2004 PACIFIC BASIN NUCLEAR CONFERENCE

23 March 2004

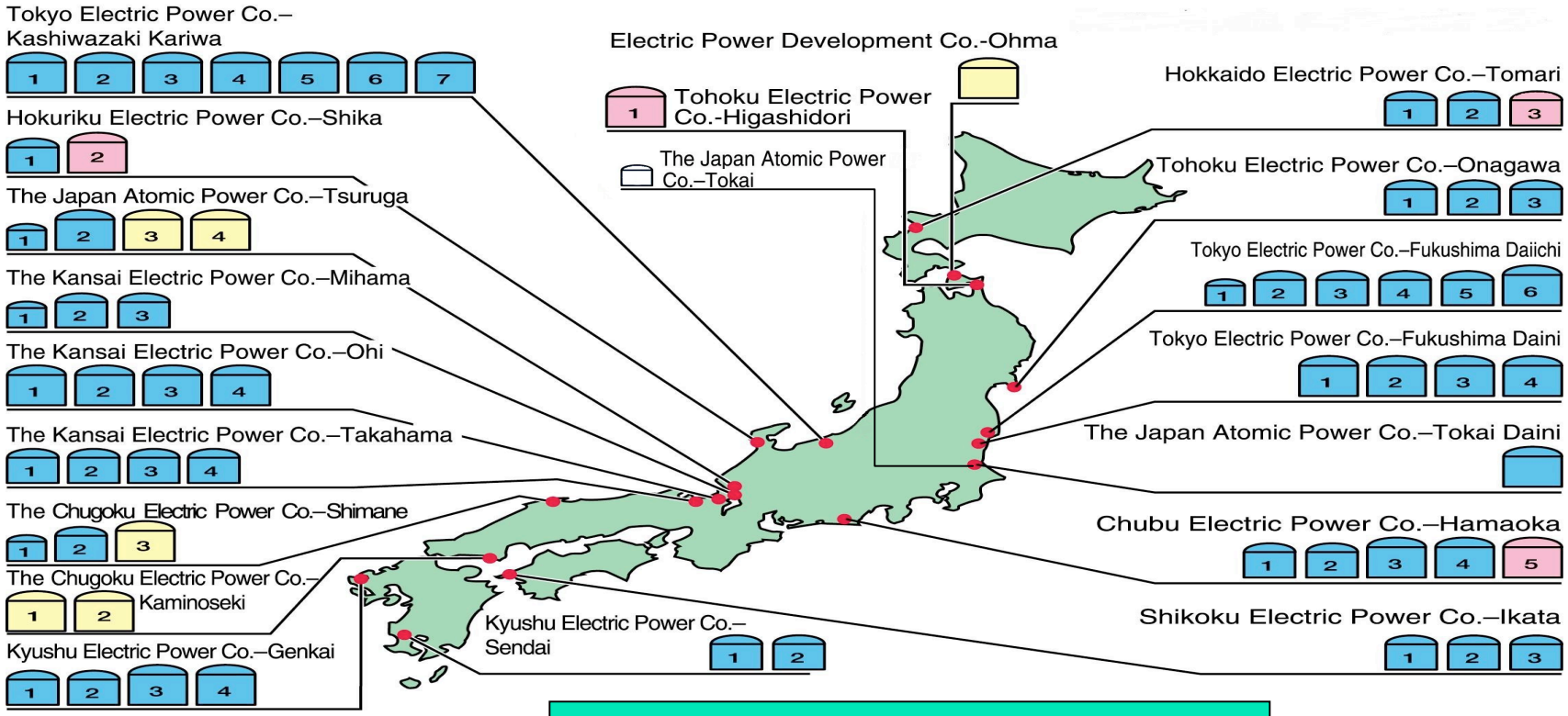
OUR NUCLEAR COMMUNICATIONS

Masaaki Mizuno

Nuclear Service Company, Japan

Status of Commercial NPPs in Japan

(Commercial plants,as of March 2004)



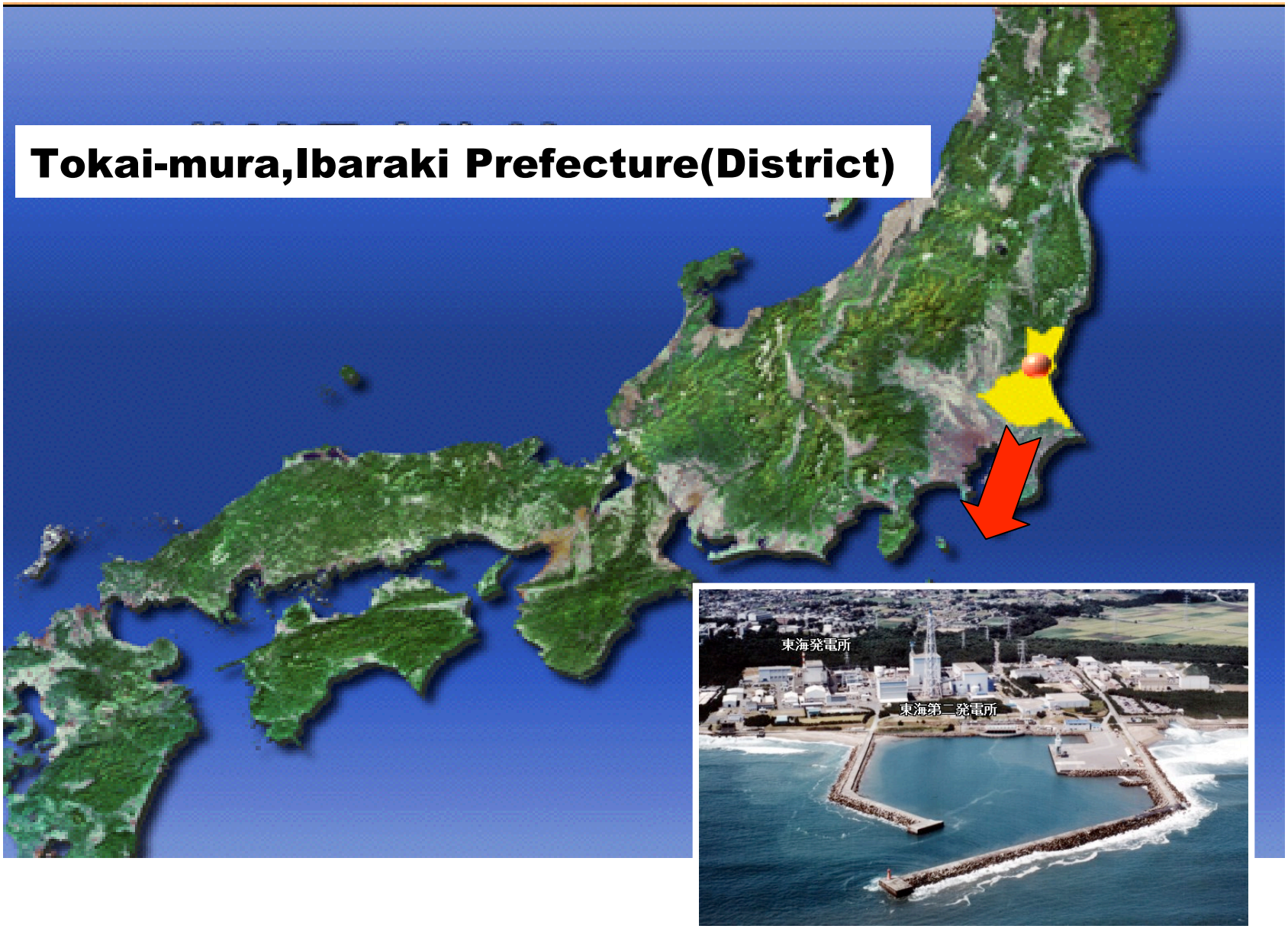
Operational 52

Under construction 4

Being planned 8

Being closed 2

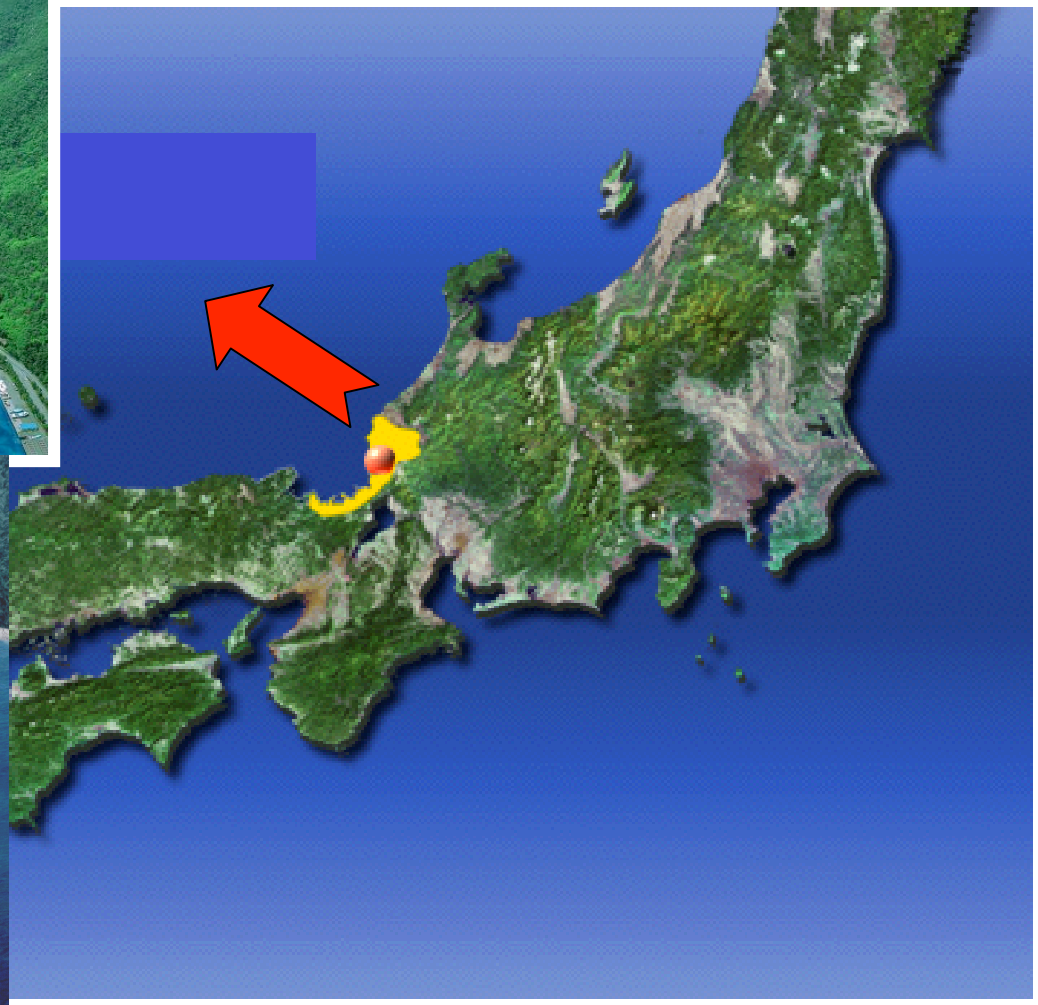
The Japan Atomic Power Company's Power Station



