



Enhancing EducAtion, TraininG and Communication Processes for Informed
Behaviors and Decision-making ReLAtEd to Ionizing Radiation Risks

Dialogues with journalists reporting about ionising radiation

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June 16 2015, Brdo pri Kranju





Training and Capacity building for journalists

Do the journalists need additional training on IR?

Yes, but ...

information sources need training in communication!



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communication

ionizing radiation risks **training**
decision-making **informed behaviors**
education

What should the training for journalists be like?

- Short and effective!
- With some added value! (more than wikipedia, books, ...)
- Contents:
 - theory & application of the theory in real life
 - particular cases & broad picture
 - curiosities, comparisons, pictures,...
- Better if organized by independent institutions!
- Lecturers carefully selected !
 - good experts with communication skills
 - no connection with interest groups
 - from various institutions; also the opponents with reasonable arguments



Forms / occasions for training

- Seminars for journalists
- Visits in institutions using nuclear technology combined with lectures on IR
- A web site - a basic starting point for a journalist (data, infographics, availability!)
- Briefing with an expert





Mediated communication (PR agencies, media experts) vs Direct communication ?

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Who should communicate with the public on behalf of the institutions ?

- Experts from the institutions
- PR representatives (internal or external)
- Science mediators



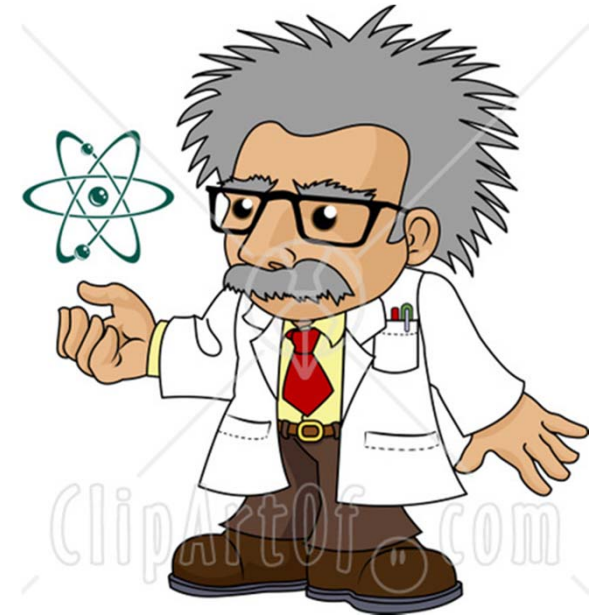
Experts from the institutions

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- Complete in depth knowledge
- Expert is a „brand“ (scientific integrity)
- High trust of the public

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- Often lack of communications skills and (dull language, difficult to understand)
- No understanding of the needs of the media/public
- Arrogance



PR representatives

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- Understand the specific needs of the media and the public,
- Skilled in communication (easy to understand language ,.....)

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- Perceived as not trustworthy source of information (pursuing commercial interests of the institution)
- Lack of knowledge



Science mediators = scientists from many disciplines with communication knowledge

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- Scientists who translate science to the public, raise interest in science and raise awareness
- driven by interest in scientific information

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- They are not educated in all the countries (Slovenia)





Conclusions

- Most of experts can improve their communication skills! Train them!
- PR specialists very useful in the background! Esp. when „nothing is happening“



Questions/comments?

Thank you !

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