

Temelín Atom Olympics

Final report



ČEZ, a. s.
December 2005

“Temelín Atom Olympics”

Olympic Games in Nuclear Power Station

Premise

Czech Power Company ČEZ, a. s., is the long-term partner of the Czech Olympic Committee, and it supports the Czech Olympic Team. We decided to utilise the visit of famous and popular athletes to the nuclear power station and by organising the so-called Temelín Atom Olympics – sporting events for children in the nuclear power station Temelín – to address the entire region. We created an event which became the centre of media attention and was also perceived far more intensely by the entire region.

The event “Temelín Atom Olympics” occurred on 21st September 2005 outside the complex of the Temelín Nuclear Power Station and in the power station’s information centre. It was conceived as a competition-entertainment afternoon with many sporting events. Invitations were sent to local stakeholders, councillors, mayors and the media. Children from regional schools competed. The general public was invited. The organiser was Temelín Nuclear Power Station operator and owner Czech Power Company ČEZ, in cooperation with the PR agency AMI Communications.

Aims and method of its fulfilment

The main aim of the 1st year of the Olympics for primary school children from the Temelín Nuclear Power Station area was to support the positive attitude of the public to nuclear energy and to the presence of the nuclear power station in the region and to contribute to the maintenance of the good relations of the organiser with local government and with inhabitants. Last but not least, the aim of the event was to entertain children, to “humanise” the term nuclear power and to win them over to the side of the power station.

Atom Olympics

Czech sporting idols participated in the Temelín Atom Olympics such as the decathlete and Olympic medallist Roman Šebrle, the triple jumper Šárka Kašpárková, the tennis player Bohdan Ulihrach or the legendary Czech football international Antonín Panenka. The athletes became the natural bearers of the messages intended for the public via the media. The jury comprised of representatives of the region, the power company ČEZ and popular personalities such as finalists from Miss Czech Republic.

Five teams of ten competitors each from the primary schools of the Temelín region took part in the sports events under the leadership of the Olympic competitors as the patrons of the individual teams. The sporting disciplines were adapted to the environment of the nuclear power station; the high jump was renamed “jump over the nuclear rod”, target throwing was renamed “splitting the atom”, the slalom around cones was called “race around the power station’s cooling towers”, the sack race was called “Brownian motion”, crawling under bars was called “crawling under the wires”, tug-o-war was called “electrical charge” and the race of the entire team holding hands was called “electric current”. In the finale, the patrons of the individual teams also joined in the competition. Each of them was allocated one discipline, which they had to perform with a handicap. So Roman Šebrle ran around the “cooling towers” with a little athlete on his back, Bohdan Ulihrach “jumped over the nuclear rod” with his hands tied together, Šárka Kašpárková was allocated “Brownian motion” in a sack backwards, Antonín Panenka “split the atom” blindfolded.

Communication plan

Communication before event

The dominant feature of thorough preparation was detailed informing of the region about the holding of the event via a press release, press conference, posters and invitations. Communication with the mass media focussed on sporting, general and life-style media. At the same time, discussions were held with schools and mayors. The preparatory phase also included cooperation with the Czech Olympic Committee for the nomination of the leading Czech athletes. The schools addressed from the area around the Temelín Nuclear Power Station chose their competitors who were to represent them at the Atom Olympics. Details were agreed with the mayors for their active participation at the event.

Communication during event

Before the actual sporting events started, the competitors visited the nuclear power station and information centre in order for them to gain the information necessary for their role as leaders of the competition teams (and thus indirectly as “promoters of nuclear energy”).

In order to ensure the greatest possible communication effect of the actual event, the most important thing was to ensure the timely transport of journalists from Prague to the venue and back during the competition afternoon, to set up a press centre and to ensure its operation. The organisers ensured the creation of conditions for getting suitable photographs and gaining enough detailed information in the course of the competition and its results.

The competition afternoon culminated with an autograph signing session of all the important personalities in the Temelín Information Centre in the chateau Vysoký Hrádek. The close contact of all participants in the event (not just the competitors) with prestigious personalities allowed informal communication and created a good atmosphere for the positive rounding off of the entire event.

The “Temelín Atom Olympics” was also of benefit for **internal communication** – employees of the nuclear power station watched and had the opportunity to see how the company can prepare and implement such an event. And of course, their children had an opportunity to take part in the Atom Olympics.

Outputs and evaluation

The interest of the media in the event was documented by 37 ascertained outputs ranging from the national press and regional newspapers to the lifestyle press. Reactions were also noted in television broadcasts. As anticipated, the material with the greatest impact was that accompanied by photographs, for which the Temelín Atom Olympics – full of action situations – provided ideal conditions.

In total, the communication associated with the Temelín Atom Olympics impacted 60% of the Czech population via the media.

On the basis of an analysis of monitoring, it is possible to state that the event achieved the basic aims of the organisers. These included, in addition to support for the positive perception of nuclear energy, explaining nuclear energy to the target group of children and youth, and promotion of the sponsorship activities of ČEZ in the field of top level sports. The positive image of the ČEZ group also gained points on a national and regional level. The sponsorship gift in the value of CZK 20,000 which the organiser gave to the winning team (the primary school in Neznašov) for school equipment also received publicity.

In the person of famous personalities, the company ČEZ gained proven allies positively perceived by the public for spreading the philosophy of the maintenance and development of nuclear power. In the media outputs, not a single doubt was expressed as to the safety of operation of nuclear power stations.

It was seen that it is possible to work together with local government to the satisfaction of both parties during the preparation and the implementation of similar events. For the organisation of other events,

it is possible to recommend utilising the popularity of personalities as the bearers of recognised qualities, the natural desire of children to assimilate with their idols, and the interest of the media in events with famous personalities. Another valuable element for the organisers was the direct contact with representatives of the region, who make no secret of their positive attitude to the presence of the nuclear power station in the region, and the contact with important institutions such as the Czech Olympic Committee and the creative approach when preparing the plan for the event.

