

Towards improved preparedness and more effective co-operation in Regulators' public communication

Crisis communication: Facing the Challenges
Madrid, Spain, 9 - 10 May 2012

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STUK

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STUK's public communication: a good result - this time



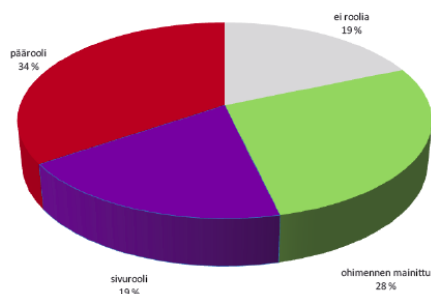
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Fukushima in Finnish news media, March 2011

- STUK was mentioned or was a commentator in 80% of the news stories
- In 34% of the stories STUK had a main role as a source of information
- In 97% of the stories STUK was seen as a neutral (independent) source of information



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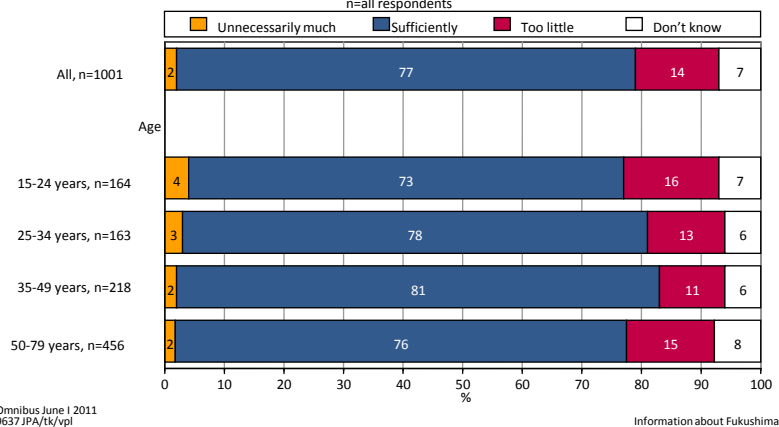
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Public survey: the volume of communication

Related to the Fukushima accident, STUK informed...

n=all respondents

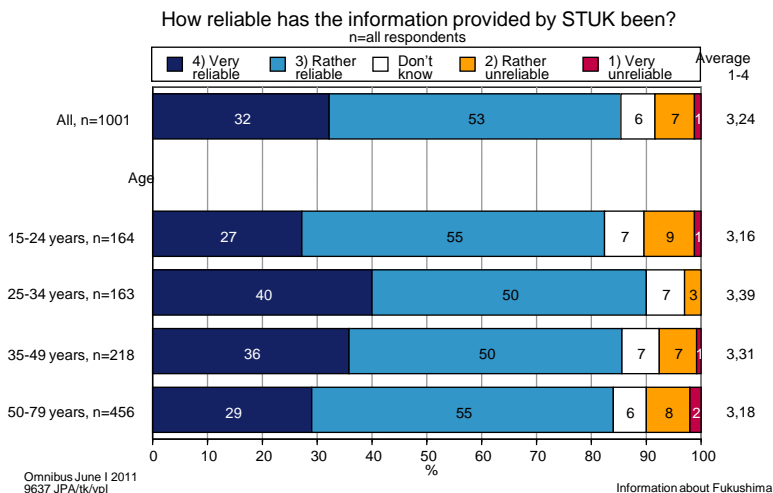


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Public survey: reliability of communication

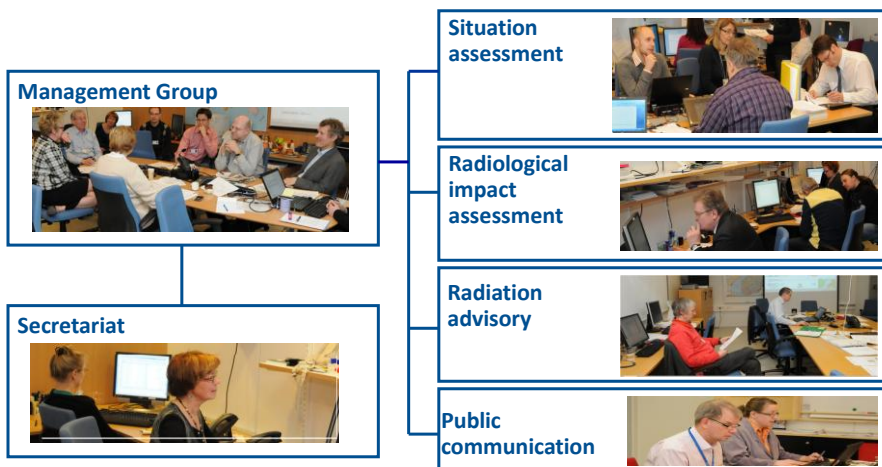


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STUK's emergency organisation

