

Current Public Relations Activities for Nuclear Nonproliferation at KINAC

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1. Introduction

As the effects of climate change become more recognized globally, nuclear power offers a practical and essential energy source that can ensure a stable supply of electric power. Conversely, it may also be abused in the form of weapons of mass destruction. Therefore, the establishment of a nuclear nonproliferation system is essential to insure that nuclear energy is used for peaceful purposes.

The establishment of a nuclear nonproliferation system not only needs technical methodology, but also a national consensus. Political issues as well as public relations (PR) are critical factors for achieving this consensus.

As mandated by the Ministry of Education, Science and Technology (MEST), KINAC (Korea Institute for Nuclear Nonproliferation and Control) has designed and implemented various strategies related to PR. This paper examines some elements that affect PR activities, and offers some suggestions to improve these strategies.

2. Efficient PR Activities for Nuclear Nonproliferation

The objective of this study is not only to enhance the effectiveness of PR activities in relation to nuclear nonproliferation, but also to establish different approaches based on the analysis of target audiences. In order to achieve this, it is important to consider the basic principles of PR in the nuclear field and to understand the characteristics of the target audience.

2.1 basic principles of PR

For PR activities to be effective there are some basic principles that should be considered.

First, it is important to deliver accurate information to the public.

Second, there is a need to obtain a clear understanding of how the public perceives nuclear energy.

Third, the effectiveness of PR occurs not only as a result of the continuous provision of information but also by interaction with the public.

2.2 classification of target audience

Along with these basic principles, it is also important to understand the characteristics of the target audience. Since nuclear nonproliferation is not a well-known aspect of the nuclear industry in the public

eye, it is difficult to categorize the target audience easily. The target audience discussed in this paper can be divided into two groups.

-Opinion Leaders

This group can be called "opinion leader." This group consists of experts such as political officials, academics and related nuclear organizations. They have a higher level of knowledge in the nuclear field than the general public. More sophisticated information programs must be established in order to gain the trust of these opinion leaders.

-The Inactive Public Group

This group includes most of the general public. They have less knowledge about nuclear nonproliferation than the opinion leaders. Education and participation programs are needed to attract the attention of this group and inform them of current issues related to nonproliferation.

2.3 PR Activities of Target Audience

Because each group mentioned above has a clear characteristic, it is more efficient to apply a two part model for PR activities. KINAC has used such a model in the past. The main PR method used at institution includes:

Mass Media PR: Through the use of mass media the public can easily be informed about pertinent issues related to non proliferation. KINAC has held regular meetings with the press in order to share information with the public.

Publications and Complications

Printed publications have the capability of delivering detailed information to the public so as to enable them to understand the nuclear energy industry. It is good to make effective use of various kinds of printed material, such as: cartoons or magazines. It can also be a useful method of informing the public regarding issues related to nuclear nonproliferation.

KINAC has issued two kinds of periodicals. The first is called the Nuclear Nonproliferation News. It is a monthly web based magazine aimed at the general public. The circulation number is about forty thousand. The second periodical is called the Newsletter. It is a bimonthly paper magazine aimed at the Opinion Leaders. It is an English based periodical and its main readers include the staff of related organizations such as the IAEA (International Atomic Energy Agency), the

NMCC (Nuclear Material Control Center), and other similar organizations.

IT (Information Technology) PR

A growing level of importance to PR is ascribed to IT. IT is changing the concept and structure of media. It is an especially effective means of PR that enhances the understanding and acceptance of nuclear energy, especially among the younger generation.

KINAC has operated its homepage since 2005. The main objective of the homepage is to provide information regarding nuclear nonproliferation that is readily available online. KINAC continues to operate and updates its homepage for both the opinion leader group and inactive public group. The institute's website address is: www.kinac.re.kr

Exhibitions

Exhibitions and displays are another means of presenting information to the public. Exhibitions stress the practical and experiential aspects of the nuclear industry. KINAC operates an exhibition on the first floor of its headquarters. It also regularly participates in the nuclear energy festival held by the KNEF (Korea Nuclear Energy Foundation). The number of visitors at the 2009 festival was about 3,000.

institution will also need to broaden its PR capability in the future.

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| activity | Target Audience |
|--|--------------------------|
| Exhibitions | -Inactive Public Group |
| Publications (Nuclear Nonproliferation News) | |
| Mass Media PR | -Inactive Public Group |
| IT PR | -Opinion Leaders' Group |
| Publications(KINAC newsletter) | - Opinion Leaders' Group |

<PR Activities of KINAC based on Target Audience>

3. Conclusions

Nuclear nonproliferation PR is a complicated combination of different elements which includes complex political policy decision making, public indifference, and social acceptance. Informing the public on issues related to nonproliferation goes beyond simply advertising such activities based on marketing logic. As the only mandated organization for nuclear nonproliferation in Korea, KINAC has conducted various PR activities for classified target audiences. With technical changes in the way we receive information (such as the internet and smart phones) the