

Programme P. PUBLIC INFORMATION AND COMMUNICATION

Rationale: The Agency has a unique responsibility to disseminate objective information in the nuclear field. More than being a provider of information, the Agency should be a facilitator of a process of dynamic two way communication with its target audience: the media, opinion leaders and policy makers. The Agency must continue to adapt to remain competitive in the rapidly evolving global information marketplace. While maintaining its role as an authoritative voice on nuclear issues, it will also become, in a timely manner, a more proactive and effective communicator, reaching out to a mass audience through the use of all electronic and print media.

The programme will offer competitive, more timely, accessible and consumable “communication packages” of products which are easily adaptable by users. In doing so, it will become more effective in “influencing the influencers” and at the same time reach a wider audience and attract interest among the younger generation using a range of multimedia approaches and channels. The capacity of the Agency to achieve greater understanding by opinion leaders, media and the public and to influence the policy debate for the safe, secure and peaceful use of nuclear technologies will be further developed through this programme and attractive communication approaches will be used.

Objective: To foster more balanced and higher level debate about nuclear issues and increase understanding and appreciation of the work of the Agency and, indirectly, its Member States.

Outcomes
<ul style="list-style-type: none"> — More proactive communication with policy makers, opinion leaders and the media in the fields of nuclear technology, safety, security and non-proliferation. — More balanced and educated public debate on nuclear issues.
Performance Indicators
<ul style="list-style-type: none"> — Number of enquiries and interviews with the world’s largest media outlets. — Number of resulting media reports and articles.

Specific criteria for prioritization:

Priority was given to activities relating to the production of material that is:

- Topical, newsworthy and timely;
- Adaptable for use in print, web and television formats; or
- Relevant to areas where the Agency has achieved major results or which highlight major problems where the Agency can help.

Subprogramme P.1. Public Communications

Rationale: By 2005, the demands for, and capabilities to prepare and deliver, information in electronic forms will have reached new levels. A main challenge for the Agency will be to benefit from these changes to more effectively and efficiently use the Internet as a key public communication channel. The professional and demographic mix of Agency public information audiences is changing, as younger members replace retiring ones in core constituencies and new groups are targeted through outreach efforts. Responding to this transition requires innovative and interactive approaches for reaching both new and old audiences consistently, and for improving the Agency’s responsiveness in the event of crises or emergencies that place the Agency in the public spotlight and consequently increase public information demands.

Objective: To achieve accurate and extensive reporting about the Agency’s achievements and nuclear issues in general by improving the Agency’s public web site and enhancing its role as an authoritative and influential electronic communications channel for public information audiences and journalists.

Outcomes
<ul style="list-style-type: none"> — Higher levels of awareness, understanding among the news media and target constituencies of the Agency, its work, and issues affecting it. — Higher Agency profile on the Web particularly, among targeted news organizations, opinion leaders and partner constituencies.
Performance Indicators
<ul style="list-style-type: none"> — External links to the Agency’s web site by news organizations and key public information constituencies. — Number of hits/users of information on web site.

Programme changes and trends: The progressive growth in popularity and scope of coverage of the Agency’s web site is projected to continue, requiring sustained efforts for its technical and editorial development as a prime communications channel.

Resource changes and trends: An increase of \$32 000 in the regular budget for this subprogramme is foreseen in 2004 when compared with 2003. No change is proposed for 2005 compared with 2004. This includes additional funding for specialized contractual services to improve content management, accessibility and search features. Staff resources have been redeployed to the extent possible from other areas in the programme to reflect advances in communication technology, the projected growth of the Agency’s web site, and the required adjustment to

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meeting the twin goals of web site production and development.

Financial resources (2003 prices)

P.1.	2003	2004	2005
Reg. budg.	727 000	759 000	759 000

Recurrent Project P.1.01: IAEA public web site

Main outputs: Information items linked to more detailed references, background information and reports accessible on the full range of Agency web pages will be provided. Items include news and feature stories, updates to programmes, documents, reports and databases published and/or updated on a regular basis. Additional outputs include special topical reports that provide in-depth coverage of special events, multimedia presentations, international meetings, and issues in the news; and an electronic (e-mail) subscription service where users can automatically receive items of interest to them.

Ranking: 2

Recurrent Project P.1.02: Public communication network

Main outputs: An updated register/database of targeted public communicators and counterparts that tracks their interests and use of Agency related information will be provided; a computer based distribution service that automatically flags and delivers Web based items of interest to them will be available.

