

- Public hearings and debates on TV and in newspapers;

- Production and mass distribution of public acceptance materials;

- Maintaining close co-operative relations with the press, opinion leaders, students, and teachers;

- Conducting public opinion surveys on nuclear power plants;

- Holding nuclear safety seminars in communities near nuclear plants;

- Providing opportunities for inhabitants, students, teachers, authors, and other persons to visit nuclear plants; and

- Participation of residents in environmental monitoring.

In addition, as part of public acceptance activities, the Act for Supporting the Communities Surrounding Power Plants, was enacted in 1989. This act was an institutional measure to support the regional development of communities around nuclear power plants, and to facilitate the management of power plant operations and construction.

As a result, a certain percentage of the income from electricity sales was used to improve the welfare of local residents living near nuclear power plants. Various projects aimed at increasing the local residents' income, improving public facilities, and creating a better educational environment for the residents living near the plants, will be implemented more actively from now on.

Since the issue of public acceptance is not only limited to a certain country or region, activities could be more effectively implemented through international co-operation.

In this sense, a more active role by the IAEA is desirable, particularly in systematically developing useful information, designing appropriate methods of public education, and organizing seminars, workshops, and expert group meetings on public acceptance of nuclear power.

## UNITED STATES

# Advertising as a communications tool

*Well-researched messages for those who shape opinions and decisions*

by Edward L. Aduss and Ann S. Bisconti

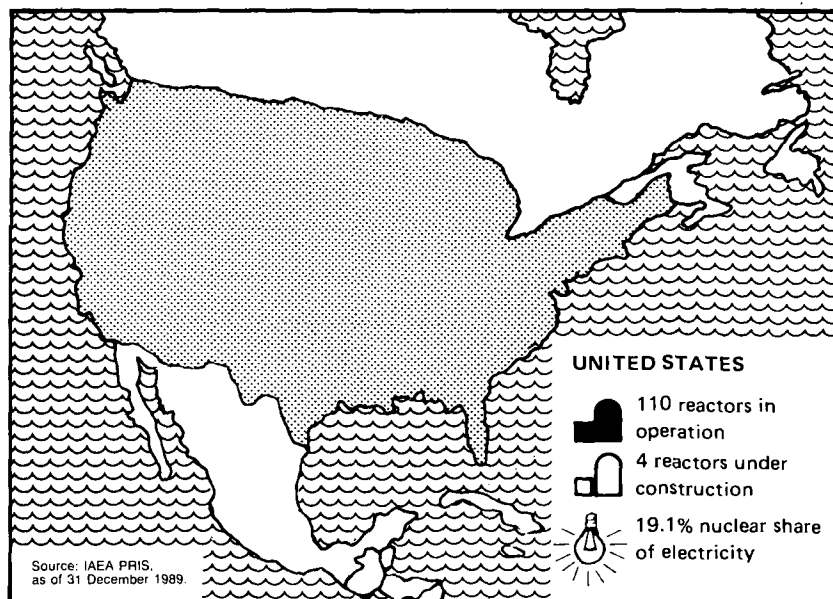
Advertising is one component of the US nuclear industry's co-ordinated communications programme aimed at assuring an understanding of nuclear energy's role and benefits. This communications programme, conducted by the US Council for Energy Awareness (USCEA), includes many media and public relations activities, a variety of publications aimed at key audiences, reports, technical analyses, as well as advertising. Advertising enables USCEA to disseminate key information to very broad audiences continuously and consistently.

USCEA's advertising programme began in 1983. It is aimed

primarily at opinion-leaders and decision-leaders, but it reaches about 160 million Americans (most of the US population) at an average of 10 times each year. The advertising runs on national television, in major magazines (*Time*, *National Geographic*, *The Economist*, and many others), and in newspapers (*The Wall Street Journal*, *the New York Times*, and *the Washington Post*). Research shows that there is a synergy between the television and print advertising. In fact, the advertising is designed to promote such synergy. People who are exposed to USCEA's television commercials are more aware of the print ads than people who are not exposed to the commercials.

Testing shows that USCEA's advertising programme works. USCEA ads consistently test well above the norm for corporate advertising in key factors like recall

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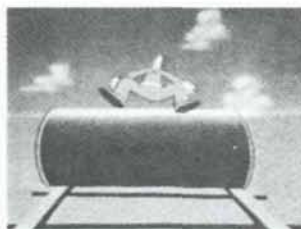
## Features



1. (MUSIC UNDER) ANNCR: (VO) As an energy source for America,



2. foreign oil can be barrels of trouble.



3. The price and the supply go up ...



4. and down ...



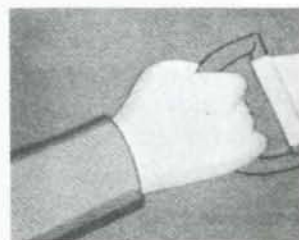
5. and up.



6. To help us escape the foreign oil roller coaster ride,



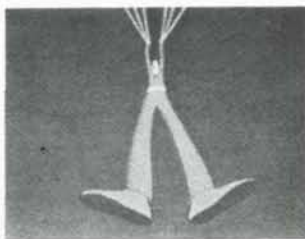
7. America is using energy more efficiently.



8. And we're using more energy from other sources.



9. Like electricity



10. from coal and nuclear energy.



11. Coal and nuclear energy.



12. So we won't be taken for another ride.

A television commercial sponsored by the US Council for Energy Awareness artistically depicts price and supply fluctuations that have occurred in oil markets and emphasizes the importance of electricity produced from coal and nuclear energy.

and persuasion. In fact, USCEA's 1989 ad campaign tested five times better than the norm for corporate advertising. In addition, evaluation research with large nationally representative samples shows that there are more positive attitude changes among people who are effectively reached by the advertising (i.e. those who remember it) than among others in the population.

Research and testing are the foundations of USCEA's entire communications programme, including the advertising effort. Effective communications depend on knowing what the public thinks and what information is needed to inform the public.

USCEA's research has four elements:

- First, through national surveys and polls, USCEA monitors

public attitudes, priorities, and concerns about energy issues.

- Second, USCEA conducts strategic research and message-testing, to identify the most effective points that can be made among the many available.

- Third, USCEA tests its ads to measure their ability to get attention and convey the intended message in a positive and meaningful way.

- Fourth, USCEA conducts continuous evaluation research to learn about the overall effectiveness of the advertising programme. Large national samples are surveyed twice to find out about influences on attitude change.

USCEA's advertising programme has helped maintain a favourable public opinion environment nationally for nuclear energy

plant operations in the United States and for building more plants in this country when they are needed. In addition, the national advertising supports local communications by electric utilities.

The advertising has also created a reservoir of support in difficult times. For example, research surveying the same people before and after Chernobyl found that those who remembered seeing USCEA's pre-Chernobyl advertising were much less affected by the accident than others who had not been so informed.

Having the advertising programme in place gives USCEA the capability to respond to special situations quickly and effectively. Within 10 days after Chernobyl, well-researched ads appeared in major newspapers explaining why what happened at Chernobyl didn't