

Do We Have the Proper Foundation for Successful Communications?

Scott Peterson

Senior Vice President-Communications

Pacific Basin Nuclear Conference

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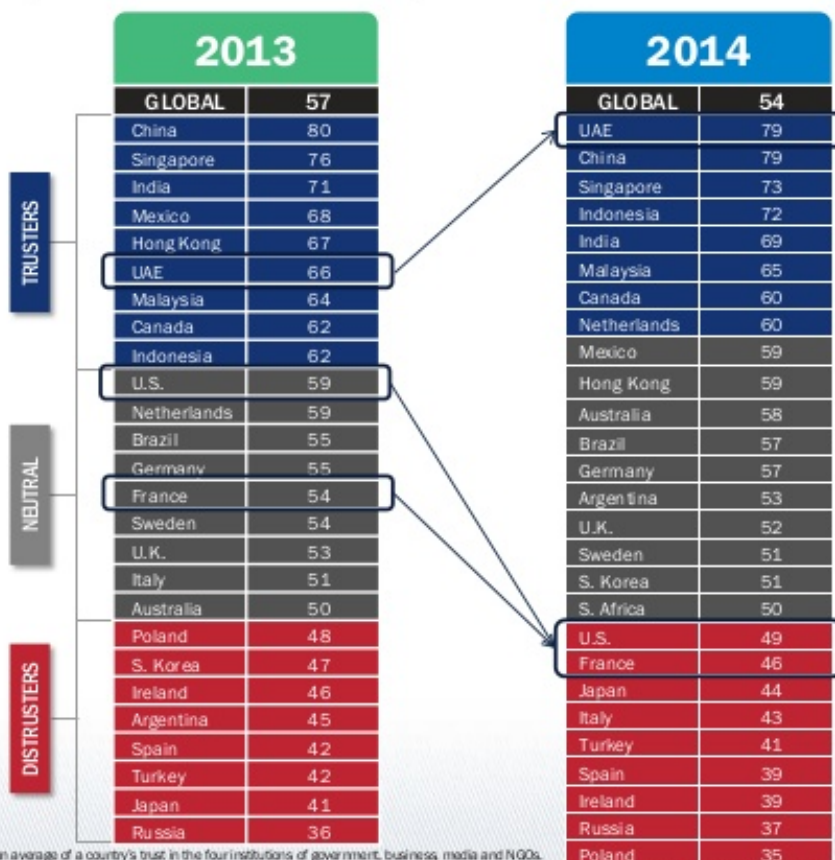


NUCLEAR ENERGY INSTITUTE

nuclear. clean air energy.

Edleman Trust Index

THE TRUST INDEX: SLIGHT DECLINE IN TRUST OVER THE PAST YEAR WITH STRONG REGIONAL VARIATIONS; MAJOR DECLINES IN POLAND, U.S. & MEXICO



BIG TRUST INCREASES FROM 2013

UAE +13 pts.
Indonesia +10 pts.
Australia +8 pts.
Argentina +8 pts.

BIG TRUST DECREASES FROM 2013

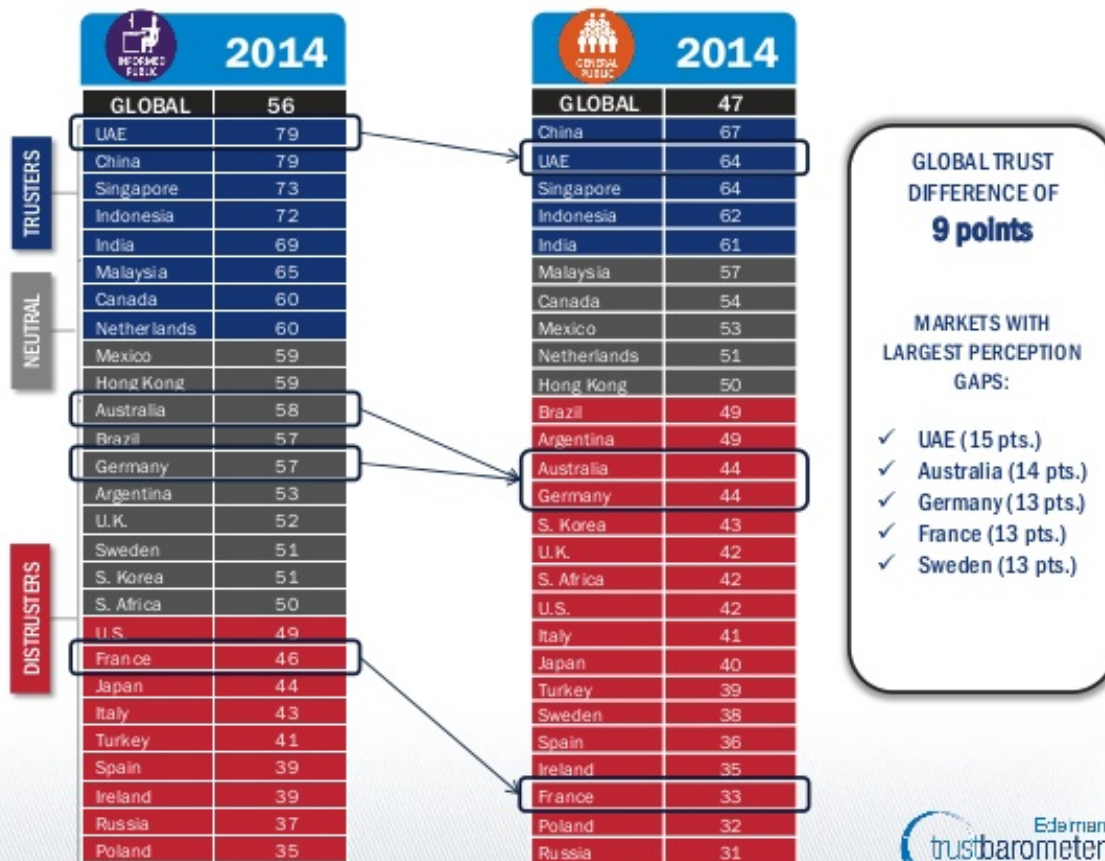
Poland -13 pts.
U.S. -10 pts.
Mexico -9 pts.