Ranking: 3

Subprogramme P.2. Media Relations and Outreach

Rationale: The news about nuclear issues most often revolves around a threat or a crisis, perpetuating negative public opinion and fear of nuclear energy. The challenge for the Agency is to maintain and even increase credibility as an organization at the centre of nuclear issues, while working to promote and associate itself with benefits from nuclear applications. In a crisis situation, the Agency will be judged not only by the information it provides, but also by how quickly it is able to react. In non-crisis situations, the challenge will be to move from a reactive to a proactive provision of news and educational materials.

Objective: To generate Member State and public support on nuclear issues in general through direct communication and dialogue. To ensure broad understanding and extensive national media coverage on issues of interest to the Agency.

Outcome
— Increased positive media coverage around the world of the Agency's activities.

Performance Indicators

- Number of international news stories covering Agency press releases and Agency public information seminars.
- Number of requests for interviews and information by journalists.
- Numbers of mentions of the Agency in political statements, speeches and think tank papers.
- Number of media citing the role and activities of the Agency.

Programme changes and trends: The Agency will work to strategically and systematically define public information policy and formulate messages accordingly. A great deal of emphasis will be devoted to the dissemination of Agency news to media outlets around the world, providing packages of journalistically written press releases and video material to promote an issue or activity. Developing contacts with journalists around the world will also become a major activity. Television will be a key partner, and the Agency will continue to produce and place public service announcements on major international and national television stations. More attention will be given to direct communication to opinion leaders and decision makers.

Resource changes and trends: An increase of \$291 000 over 2003 is proposed for 2004. No change is proposed for 2005 compared with 2004. Redeployment of staffing resources within the programme will allow for the dedication of increased working time to support this subprogramme in efforts to disseminate Agency news to media outlets around the world. Increased investments will have to be made to offer adequate training to staff concerned, and a sharp increase in contractual support will be required for public service announcements and press campaigns.

Financial resources (2003 prices)

P.2.	2003	2004	2005
Reg. budg.	700 000	991 000	991 000

Recurrent Project P.2.01: Media relations

Main outputs: Information will be provided to media, through telephone calls, personal visits, special events, video packages, press conferences, press releases, press reviews and periodic press campaigns.

Ranking: 1

Recurrent Project P.2.02: Outreach

Main outputs: Information will be provided through periodic regional public information seminars and workshops for nuclear communicators, journalists and students, and by placing Agency films, public service announcements and film material on international and national TV networks.

Ranking: 5

Subprogramme P.3: Multimedia Production and Support

Rationale: Publications increasingly are being issued in both print and electronic forms, and audiovisual transmission increasingly is provided in digital formats. These trends are facilitating the preparation and delivery of public information, but also affecting the choices to be made in terms of cost effectiveness and the type and range of skills required for implementation. Communicators and journalists are seeking information in approaches and forms they can more easily adapt to their own needs. Meeting these demands points to the need for more concise and timely “public information packages or kits” using modular and multimedia approaches, customized around major issues and events, and press campaigns.

Objective: To ensure adequate response to the information needs of the Agency’s audiences through the production of timely and issue oriented public information materials using multimedia approaches and formats tailored to the needs of targeted audiences.

Outcomes
<ul style="list-style-type: none"> — More timely, accurate and informed coverage of the Agency and nuclear issues affecting its work. — Information kits and packages using modular and multimedia approaches used by target audiences.
Performance Indicators
<ul style="list-style-type: none"> — Number and type of public information kits produced and distributed. — Number and profile of requests for IAEA film material.

Programme changes and trends: Multimedia products and presentations in electronic and print forms will increasingly support key objectives related to both media relations and public communications, including outreach to journalists, policy makers and other target constituencies.

Resource changes and trends: A decrease in resources of \$323 000 is proposed for 2004 and 2005 compared with the 2003 adjusted budget. No change is proposed for 2005 compared with 2004. The main reason for the decrease in 2004 is a reduction in printing requirements arising from greater reliance on electronic distribution of products.

Financial resources (2003 prices)

P.3.	2003	2004	2005
Reg. budg.	1 795 000	1 472 000	1 472 000

Recurrent Project P.3.01: Audiovisual information materials

Main outputs: The Agency’s photographic archive will be maintained and video news clips, film footage and topical videos will be produced.

Ranking: 4

Recurrent Project P.3.02: Printed public information materials

Main outputs: This project will result in: a topical magazine, a meetings directory, fact sheets, information, briefing and press kits, issue oriented brochures/flyers, and news and feature materials.

Ranking: 6