



Outcome of the CNRA workshop

Crisis Communication: facing the challenges

9-10 May 2012, Madrid, Spain

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NROs' mission is to control operators

- ◆ Public trust is essential
- ◆ NROs' **credibility** is a fundamental to get trust of the public
- ◆ Credibility is an ideal goal but difficult to reach
- ◆ This implies efforts from NROs in a long term perspective

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- ◆ Involve the stakeholders
 - Drills, trainings, information on risks ...
- ◆ Implicate the local level
 - Municipalities, associations,
- ◆ Acknowledge the emotional frame
 - perceived risk, fears, preconceptions
- ◆ Address the concrete public expectations



- ◆ Communicate timely and regularly
- ◆ Be as clear and objective as possible
- ◆ Use language appropriate to the audience
- ◆ Strive to be a reliable source of information
- ◆ Answer the media demands
- ◆ Be prepared for matters you don't expect
- ◆ Provide media with information easy to understand by non experts
- ◆ Professional relations with media



- ◆ Emergency preparedness
 - Harmonize protective actions
 - Bilateral or multilateral arrangements
- ◆ Exchange of information between NROs
 - bilateral, international, networking
 - International drills with communication
- ◆ Coordination between States and the responsible organisations
 - through IAEA and the EC
- ◆ Feedback at international level

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- ◆ NRO should take benefit of new media
- ◆ Communication has become international
- ◆ Any world citizen has access to news
- ◆ NROs' communication should consider not only the public in the affected country but all other countries as well

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