media to better communicate with the media and the public?
- How can NROs counteract rumours and misinformation transmitted via social media?

**Conclusions of the session (Mr Eliot Brenner, WGPC Chair)**

**12:15 – Lunch at NRC's cafeteria**

**AFTERNOON SESSION: EXPECTATIONS OF GOVERNMENTAL, INDUSTRY AND STAKEHOLDER GROUPS FROM NROs'  
COMMUNICATION**

**13:45 – Opening speech (Ms Sunni Locatelli, CNSC)**

**13:55 – Panel session**

Moderator: Mr Roger Hannah, US NRC

Panellists: (Panellists subject to change)

- ❖ Mr Paul Gunter, Beyond Nuclear, USA
- ❖ Ms Jessica Wieder, US Environmental Protection Agency, USA
- ❖ Mr Scott Peterson, Nuclear Energy Institute, USA
- ❖ Ms Linda Thompson, former mayor, Port Hope, Ontario, Canada
- ❖ Mr Shawn-Patrick Stensil, Greenpeace, Canada

This session of the workshop will address the following issues:

EXPECTATIONS AND CONCERNS

- What is the agency's / organisation's role in response to a nuclear facility accident?
- How does the agency / organisation communicate with the NROs involved in response?
- What does the agency / organisation expect from NROs in terms of information?
- What are the needs in terms of type, format, level of specification, rapidity and distribution methodology for information in both routine and crisis situations?
- What role is played by the agency / organisation in helping to explain the science behind a nuclear incident and its possible impact on the public?
- How do stakeholder groups deal with the information they receive from different sources (nuclear regulators, licensees and public authorities)? What are their policies and contributions to public information? What are their interactions with the public?

RELATIONS

- How to build a positive relationship between stakeholders and NROs (the communication team, press officers in NROs) before an incident occurs?

TRANSLATING RISK

- How can stakeholder groups help accurately translate risk to the general public?
- How can NROs deal with the emotional nature of the issues they communicate about?

TRADITIONAL/SOCIAL MEDIA

- How can NROs counteract rumours and misinformation transmitted via social media?
- What role would stakeholder groups play in countering misinformation?

PUBLIC INVOLVEMENT AND RISK CULTURE

- How can the agency / organisation help enhance the participation of the public in nuclear topics (via public debates, consultations, working group, etc.)?

**Conclusions of the session (Mr Eliot Brenner, WGPC Chair)**

**16:55 – Closure of the workshop by NRC's CNRA Representative**