



Communication after the Fukushima Accident

An Eye-Witness Account from
Fukushima Daiichi

by

Jim Ring

My Background

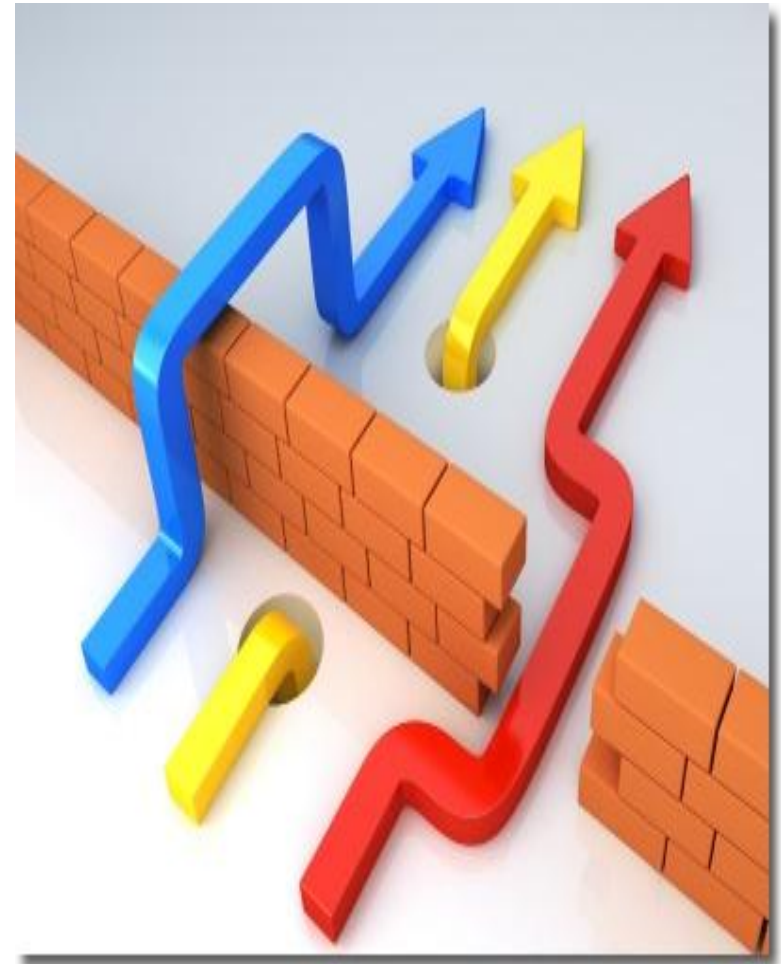
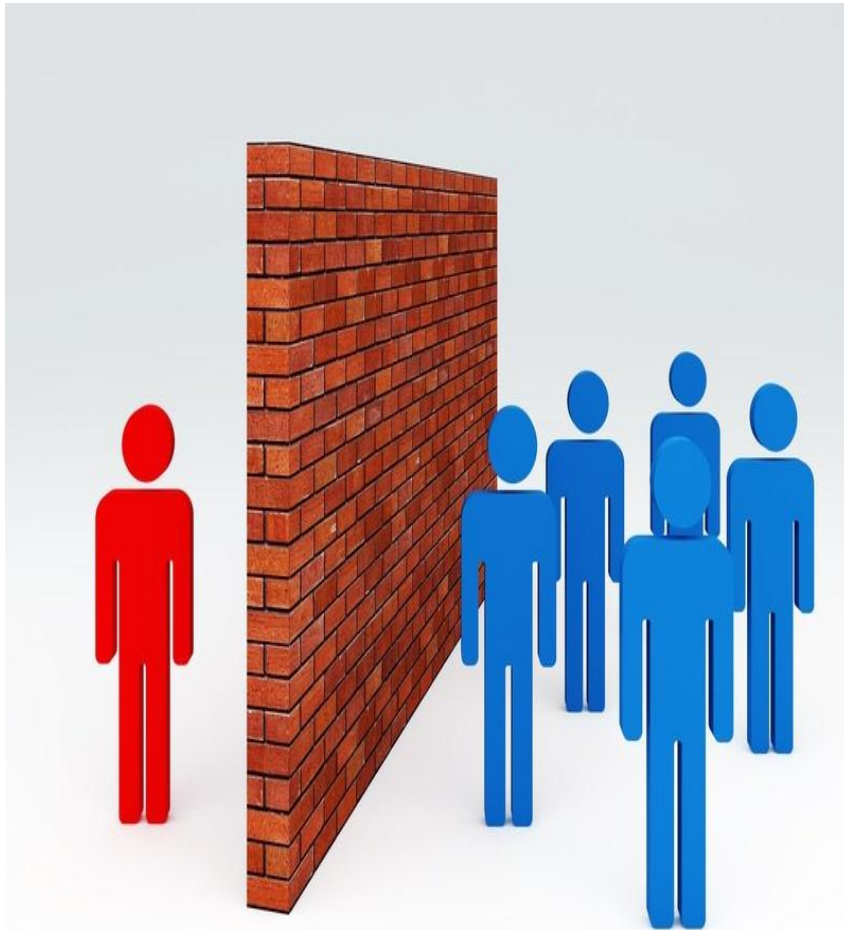
- Degree in English from Oxford University 1979
- Director of London Advertising Agencies 1986-93
- *Advertising on Trial* for the *Financial Times* 1993
- Communications Consultant 1993-2005
- Founded Gig House Films TV production 2005
- TV documentaries + IAEA films: 2009 to date