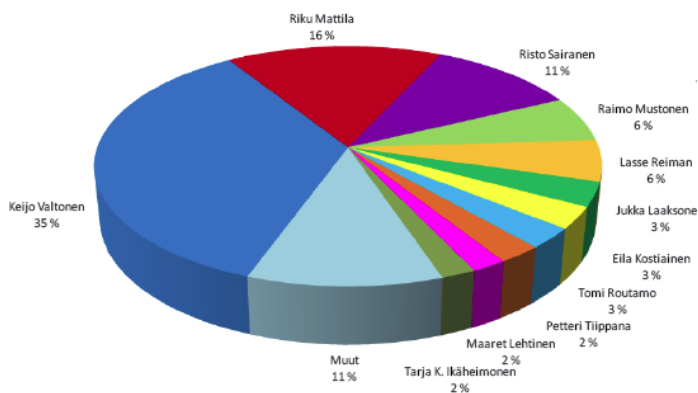


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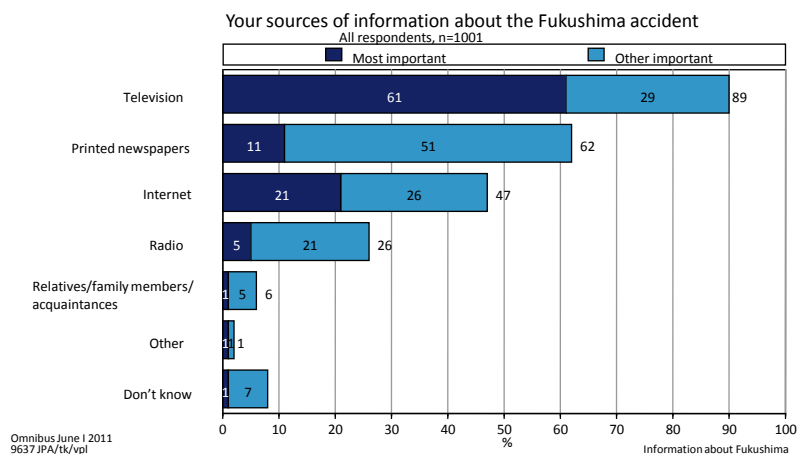
7 spokespersons, 23 assistant



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Public survey: sources of information

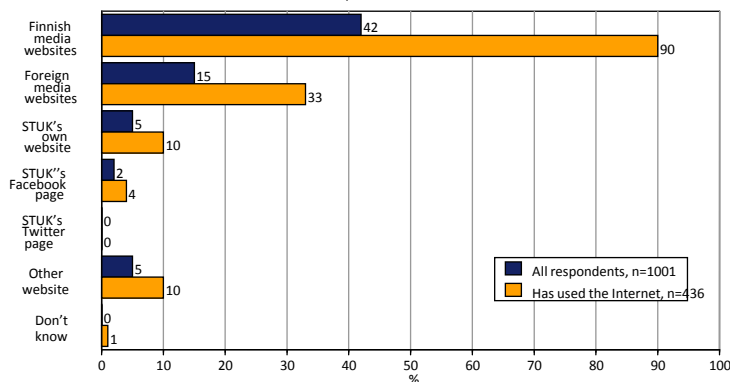


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Public survey: use of the Internet

Please give a little more detail about where on the Internet you found information
i.e. which of these Internet sources did you use regarding Fukushima?
n=all respondents



Omnibus June 1 2011
9637 JPA/tk/vpi

Information about Fukushima

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Development needs

- more trained spokespersons for each area of expertise
- clear order of priority about methods and tools that will be used and media that will be served when there are not enough resources to do everything
- in stead of the one by one organized press conferences there is a need for regular briefings and these briefings should be webcasted
- in addition to (or in stead of) separate press releases there should be a continuous information flow in authorities net page and in social media
- more prewritten instructions and information sheets for the public and for the media
- increasing the visitor capacity of webpage
- clear policy and practical guidelines for the use of social media
- a software tool that helps visualisation of e.g. dispersion in understandable form for the media
- improvement of cooperation between authorities communicating with the media and public

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