

Web Sites ... and Beyond

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Changing Landscape



NEI Web Sites

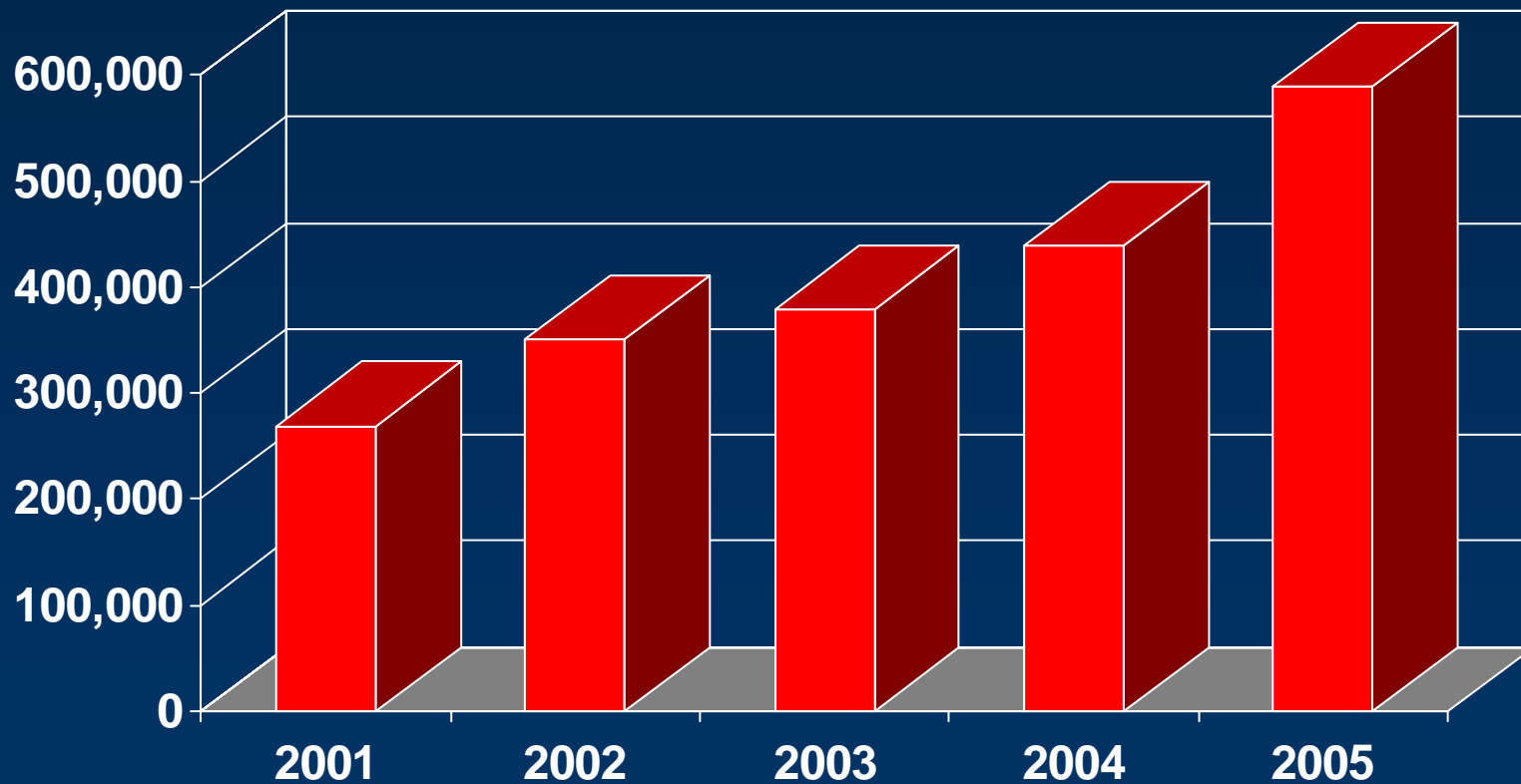


Public Site: www.nei.org

Member Site: member.nei.org



Public Web Site Usage Soars



Blogs – The Latest Tool

NEI Nuclear Notes
News and commentary on the commercial nuclear energy industry.

THURSDAY, APRIL 07, 2005

Another Environmentalist for Nuclear Energy

Since the start of [NEI Nuclear Notes](#), we've introduced you to a number of significant members of the environmental movement who believe that if we're to strike a balance between economic growth and environmental protection, that nuclear energy must play a larger role in the world's energy mix.

We've told you about [James Lovelock](#), [Patrick Moore](#) and [Hugh Montefiore](#). And now, in the May issue of *MIT Technology Review*, Stewart Brand, legendary computer hacker and founder of the *Whole Earth Catalog* has joined the ranks of responsible environmentalists who believe nuclear energy is part of the solution:

Can climate change be slowed and catastrophe avoided? They can to the degree that humanity influences climate dynamics. The primary cause of global climate change is our burning of fossil fuels for energy.

So everything must be done to increase energy efficiency and decarbonize energy production. Kyoto accords, radical

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Industry Links

- [Nuclear Regulatory Commission](#)
- [Energy Information Administration](#)
- [Office of Nuclear Energy, Science and Technology](#)
- [North American Young Generation in Nuclear](#)

State of the Blogosphere



- More than 26 million blogs exist today
- 70,000 new web logs created per day
- 700,000 to 1.3 million posts per day
- 33,000 per hour or 9.2 posts per second
- 2% to 8% of all new web logs are spam blogs

Bloggers: Who Are They?

Delahaye Survey, February 2005

- Male-oriented
- Youthful
- Online veterans
- Affluent and well educated (42% with incomes over \$50,000; 39% have a college or graduate degree)

Blogs: Who reads them?

- 75% age 30 or over
- 1.7% are CEOs
- 4.8% are writers/editors
- 43% family incomes over \$90,000
- 20% are bloggers
- 75% male (dropping)

Suggestions and Tips

- Don't spend much money
- Best bloggers might not be on your PR team
- Local outreach
- Monitor opponents ... and respond instantly
- Be brief, factual ... and be polite
- Credibility is built on honesty, transparency and accountability
- Have a distinct focus

New Initiatives/Trends to Watch

- Audio
- Podcasting
- Member outreach
- Vlogs
- RSS

