

Two way communication and Outreach in the Japan Atomic Power Company

The Japan Atomic Power Company (JAPC) is a nuclear power generation company founded in 1957 as a pioneer company of nuclear power generation in Japan. JAPC owns two nuclear power stations with two nuclear reactors in operation and one decommissioning reactor in Tokaimura village and Tsuruga city. The communication policy of JAPC is to form trust-worthy relationship with the public whenever an accident or troublesome incident may happen or not.

To accomplish such relationship JAPC has been making endeavor for years under every three years long term plans. The latest three years plan is newly established to carry out during from the year of 2005 thru 2007. The slogan of this newest plan is upkeep and reinforcement of relationship grounded on the achievement of former three terms of three years plan that had been developed in last 9 years. Namely, compilation of our effort for the last decade.

The current three years plan consists of two poles. One is to create relationship with society and the other is network communication. Creating relationship with society means to establish information access routes between JAPC and surrounding people such as habitants, medias, shareholders as well as opinion leaders. Network communication aims at two ways or multiple communication with many networks which JAPC communicators have been forming in communities since 1998.

I would like to introduce several specific events and network and its operation in this paper such as examples below.

1. Angle mammy net – targeting young mothers who are tackling child rearing
2. Es education club – targeting elementary and junior high school students. Es mean energy, electricity and environment
3. JAPC Tokaimura village network- JAPC monitors alumni association
4. Terra Park(JAPC visitors house) association
5. Friendship roundtable dialogue in city community halls
6. Guest teacher activities

People who are engaging in the public acceptance work including us may commonly conceive that it is quite difficult to evaluate the effectiveness of communication activities exactly in figures. What matters is our continuous effort in such actions as keeping touch with community and keeping the public be informed, then to create familiar environment so that we can go forward our industry. We believe that a sound development of nuclear energy must be power for leading a prosperous future for human being.