Gig House Films and Fukushima

- **2012.** Filming IAEA Action Plan in Fukushima Prefecture and Miyagi Prefecture (Onagawa NPP)
- **2013.** Filming UNSCEAR report on Fukushima Daiichi in Fukushima Prefecture



Getting Ideas Across – Obstacles and Strategies



Barriers to Effective Communication

- Wrong/un-clarified assumptions
- Cultural barriers
- Socio-psychological barriers
- Emotions
- Filtering
- Information overload



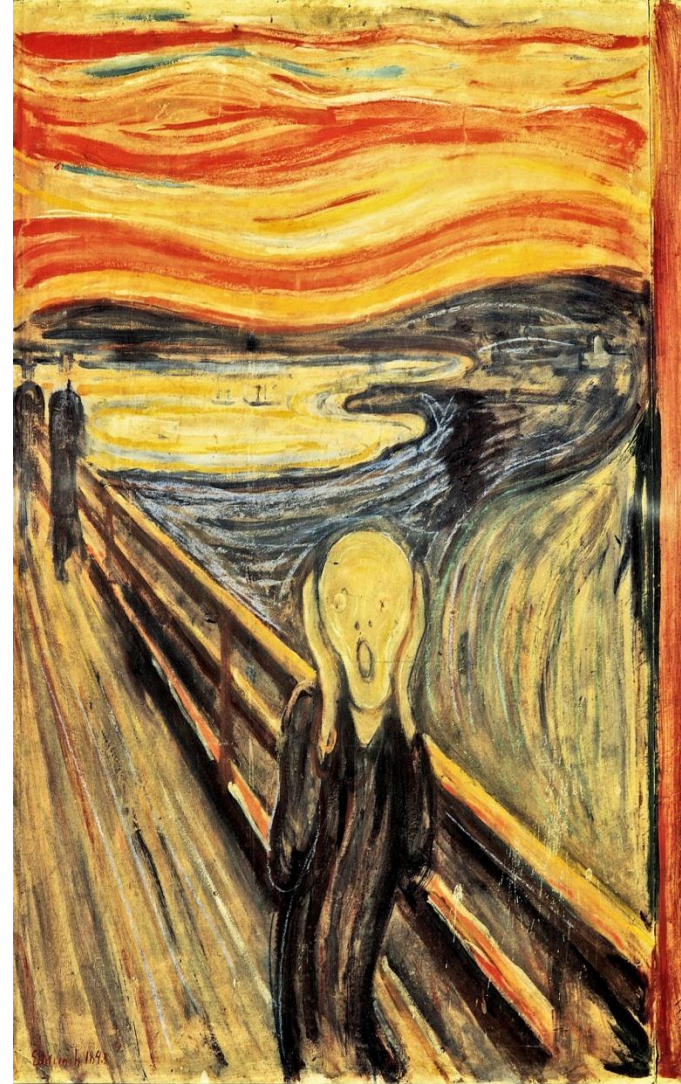
Nuclear Barriers to Effective Communication



Facts v Feelings

‘I wonder who it was defined man as a rational animal. It was the most premature definition ever given. Man is many things, but he is not rational.’

Oscar Wilde



Who we interviewed

- Mayor Minamisoma
- Food retailer
- Relief worker
- Former worker at Daiichi
- Evacuee living in temporary accommodation
- Pregnant woman
- Couple with young children
- Children's play worker
- Cattle farmer
- 91 year old female evacuee
- Group of primary school pupils
- Psychologist working with the community



Headlines from Fukushima – 1

‘What will become of us?’