Tsuruga, Fukui Prefecture(District)

Unit 1&2

(Operational)



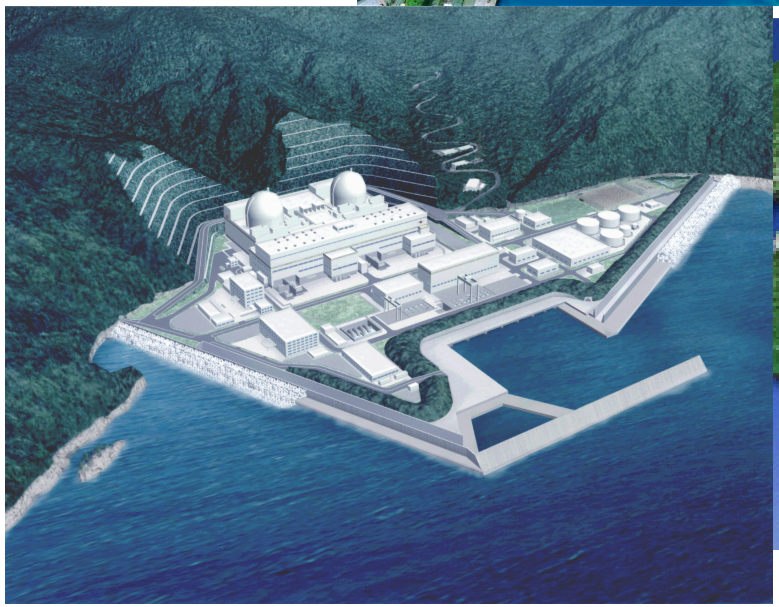
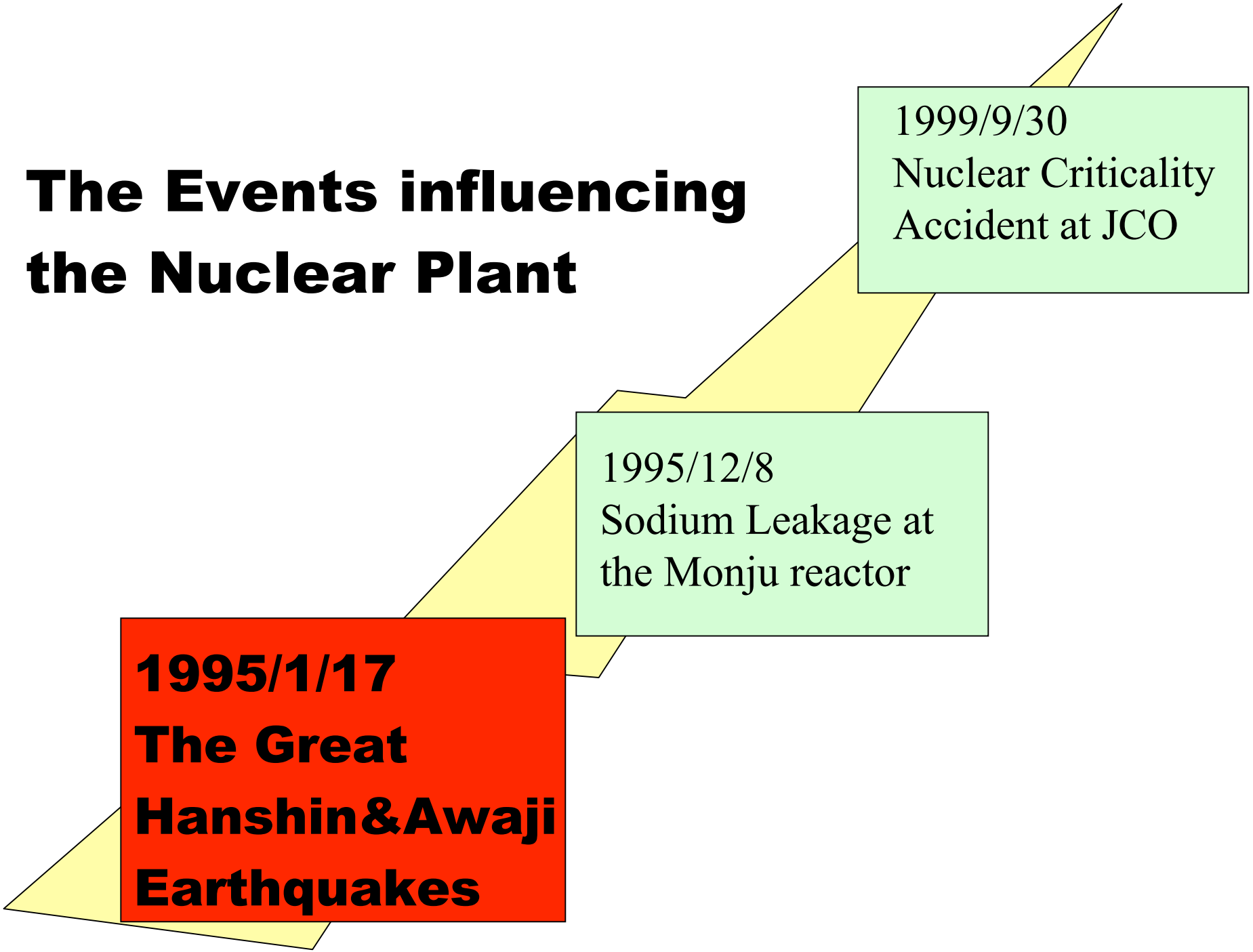


Image of Unit 3&4

(plan to construct)

The Events influencing the Nuclear Plant



The Great Hanshin & Awaji Earthquakes

1995/1/17

Magnitude : 7.3

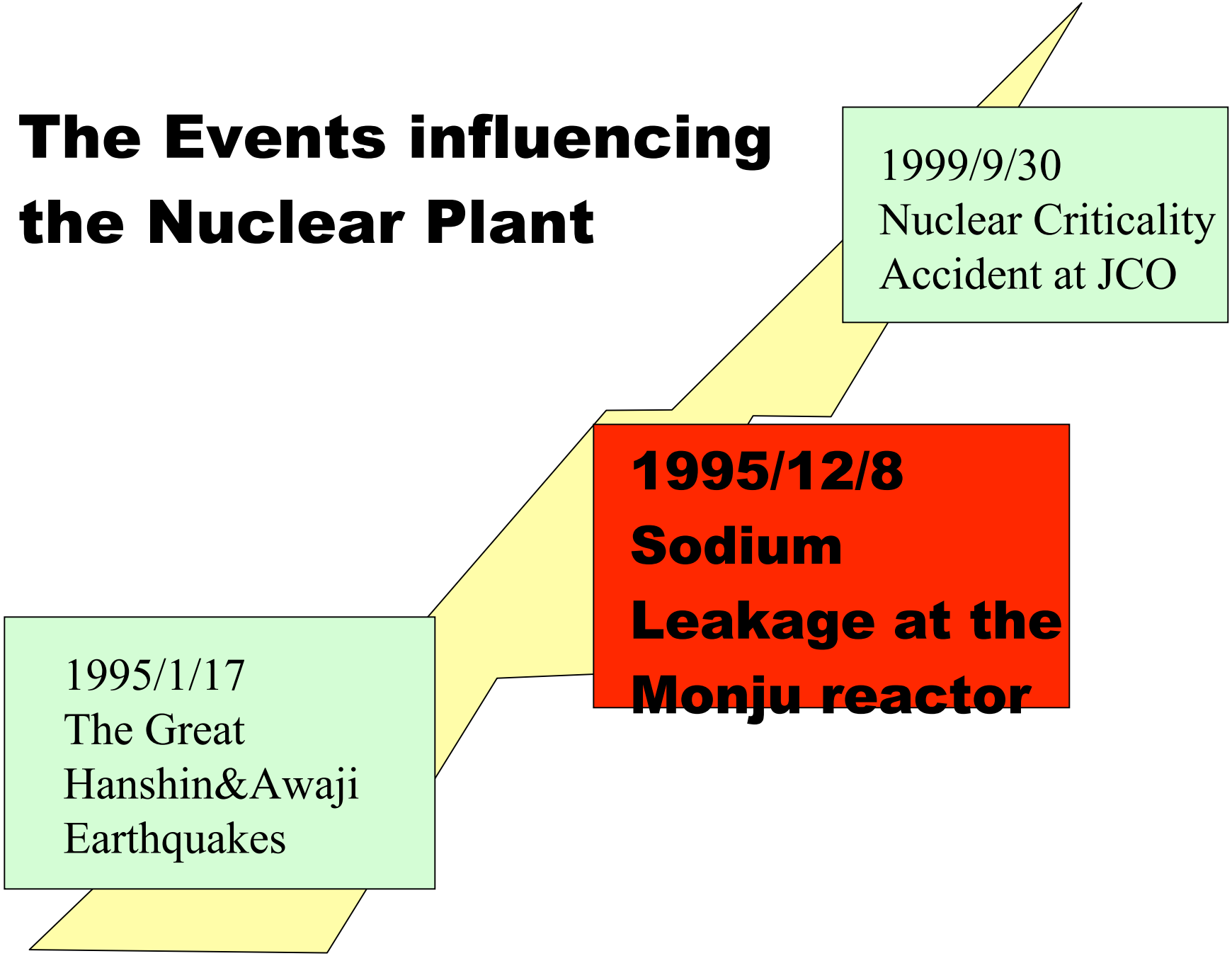
Casualties : 6433

missing : 3

injured : 43792

Destroyed Buildings: 104,906

The Events influencing the Nuclear Plant



Sodium Leakage at the Monju Reactor (INES 1)