6 Trust Index is an average of a country's trust in the four institutions of government, business, media and NGOs. 20-country global total (does not include Argentina, Hong Kong, Malaysia, Singapore, South Africa, Turkey, UAE).



“Informed” Public Has Higher Trust

SUBSTANTIALLY LOWER TRUST AMONG GENERAL PUBLIC THAN INFORMED PUBLIC



Trust Index is an average of a country's trust in the four institutions of government, business, media and NGOs. 27 country global total.

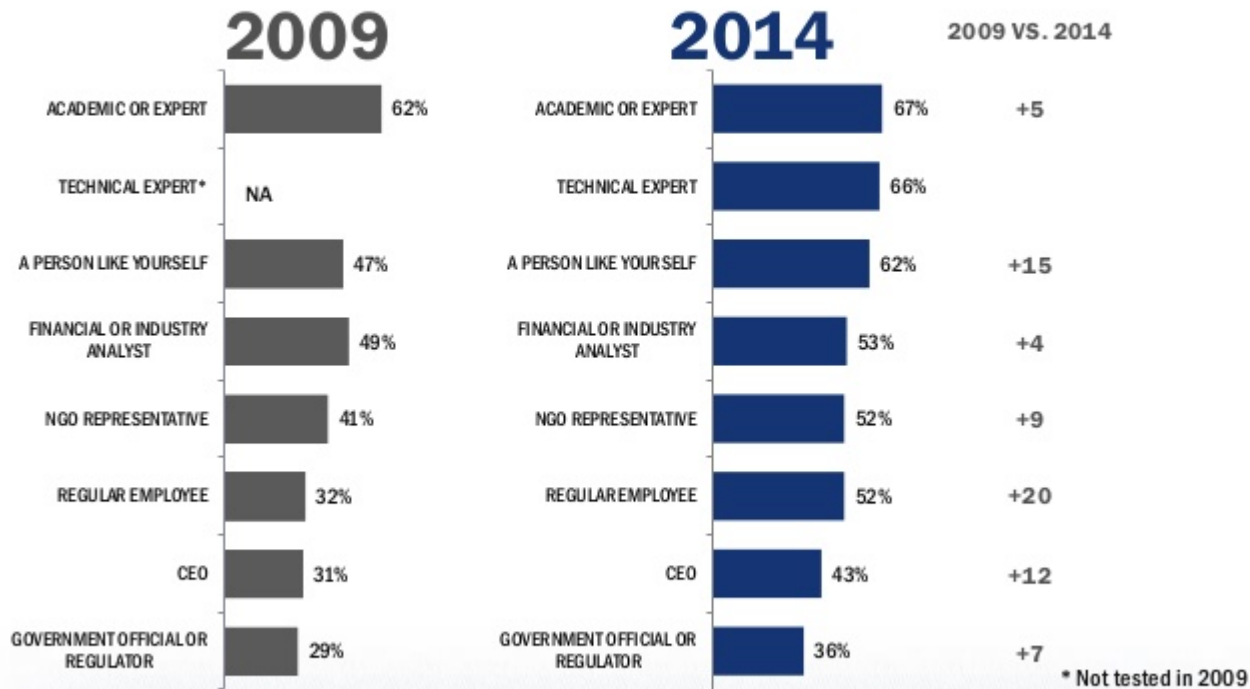


Trusted Sources of Information

ACADEMICS AND EXPERTS ARE MOST TRUSTED SOURCE OF INFORMATION;
CEOS CAN INCREASE TRUST BY LEVERAGING EXPERTISE



CREDIBILITY OF SPOKESPEOPLE



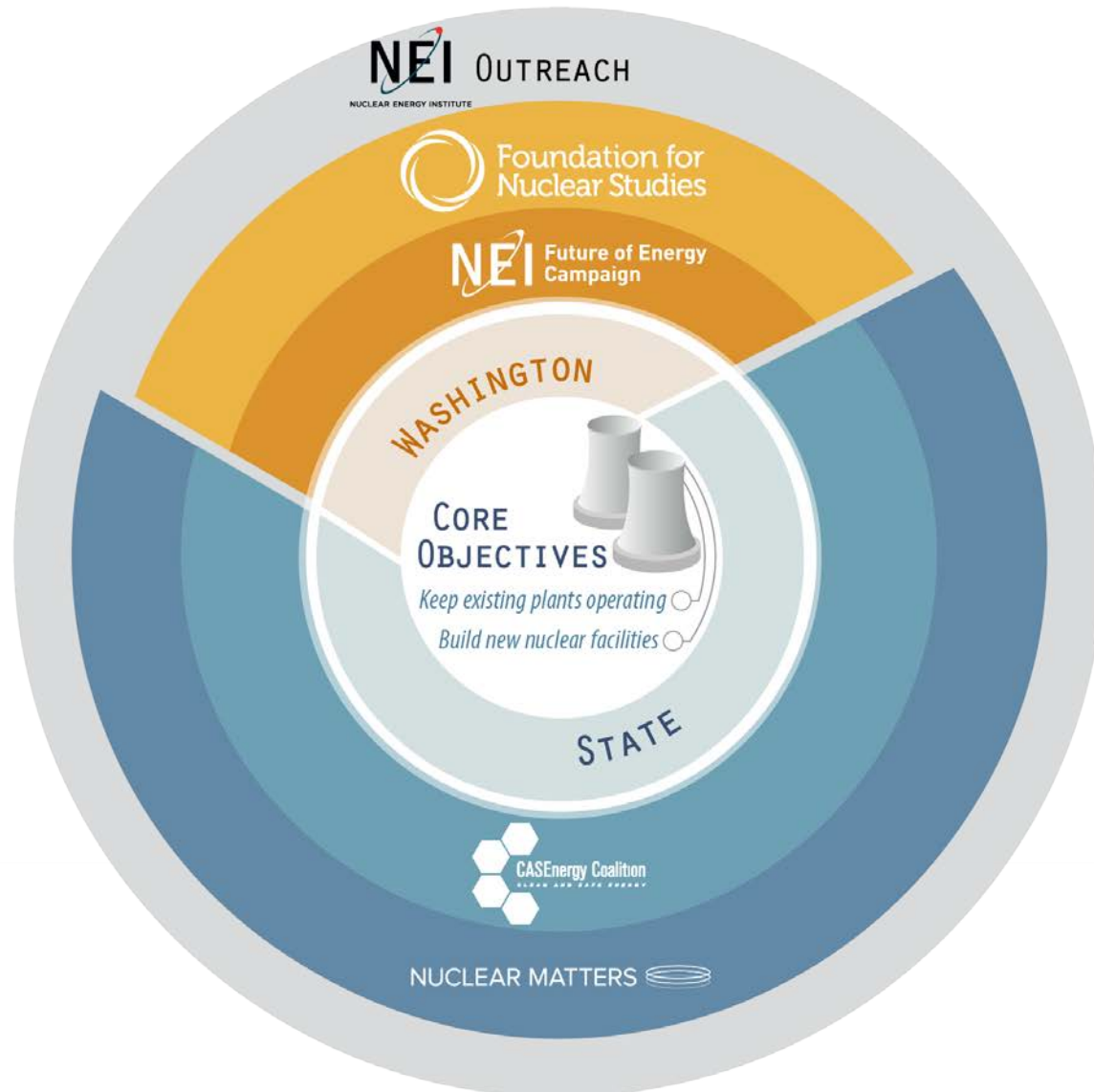
Q130-143. (TRACKING) Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) Informed Publics, 20-country global total.