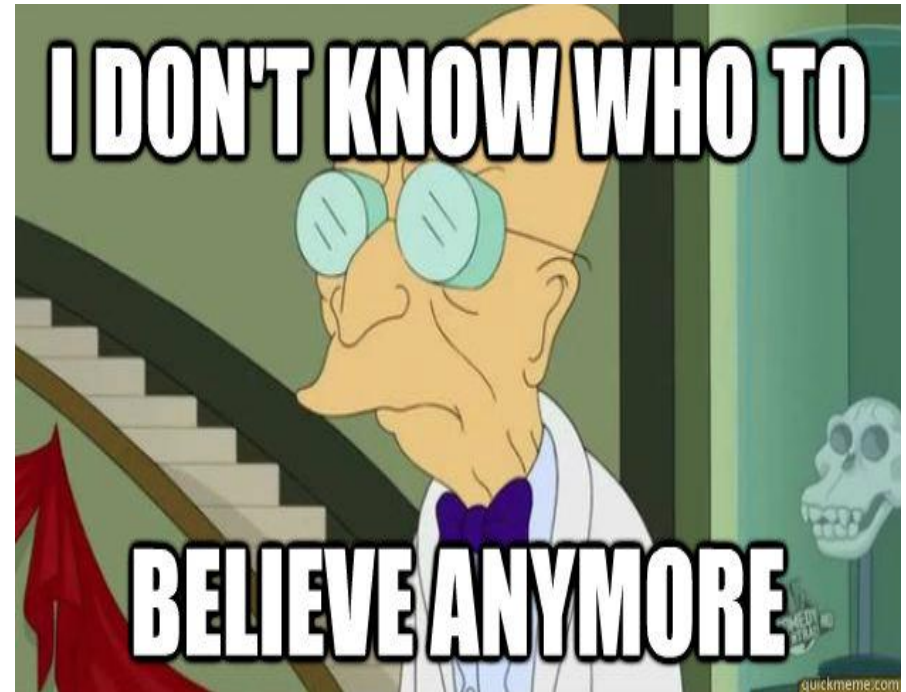
- Three catastrophes, not one
- Anger, frustration, bitterness, grief
- Radiation hazards: an ‘acceptance of deviance’ of the continuing levels of environmental radiation



Headlines from Fukushima – 2

'Who can we believe?'

- Credibility of Tepco and – to a lesser extent – local and national government questioned
- UN is 'gaijin' – 'outside country persons'
- Portfolio of information sources developed since accident



Headlines from Fukushima – 2

‘What can we believe?’

- Bland re-assurances not credible
- Doom-mongering equally counter-productive
- Messages must square with everyday experience
- Need for long-term health monitoring commands assent
- You can only tell people what they are prepared to hear

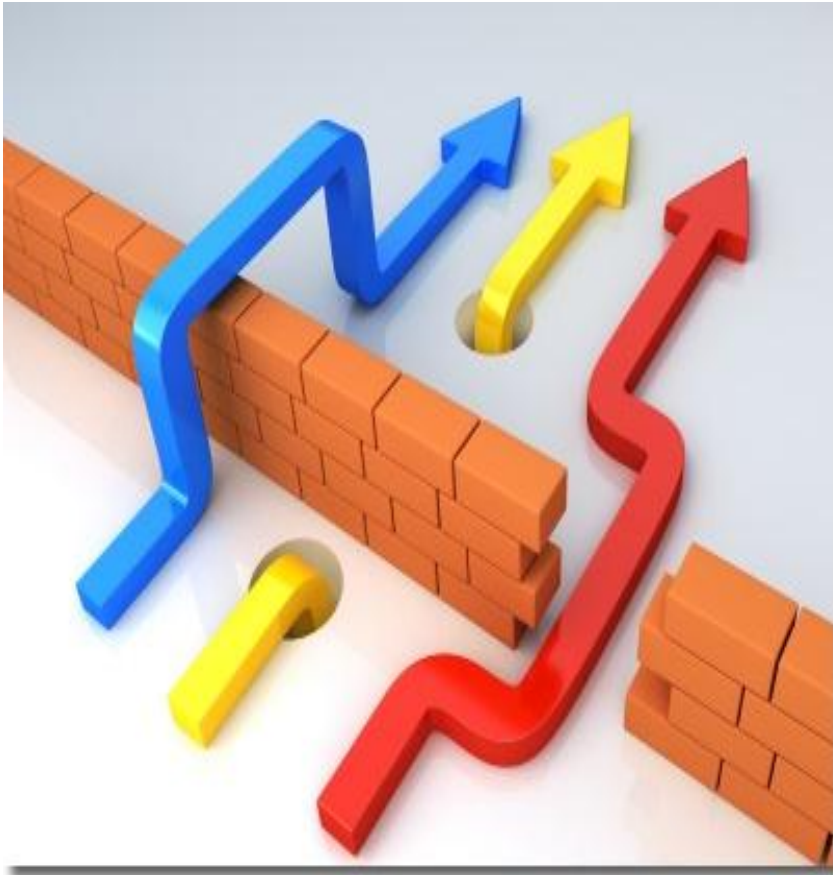
**It's so EASY to
BELIEVE someone
when they're TELLING
you EXACTLY what
you want to HEAR.**

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*A Uniquely Difficult Target
Audience to Address*

A Fukushima Communications Strategy



- Demonstrate understanding of audience's experience
- Set Daiichi in context of that wider experience
- Build credentials information source
- Balance the good news with the bad
- Be cautious – you don't know it all
- Support message with facts and figures
- Simplify message and repeat it

“People don't care how much
you know until they know how
much you care”

John C. Maxwell