1995/12/8

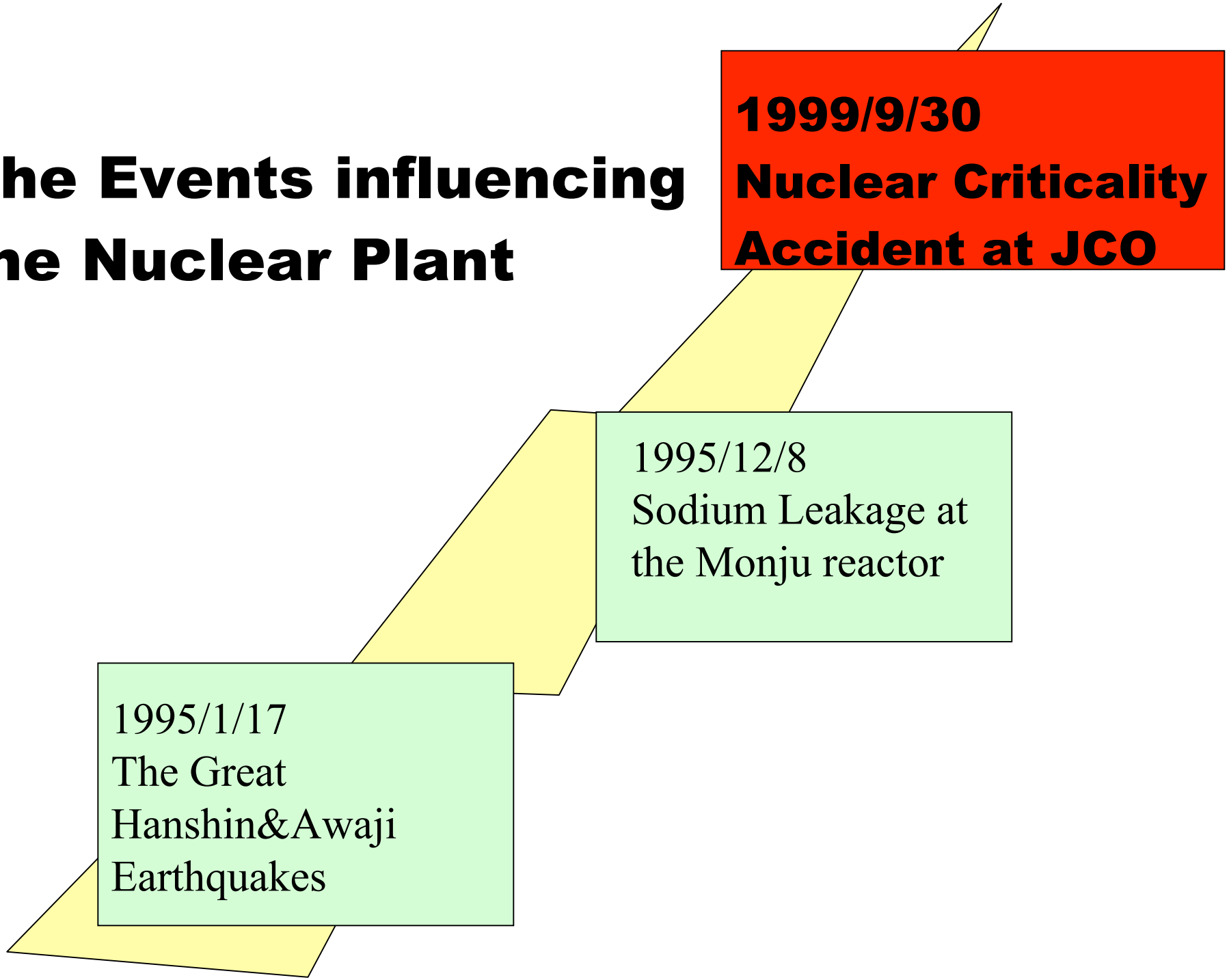
Sodium leakage at the secondary loop piping room

Leakage of 700kg of sodium (estimation) causing fire

Vibration, generated by the flow of sodium, resonated with a thermometer sheath, subsequently damaging it.

Operation currently suspended

The Events influencing the Nuclear Plant



Nuclear Criticality Accident at JCO

1999/9/30

(INES 4)

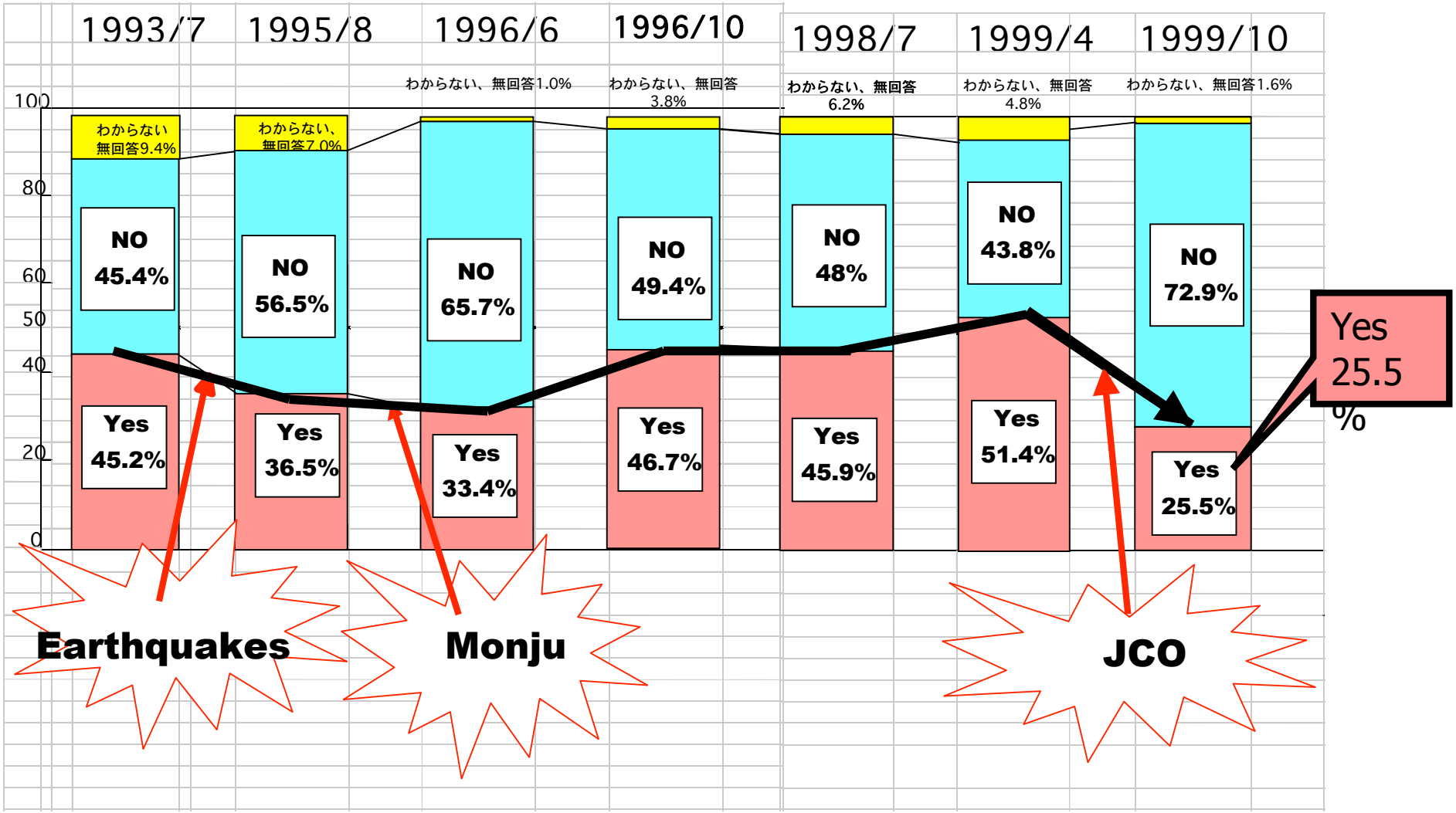
Criticality reached during operation

The state of criticality lasting for approx. 20 hours, emitting neutrons, gamma-rays and radioactive materials from the facility. Residents within 350 radius requested to evacuate, whereas residents within 10km radius told to stay indoors.

Fatalities: 2 (employees)