5 Elements of Strategic Communications

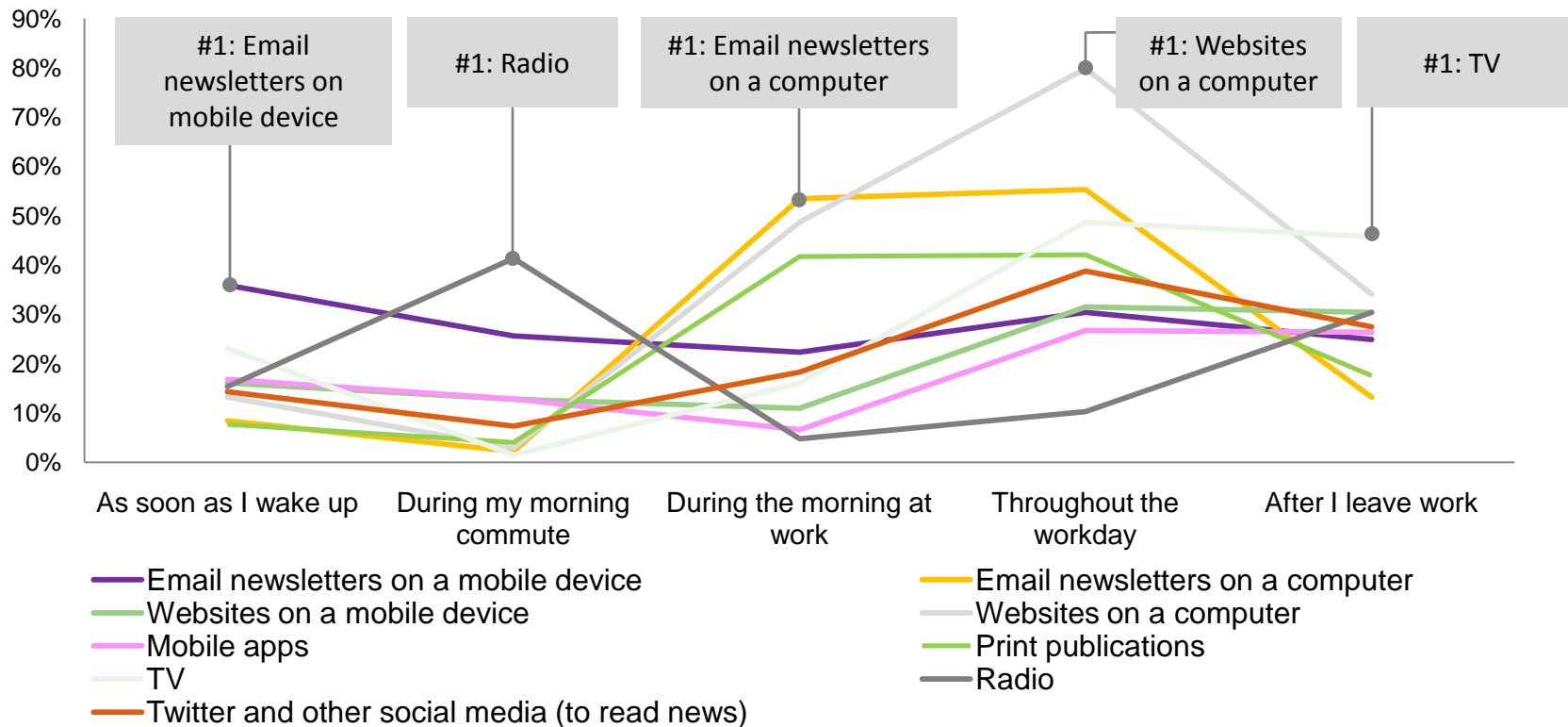
- What is the desired outcome?
- What is the environment in which you are communicating; have you researched your audiences and messages?
- What messages do you want to deliver to which audiences by whom?
- What tools can you use? How can you visually represent your message?
- What will your critics say, and how will you respond?

NEI's "Sensurround" Public Affairs



Knowing When, How To Communicate

Use of Platforms for Washington-Focused News and Information
Members of U.S. Congress and Staff Respondents



Source: National Journal Research, 2012

21 Words that Work for American Nuclear Energy

Total Accountability	Independent experts & scientists
100% Transparency	Independent Regulator / Watchdog (NRC)
Responsibility	<i>Exceed</i> Standards
Safe-ER / <i>MORE</i> Secure	24-7, 365 (reliability / safety)
Continuous learning	American Energy Independence
Your right to know	100% Carbon Free
Safely contain	(DON'T Talk "Radiation")
Redundant	Backups to the backups
Triple-check safety	Facilities (not "plants") / Energy (not "power")
The Facts	Cleaner, safer, more affordable
SPECIFICS of safety (Enumerate them. First... second... third)	