



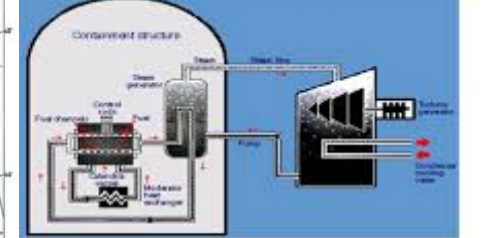
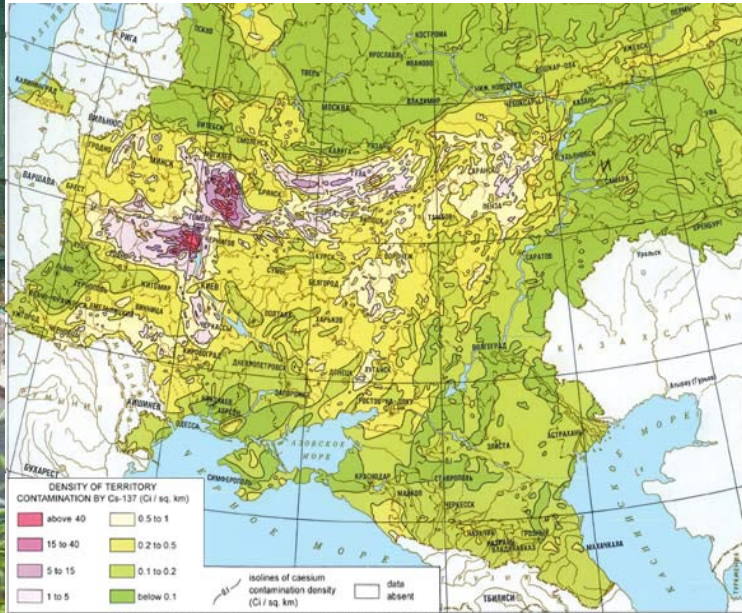
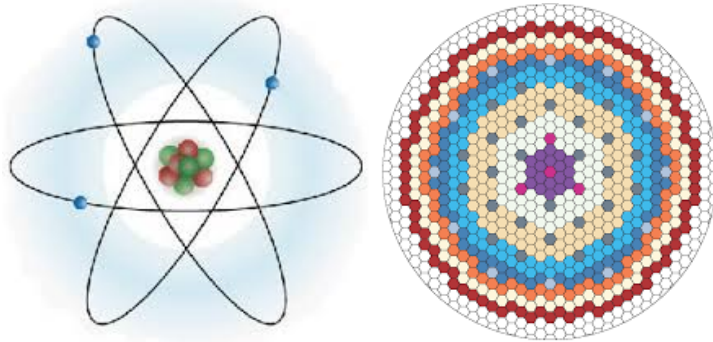
Enhancing EducAtion, TraininG and Communication Processes for Informed  
Behaviors and Decision-making ReLAtEd to Ionizing Radiation Risks

# Crisis Communication vs. Everyday Communication

Reflections from Romania  
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3. **Pressurized Heavy Water Reactor (PHWR)**, in this type of reactors, fuel bundles are inserted into the Heat Exchanger where a heavy water moderator is circulated to provide cooling, in addition to moderating neutrons. This heavy water is then circulated to the steam generator to transfer its heat and then pumped back to the reactor. The steam is a secondary circuit as above and is used to drive a

Radioactive contamination of the territory by caesium-137 upon the accident at the Chernobyl NPP (as of 1995).







## Purpose:

### - Crisis communication

- Sources – prevention of the negative outcomes of a crisis (thereby protect the organizations, stakeholders, and industry from harm), sometimes survive under political pressure
- Channels – obtain as much as possible larger audience
- Public = to be informed on the evolution, consequences, how to protect

### - Everyday communication

- Sources = keep the target audience informed, educate public (including crisis behavior)
- Channels = rarely a systematic approach to inform, often *“to fill some empty space of the channel”*
- Public – sometimes is interested in learning what about and how to approach



## Crisis communication

- Great interest of the public and media channels
- Interest proportional with the gravity of the crisis and it acted on a short period (until another major event)
- Difficulties of sources – how to inform correctly, do not create panic, synthetic information, useful information... and how to protect the organization in a political context; during a crisis time is short, decisions are urgent, information limited, and the opportunities for an appropriate interaction are constrained.
- Channels' tendency to sensational and also difficulties to select the appropriate information from a huge amount and diversity of elements + ethical aspects of the professional
- Rapid spreading of information (incl. social media) and limited capacity of learning generates risks for wrong interpretation...



## Everyday communication

- Long term learning, information, education
- Low interest of public and also of media - difficulties to have enough audience;
- Low reaction of sources, lack of communication events, lack of capacity to create interest for the public
- Tendency to discuss about past crisis during normal period
- Effect of the long time waiting for results
- Influence of the educational system - habits for daily information
- What is able to increase the interest of the audience in a globalized communication? How to create the interest of media?



## Communication challenges:

- How to coordinate, during normal period, the efforts of sources and channels for the purpose of an informed society?
- How can manage the everyday communication and regular education to create the knowledge in relation with IR?
- How to create mutual trust and reduce the difficulties of crisis communication?