People exposed to radiation: 667

Public Perception about our Construction Plan

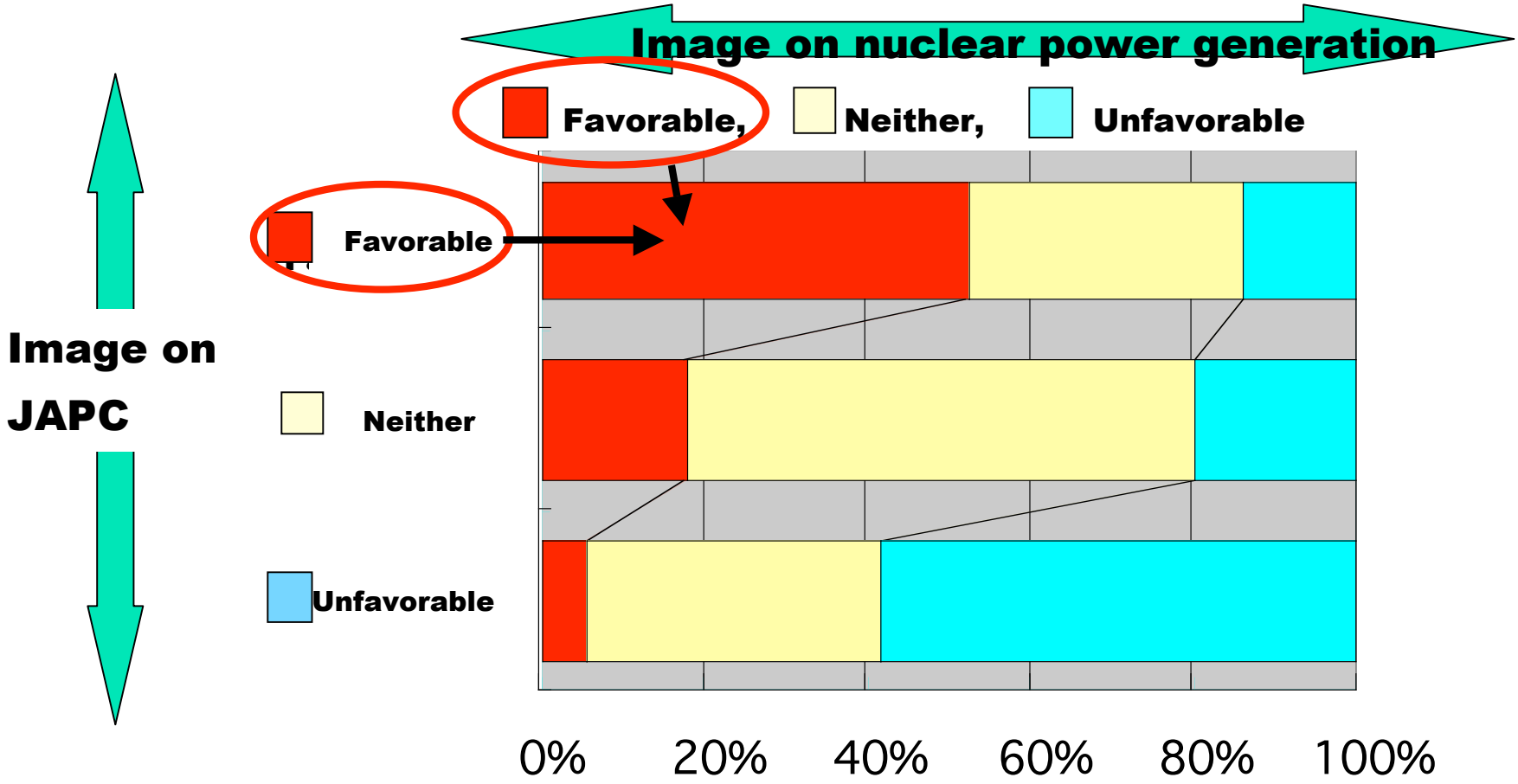


The Governor's Conditions for our Construction Plan

1. Ensure safety
2. Assist development in the local community
3. Win the understanding of local residents

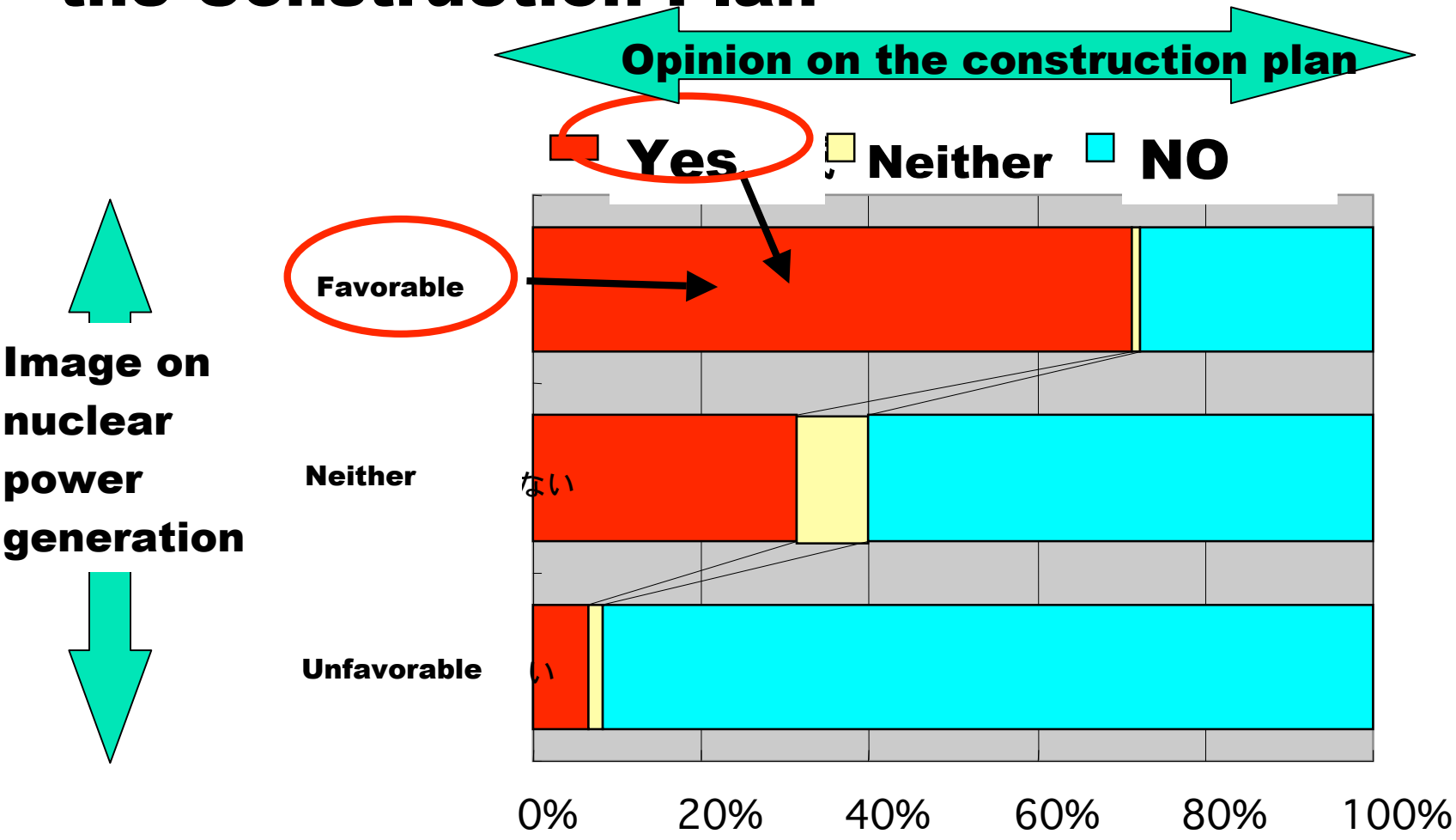
Resident opinion surveyCovering 2000 people, 1996

Correlation between a Positive image on JAPC and Acceptance of Nuclear Power Generation



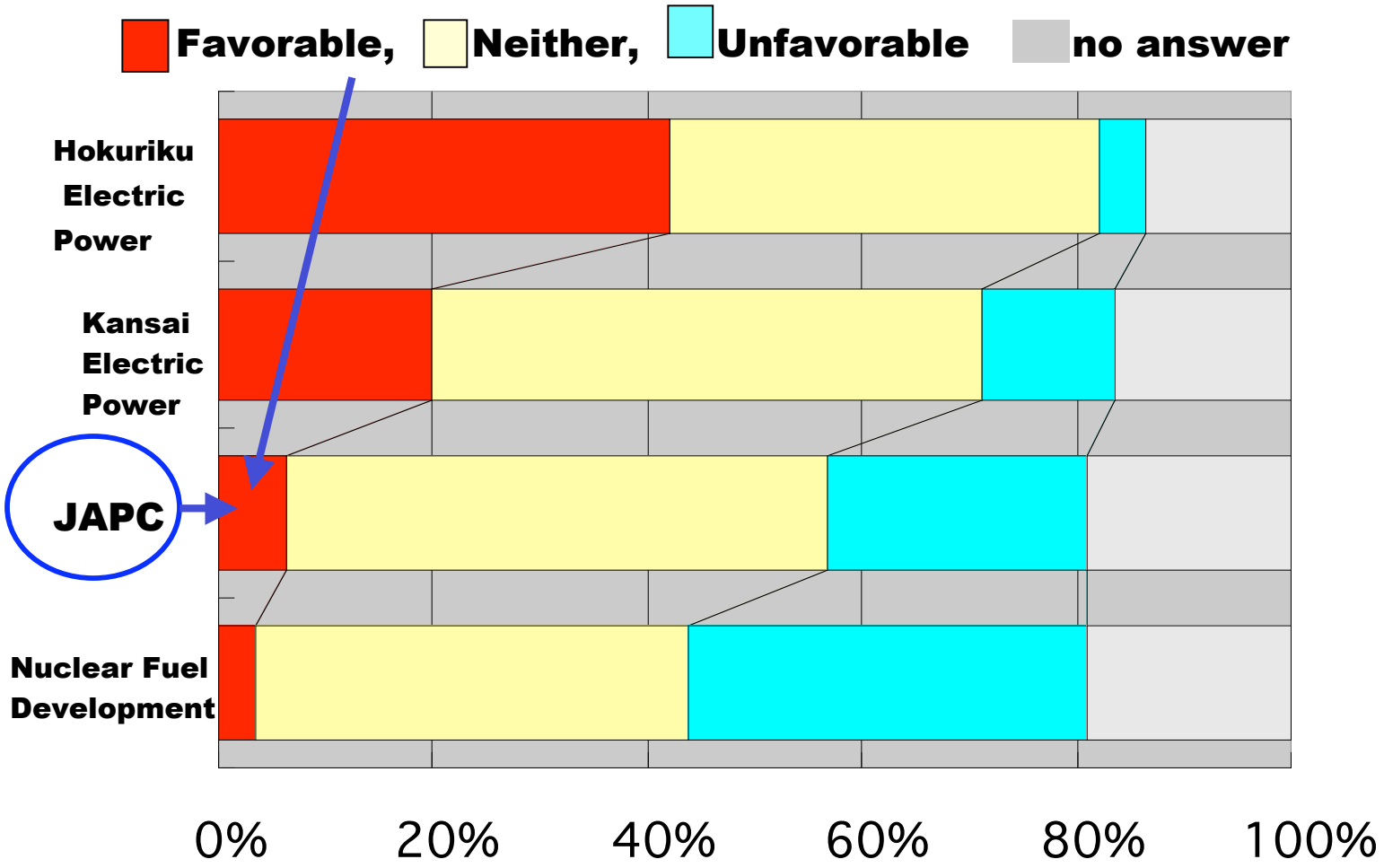
Resident opinion surveyCovering 2000 people, 1996

Correlation between a Positive image on JAPC and Opinions on the Construction Plan



