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## Conversations about Nuclear Energy Shifting in the Pacific Rim

**Vancouver, British Columbia, August 28, 2014** – A study conducted by the Pacific Nuclear Council (PNC) and Potomac Communications Group, Inc. (PCG) revealed a continued need for outreach to support the growth of the nuclear energy industry in Pacific Rim nations. The study, a survey of 50 communicators from Pacific Basin nations, found that the topics of concern related to nuclear issues have largely remained the same, but that the priority and level of those concerns has shifted.

“As our survey shows, communicators in the Pacific Basin are finding that many of their key audiences have receptive attitudes toward nuclear energy and are interested in more than just reactor safety,” said Mimi Limbach, president of the PNC. “We are beginning to see the global climate for nuclear energy shifting back to a more positive environment.”

This study is the second joint survey conducted by the PNC and PCG. The first survey in 2012 explored post-Fukushima outreach trends, concluding that correcting misinformation was a top issue for Pacific Basin communicators, especially related to safety and waste concerns. The 2012 study also highlighted a reliance on print media and growing use of social media in outreach efforts.

This year’s respondents – industry professionals and communication experts from more than 11 countries – shared that their audiences’ concerns have diversified. Key topics have shifted from reactor safety, waste disposal and financing, to health effects, the impact of pollution, and emergency preparedness. In response, communicators have adapted their tactics, reporting that the most effective communications tactic is to develop and implement an effective communications plan for emergencies.

“These results continue to influence our understanding of effective public outreach tactics and the shift we are seeing regarding public perception of nuclear energy worldwide,” said Dr. Atsuyuki Suzuki, immediate past president of the PNC.

The results of the 2014 PNC-PCG study were unveiled at the 19th Pacific Basin Nuclear Conference in Vancouver, British Columbia. To obtain a copy of the results report, contact Sarah Dirndorfer at [sdirndorfer@pcgpr.com](mailto:sdirndorfer@pcgpr.com).

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**The Pacific Nuclear Council** is composed primarily of nuclear societies and associations from nations around the Pacific Rim. Its mission is to unite Pacific Rim professional societies and associations to get together in common programs, to work together on common issues and to provide a forum for the transfer of information between nations more advanced in nuclear science to those beginning the search for the benefits of nuclear science and technology. [www.pacificnuclear.net](http://www.pacificnuclear.net)

**Potomac Communications Group, Inc. (PCG)** serves clients in the nuclear energy and science, engineering, electrical energy and infrastructure industries. Over more than 30 years, PCG has evolved into a full-service agency helping corporate, government and association clients with their most demanding communications challenges. PCG’s team consists of a staff of about 25 in Washington, D.C., as well as a dozen associates around the world who offer special contacts and skills that add to the company’s services. [www.pcgpr.com](http://www.pcgpr.com)