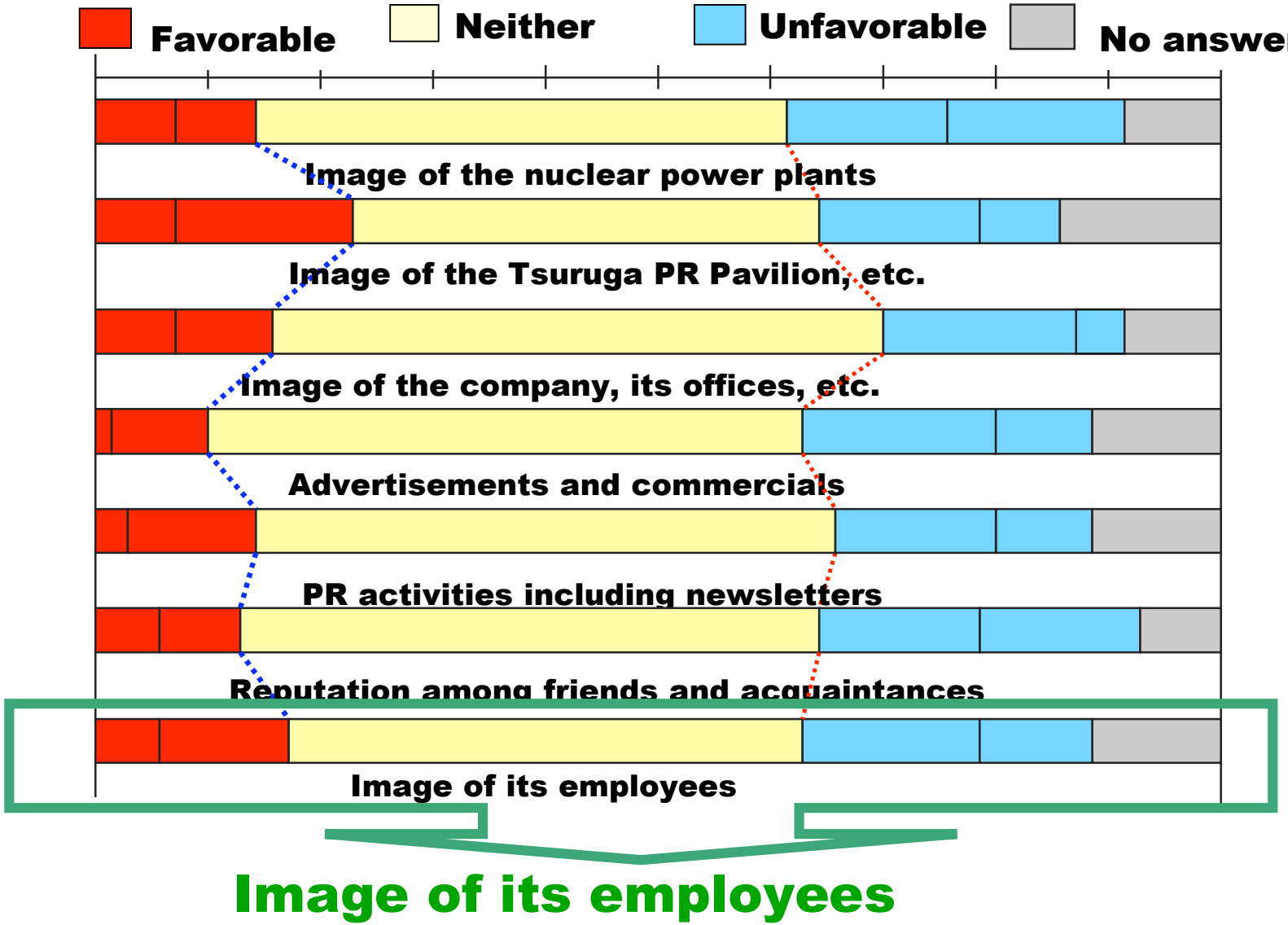
Resident opinion surveyCovering 2000 people, 1996

Positive Impression of Electric Power Companies



Resident opinion survey Covering 2000 people, 1996

Factors forming a Positive Image on JAPC



Our Nuclear Communications

A）Initiators : All employees

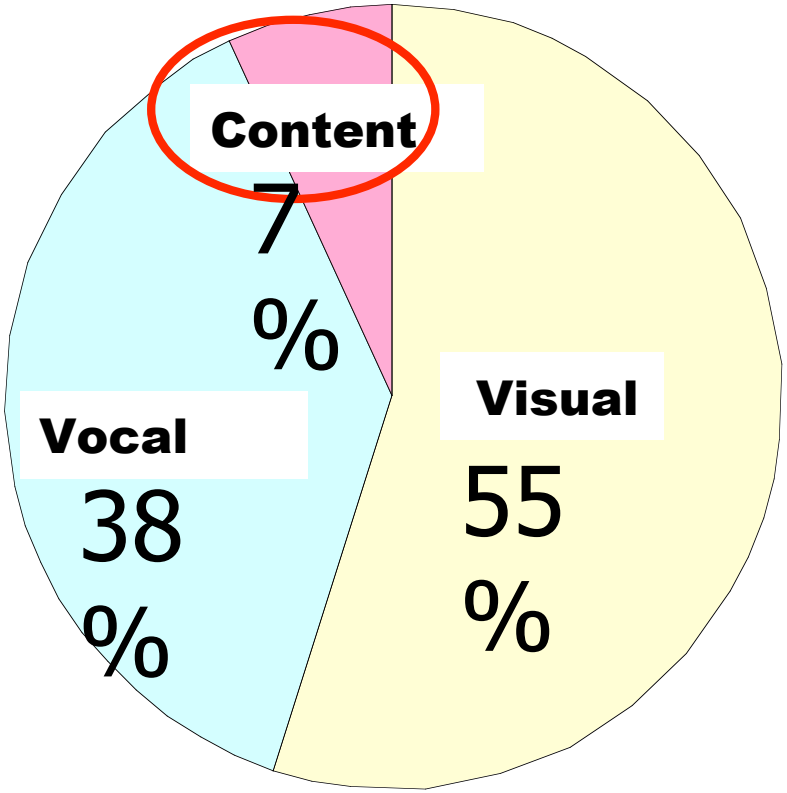
（B）Receivers : Residents of Fukui District

（C）Activities:

- **① Direct dialogues**
- **② Meetings**
- **③ Local influencers**
- **④ Disclosure to the mass media**
- **⑤ Advertisements, commercials**
- **⑥ Sponsoring**

Theory of Dr. Albert Mehrabian

"Major factors in forming an impression of speech"

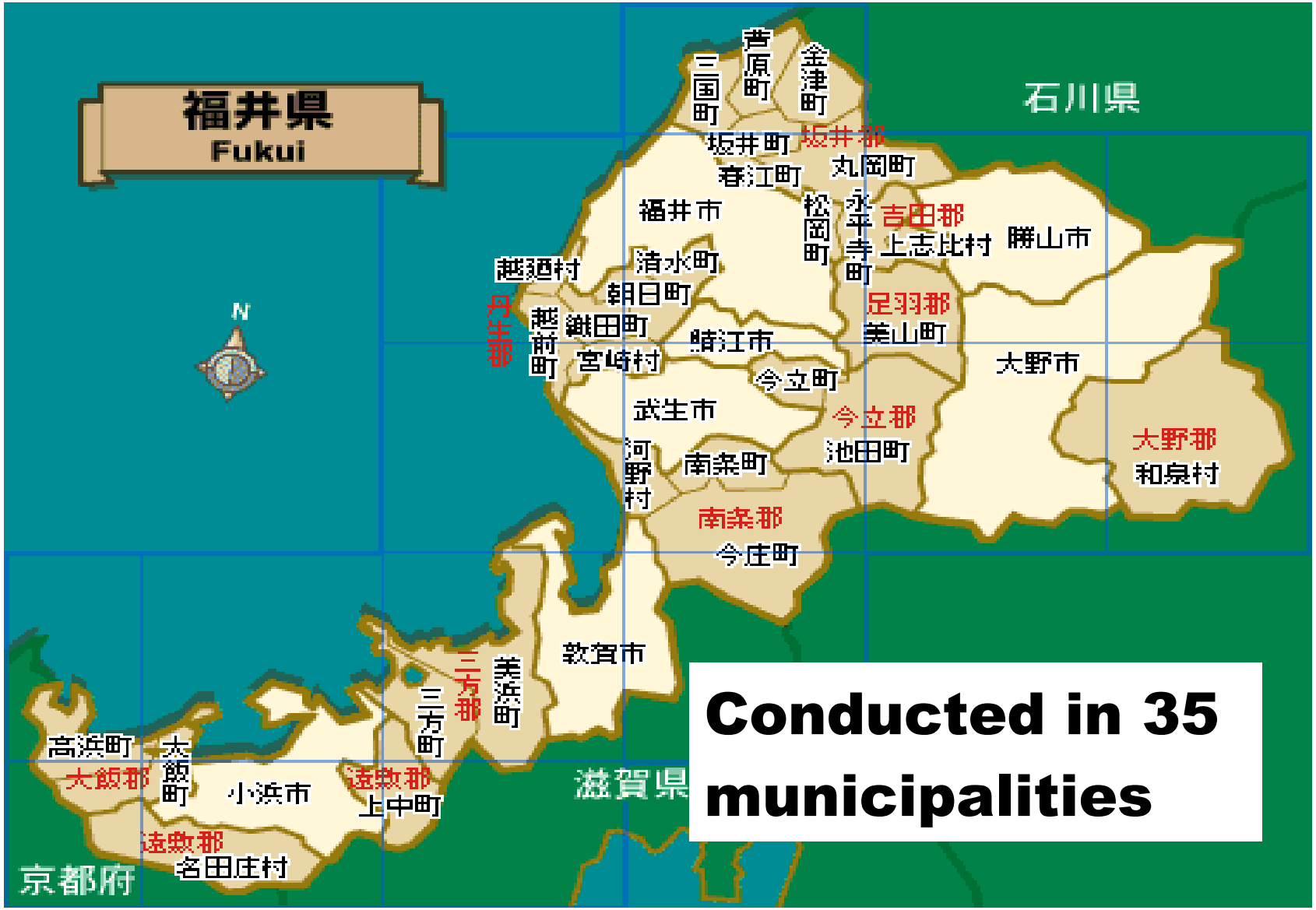


I find it doubtful that the law can be applied to all cases.

Direct Dialogues with Residents

(Home visits)

Visiting all 26,000 households in Tsuruga

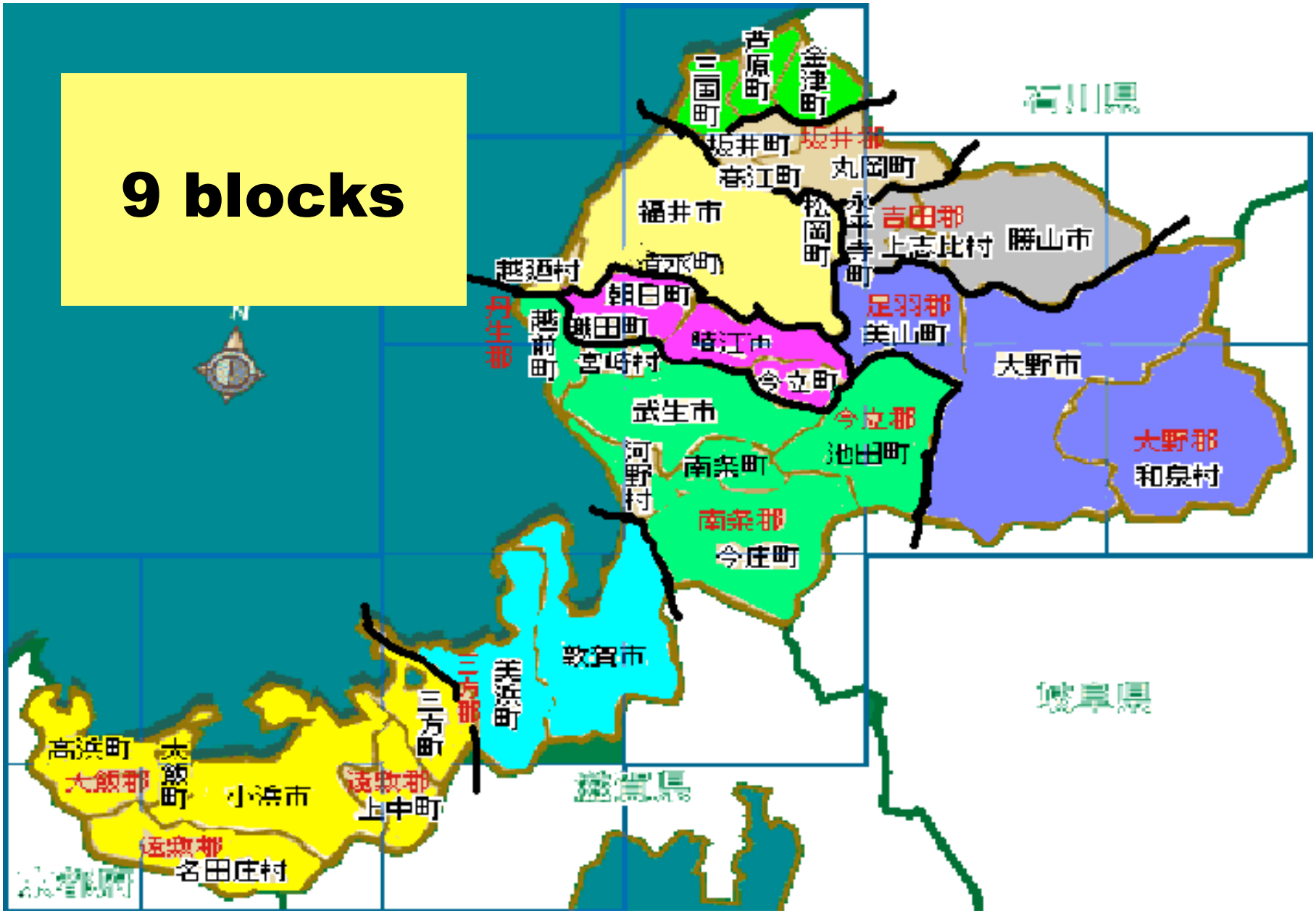

福井県
Fukui
石川県
滋賀県
京都府
N
三国町
芦原町
金津町
坂井町
坂井郡
春江町
丸岡町
福井市
松岡町
永平寺町
吉田郡
上志比村
勝山市
越廼村
清水町
朝日町
丹生郡
越前町
織田町
鯖江市
宮崎村
足羽郡
美山町
今立町
大野市
武生市
今立郡
池田町
河野村
南条町
大野郡
和泉村
南条郡
今庄町
敦賀市
三方郡
美浜町
三方町
高浜町
大飯郡
大飯町
小浜市
遠敷郡
上中町
遠敷郡
名田庄村
Conducted in 35 municipalities

Meetings with the Residents (phase-1)

At takahama

At echizen

2600 participants


9 blocks
N
三国町
芦原町
金津町
坂井町
坂井郡
春江町
丸岡町
福井市
松岡町
永平寺町
吉田郡
上志比村
勝山市
越廼村
清水町
朝日町
丹生郡
越前町
鯖田町
宮崎村
鯖江市
今立町
足羽郡
美山町
大野市
武生市
今立郡
池田町
河野村
南条町
大野郡
和泉村
南条郡
今庄町
敦賀市
三方郡
美浜町
三方町
高浜町
大飯郡
大飯町
小浜市
遠敷郡
上中町
名田庄村
石川県
岐阜県
滋賀県

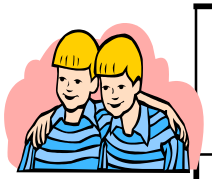
Meetings with the Residents

(phase-2)

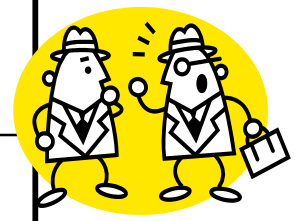
2400 participants

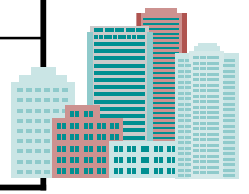
High context cultures and Low context cultures

Edward Hall



	High context cultures	Low context cultures
Human relations	Deep association	Individualism
Information	Shared	Not shared
Communication method	plain messages for inference	Explicit messages to put forth one's opinions
Typical example	Japan	USA





Exchange with Opinions Formers

1999/7/12

Disclosure to Mass Media (Primary coolant leakage at Tsuruga –2)

Leakage of primary coolant in the reactor containment 51 ton

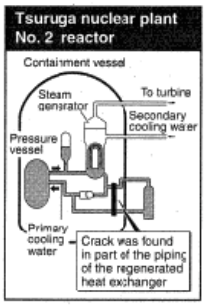
Manual shutdown of the reactor

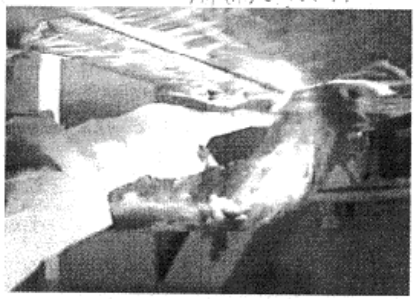
No radioactive impact on the environment

Source of plant's coolant leak located

An 8-cm crack has been found in a pipe in the containment building of the Fukui nuclear power plant where a massive amount of radioactive cooling water leaked Monday, government officials reported to the Nuclear Safety Commission on Tuesday.

According to the Natural Resources and Energy Agency as well as plant officials, the crack was found in a stainless steel pipe in a regenerated heat exchanger in the containment building after five workers at Japan Atomic Power Co.'s Tsuruga plant entered the facility just before 7





— An official of Japan Atomic Power Co. points to the its Tsuruga nuclear plant No. 2 reactor where a massnount of radioactive water leaked from a crack.
OURTESY OF JAPAN ATOMIC POWER CO.

led to conduct the next of checkups in 2001, id.
bers of the Nuclear Commission pointed possibility of a defecroduct, because the crack formed in the middle of the pipe, not in a weld where pipes are connected.
Minister of International Trade and Industry Kaoru Yosano told a news confer-
CONTINUED ON PAGE 2

Disclosure to Mass Media (Primary coolant leakage at Tsuruga-2)

Thorough information disclosure

Establish a local media center

to extend detailed

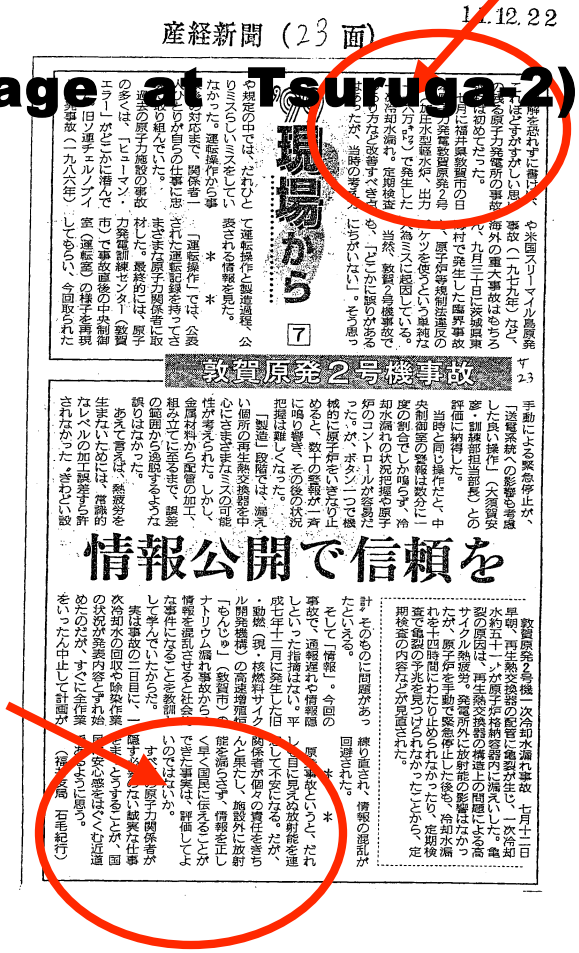
support to reporters.

Release information on-site, video footages and

Disclosure to Mass Media

Evaluation by media (Primary coolant leakage at Tsuruga-2)

"News of an accident at a nuclear power station would make anyone feel concerned because of its association with invisible radiation. Yet, what deserves credit in this incident is the fact that all persons involved fulfilled their respective responsibilities, prevented radiation leakage to outside the facility, and delivered information accurately and swiftly to the general public. The commitment on the part of all nuclear power operators to sincerely undertake their duties and eliminate the need for cover-up, would be the only way toward building a sense of security among the Japanese public."



産経新聞（23面）

11.12.22

現場から 7

敦賀原発2号機事故

情報公開で信頼を

"Despite the possibility of causing misunderstanding, I dare say that this has been the most refreshingly pleasant media coverage of an accident at a nuclear power station"

Disclosure to Mass Media

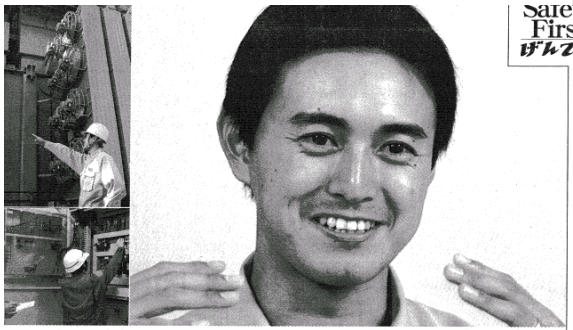
(Primary coolant leakage at Tsuruga-2 reactor)

Information disclosure is an extremely important task. In this aspect, the reactor operator and administration authorities should be congratulated for their handling of the accident.

(excerpt of opinion report, 1999/10/25)

the Nuclear Safety Commission

Newspaper Advertisements



自分の仕事も電力供給を支えていると実感、やりがいを感じます。

敦賀発電所・電気保修課　門馬伸之

Safety First げんでん

安心できる発電所をめざして―❽

元気で働くには、おいしく健康的な食事は欠かせません。敦賀発電所内に[illegible]食堂[illegible]います。献立は専属の栄[illegible]立のバラ[illegible]週に1[illegible]

確かな環境モニタリングで、地域の皆様に安心をお届けしたいですね。

敦賀発電所・環境保安課　北田 桂

Safety First げんでん

安心できる発電所をめざして―❼

でんインフォメーション

●敦賀発電所で働く仲間たち―9●

手作りのおいしさが、発電所の活力源となっています。

食堂スタッフの皆さん

おでかけください！ げんでんふれあいギャラリー

開催中！「日英小学生絵画交流展」 12/26(木)まで

～敦賀市とイギリスの小学生たちの絵画交流展～

入場無料　開館時間10:00～16:30（年末年始を除き年中無休）　敦賀駅より徒歩10分

お問い合わせ 0120-749-201（なかよくふれあい）

皆様とのふれあいを大切にこれからも

運転士は発電所の"足"であり"顔"。安全で快適な運転を心がけています。

げんでんふれあいトーク

"えねるぎ～お話し隊"が伺います

[illegible]の原子力発電株式会社

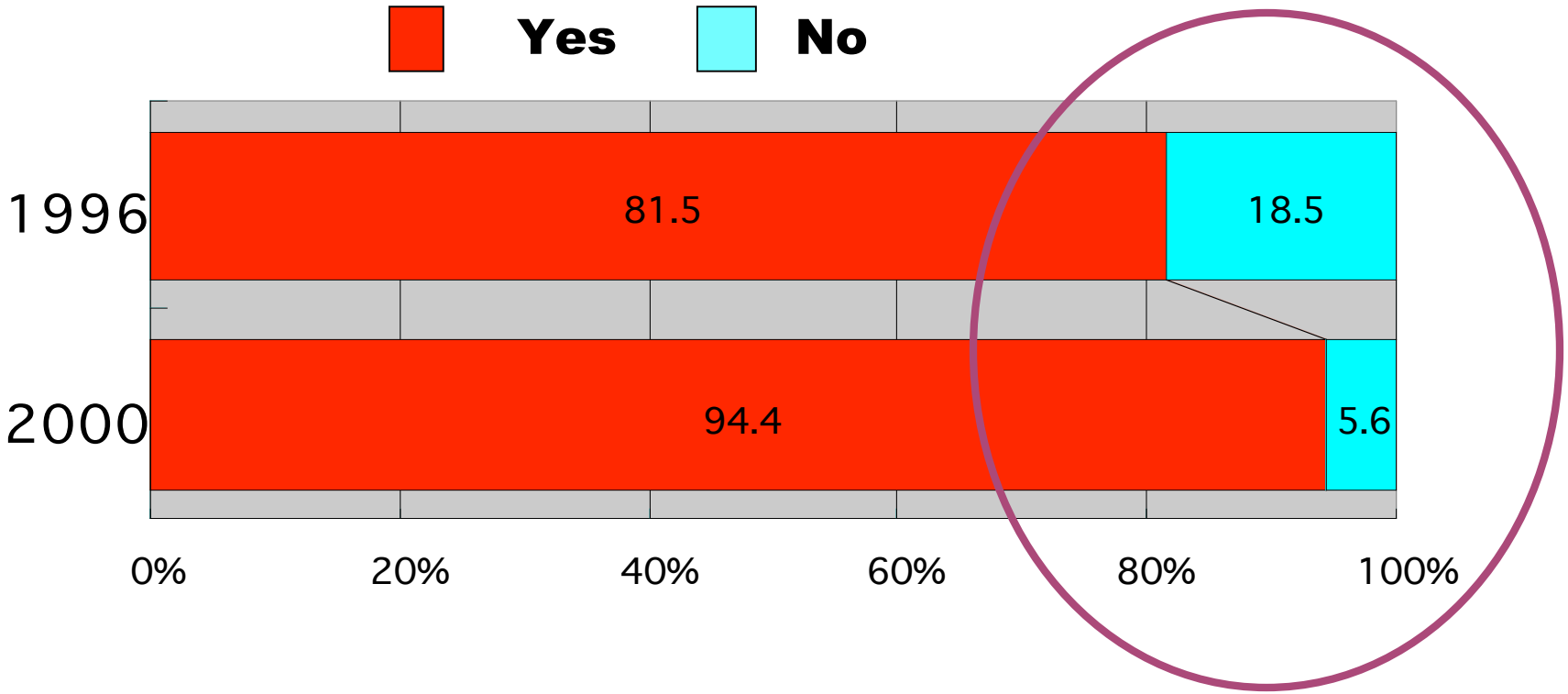
TV Commercials

Sponsoring Newspapers and TV Programs

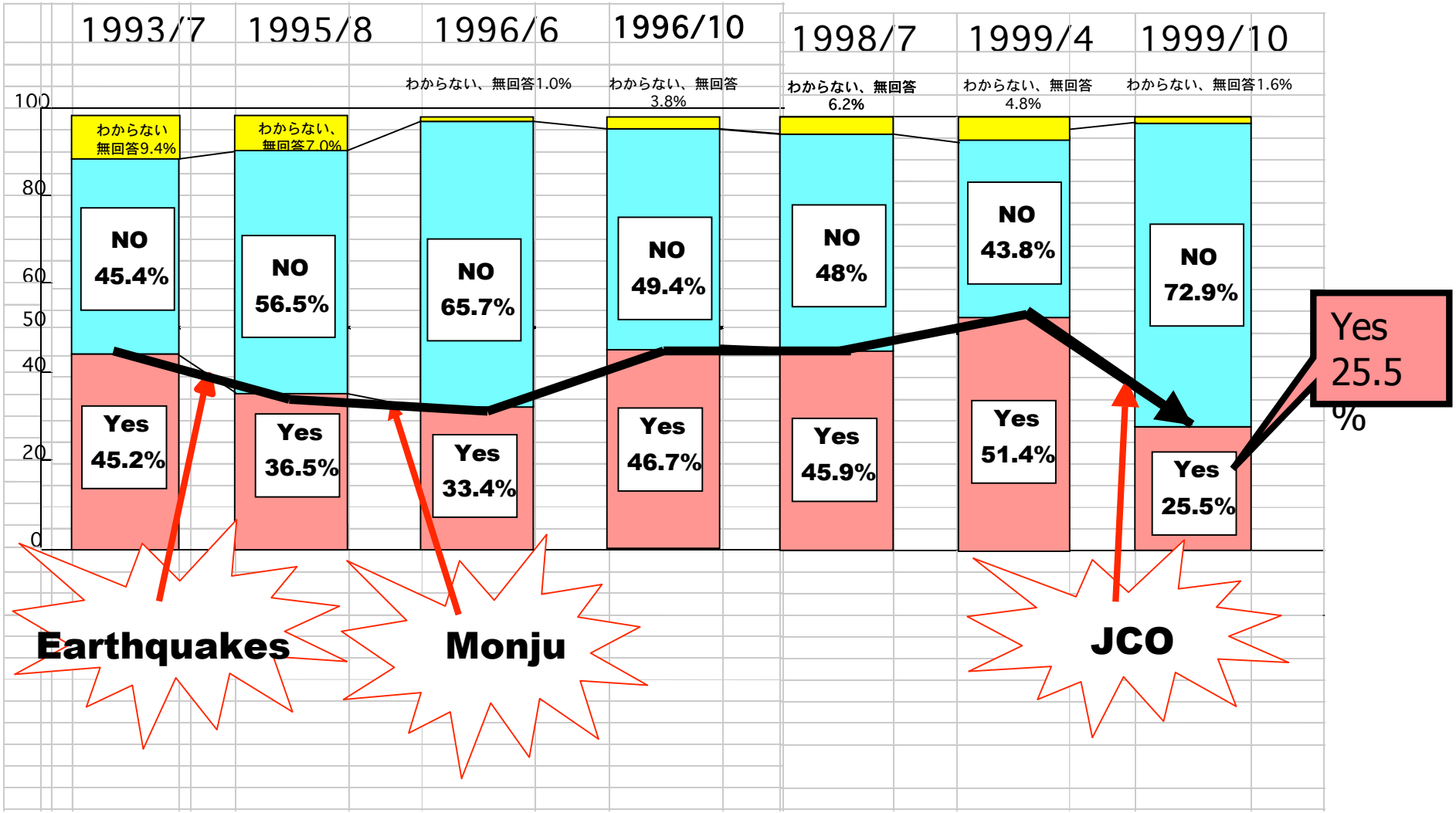

むずかしい菊を華麗に咲
華やかな菊まつりを四十四年支えてきた武生
「昭和二十七年に始まった『たけふ菊人形』の前年に結成された武生菊花同好会。今年で四十五年になりますかね」と、会長の大下さん。
会場にズラリと展示されている大小さまざまな見事な菊花は、会員さんたちの丹精込めた作品です。「菊づくりなんかやっていると、変人あつかいされますよ（笑）」。それほど菊づくりはむずかしく大変らしい。
菊の園花は日本全
満開は十一月初旬。一月ともなると早くような土地柄。だか形』は開催を十月三部と晩咲の部に分けっています。
早咲の部に出品すから日照や温度など、十月に満開にしせん。「それには、日間は、どこにも行けません。もちろん、家族に任せるワケにもいきません。菊姫様のお守りで、つきっきり。台風の時には、すべての鉢を座敷にいれました」と、笑う木下さん。
会場への搬入にも細心の注意を払います。土づくりから始め、さし芽、鉢上げ、整枝、苗の選定、肥料調整、夏越し対策などなど、一年間手塩にかけて咲かせた菊の花が何かの弾みでポロッと落ちてしまう悲劇もあります。それだけの苦労をしてまで、菊づくりに打ち込
会長の大下さん

発足したのは、O・TA・I・KO源がはじめられた翌年のこと。以来、外でこれまで二百回を超える演奏を踏んできました。でも、私たちの活動の柱となっているのは今でも週三回の練習です」と、座長の上坂さんは語ります。
「私たちは幸せなことに太鼓の世界では第一人者といわれる渡辺洋一先生、林英哲先生と出会うことができ、太鼓演奏場などの舞台にも恵まれてきました。でも、まだまだ練習が足らない。もっともっと練習して、技を磨いて行かなくては」
太鼓の世界は奥が深いから、と語す上坂さん。でも、そんな厳しい練習を経て舞台に立ったときの感激はひとしおだそうです。「お客様に喜んでいただける喜び、チームのみんなと力を合わせて演奏できる喜び、そして太鼓を通して福田町の名を多くの人々に知ってもらえる喜びを感じます」
んはまた新たなテーマに挑戦していきます。「これまでは創作太鼓を中心にしてきましたが、今後は祭り、笛、獅子舞などの日本の伝統にもう一度目をむけて、古典と創作を交えた新しいステージをつくっていきたいと思っています」
座長の上坂さん
熱のこもった練習は週三回
五尺の大太鼓「明神」の前に集合！
子供たちも頑張っています。明神ばやし保存会の皆さん

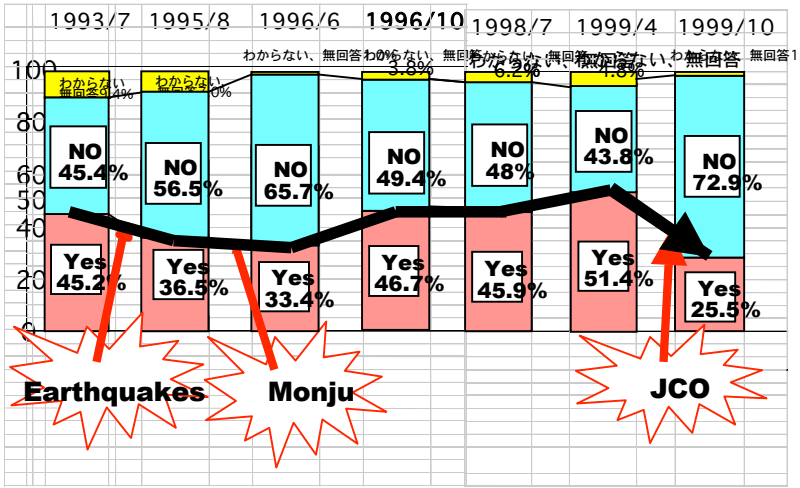
Resident's Recognition of JAPC

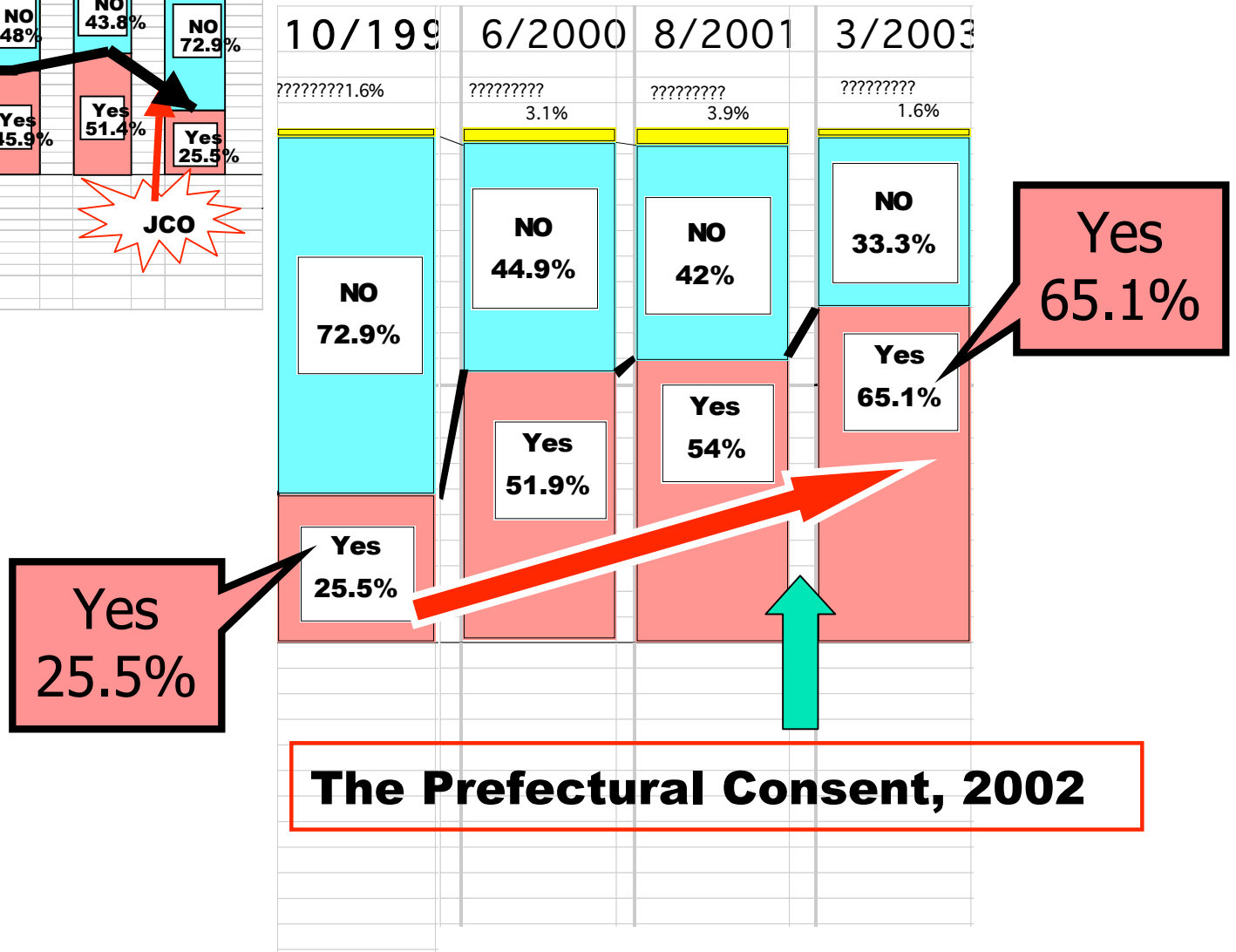


Public Perception about our Construction Plan



Public Perception about our Construction Plan



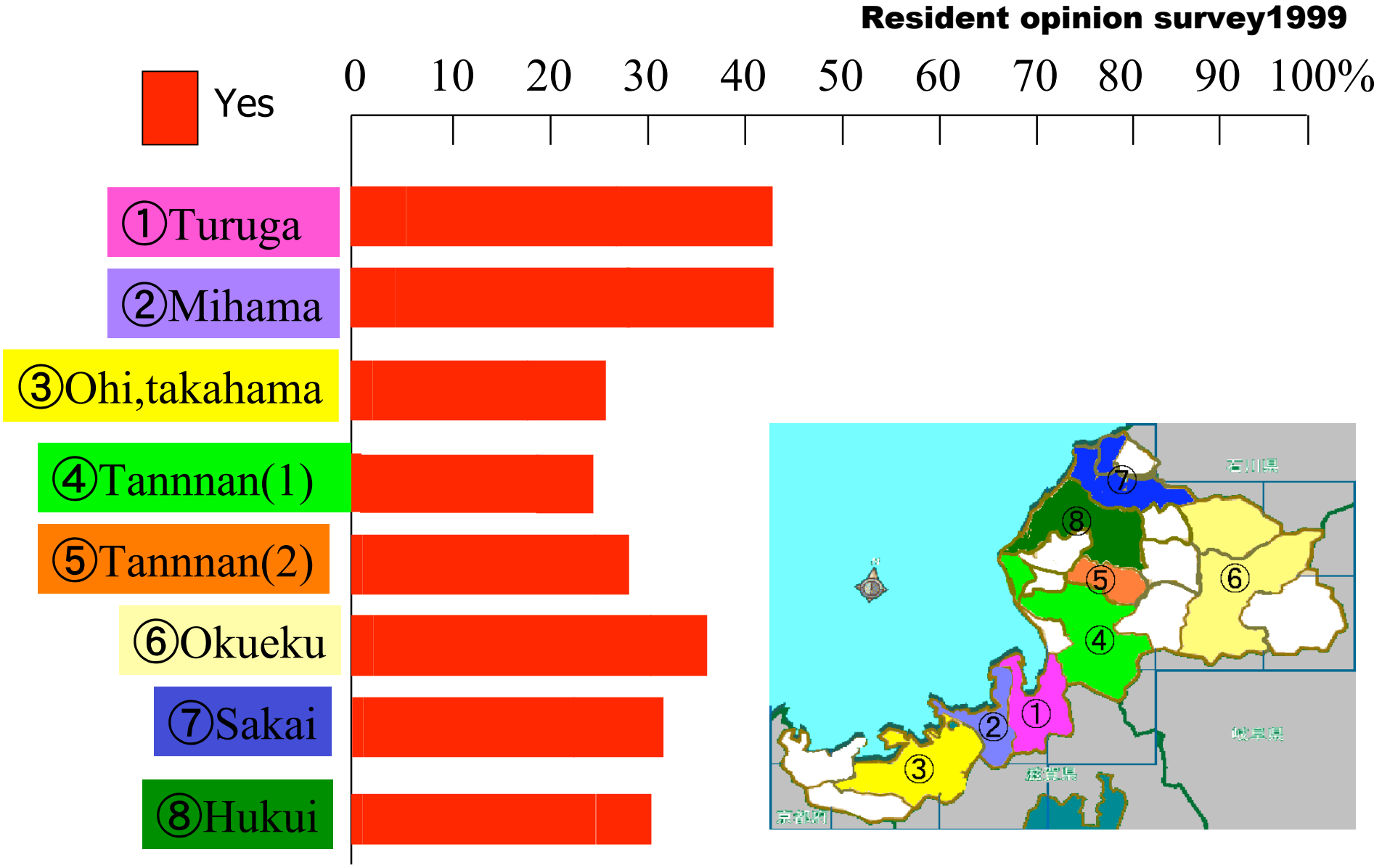


the Governor's Prefectural Consent

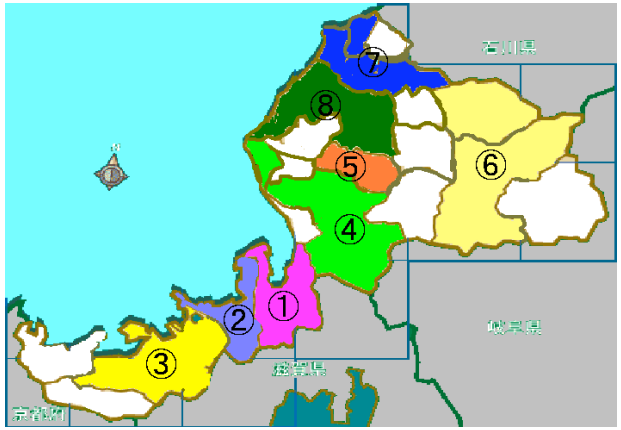
2002/12/25

Thank you !

Approval for our construction plan



A local resident's concerns



①	Turuga	Construction planning, Radioactive waste treatment,Accident Disaster prevention measures
②	Mihama	Constnructio planning, Decommissoning of reactor,Plant life
③	Ohi,Takahama	Siting Criterion, Safety issue, Energy Resources problem
④	Tannnan(1)	Disaster prevention measures, Radioactive waste treatment
⑤	Tannnan(2)	Disaster prevention measures, Radioactive waste treatment
⑥	Okueku	Accident, Disaster prevention measures ,Siting Criterion
⑦	Sakai	Disaster prevention measures,Siting Criterion,Local promotion
⑧	Hukui	Siting Criterion , Plant management