When evaluating the impact of the event from the aspect of the given aims, the statements of the main personalities of the Atom Olympics were of great value, such as:

"Unfortunately, ČEZ is not directly my personal sponsor. I think that everyone would want it," said (Olympic competitor Roman Šebrle, editor's note). And Šárka Kašpárková would also like to have such a sponsor behind her. And she also added that she would happily live near Temelín. "After today's excursion to the power station, I believe that nothing could happen. The landscape here is pretty," she said.

The famous athletes were a great attraction for the children. "He signed my arm, but I want him to sign my stomach as well. I've got to hurry off to him again," said Dominika Janovská from the fifth year of the Temelín Primary School skipping off.

(Source: Mladá fronta Dnes, date: 22.09.2005, title: Olympic Athletes Praise Temelín)

"It is also currently the most effective and eco-friendly source of energy," added (Olympic athlete Roman Šebrle evaluating the power station Temelín, editor's note). Reacting to criticisms of the Temelín power station, he said that every good thing has many opponents who know how to do everything better."

"This is a profitable and successful enterprise," he added with a smile (Olympic athlete Roman Šebrle on the ČEZ jersey, editor's note.)

(Source: Českobudějovické listy, date: 22.9.2005, title: Decathlete Šebrle would choose Temelín as his sponsor)

The quoted statements of the mayor of Neznašov, Jan Čihovský, and head teacher of the Temelín school, Václav Götz, show the positive reaction of the event and positive perception of the company ČEZ by the representatives of the region and by the local inhabitants:

Children from the Neznašov primary school came to participate on Wednesday in the first annual Temelín Atom Olympics. They got to see the decathlete Roman Šebrle, the tennis player Bohdan Ulihrach and the triple jumper Šárka Kašpárková. "And we came first. There were competitions in five disciplines, and Roman was drawn at random for our school. The children loved the competitions," said mayor Jan Čihovský yesterday commenting on the success of the school. As a prize, the school received a cheque from ČEZ for twenty thousand crowns. This will go towards sports equipment for the school. "I would really like to thank the people from the power station for the way they looked after us and mainly for inviting us," he added.

(Source: Českobudějovické listy, date: 23. 9. 2005, title: Decathlete Helped Children to Victory)

According to the head of the Temelín school, Václav Götz,, the children see the power station as a matter of fact.

(Source: Mladá fronta Dnes, date: 22.09.2005, title: Olympic Athletes Praise Temelín)

The words of Roman Šebrle from the television illustrate the impressions from the inspection of the power station:

Editor: Czech Olympic athletes Šebrle, Kašpárková and Ulihrach recharged their energy in the Temelín power station. Šebrle almost lost his head during the tour. He was impressed by the cooling towers, and so he tried out the echo inside the concrete collosus.

Roman ŠEBRLE: It's impressive, it's impressive, isn't it? Can you hear?

(Source: Televize NOVA, 22. 9. 2005, programme: 17.10 Právě teď –JČ)

21. 12. 2005
AMI Communications

ANNEXES

Overall overview of publicity

| Date of issue | Title | Name of article | Size | Readership (listeners)/ hits |
|---------------|--|---|------|------------------------------|
| 15.9.2005 | www.deniksport.cz | In my free time I look around Temelín | | 50 000 |
| 15.9.2005 | Sport | In my free time I look around Temelín | 1/15 | 256 780 |
| 20.9.2005 | ČTK | Czech athletes tour power station Temelín | | |
| 20.9.2005 | www.idnes.cz | Šebrle goes to Temelín | | 250 000 |
| 20.9.2005 | MF Dnes | Šebrle goes to Temelín | 1/16 | 1 187 000 |
| 20.9.2005 | Sport | It's a sticking plaster | 1/8 | 256 780 |
| 22.9.2005 | www.idnes.cz | Olympic Athletes Praise Temelín | | 250 000 |
| 22.9.2005 | www.mojenoviny.cz | Šebrle in Temelín | | 188 348 |
| 22.9.2005 | Českobudějovické listy | Šebrle in Temelín | 1/6 | 18 370 |
| 22.9.2005 | Českokrumlovské listy | Šebrle in Temelín | 1/6 | 4 240 |
| 22.9.2005 | Listy Jindřichohradecka | Šebrle in Temelín | 1/6 | 25 000 |
| 22.9.2005 | Listy Písecka | Šebrle in Temelín | 1/6 | 7 540 |
| 22.9.2005 | Listy Prachaticka | Šebrle in Temelín | 1/6 | 16 600 |
| 22.9.2005 | Listy Strakonicka | Šebrle in Temelín | 1/6 | 14 000 |
| 22.9.2005 | Táborské listy | Šebrle in Temelín | 1/6 | |
| 22.9.2005 | Českobudějovické listy | Decathlete Šebrle would choose Temelín as his sponsor | 1/10 | 18 370 |
| 22.9.2005 | Českokrumlovské listy | Decathlete Šebrle would choose Temelín as his sponsor | 1/10 | 4 240 |
| 22.9.2005 | Listy Jindřichohradecka | Decathlete Šebrle would choose Temelín as his sponsor | 1/10 | 25 000 |
| 22.9.2005 | Listy Písecka | Decathlete Šebrle would choose Temelín as his sponsor | 1/10 | 7 540 |
| 22.9.2005 | Listy Prachaticka | Decathlete Šebrle would choose Temelín as his sponsor | 1/10 | 16 600 |
| 22.9.2005 | Listy Strakonicka | Decathlete Šebrle would choose Temelín as his sponsor | 1/10 | 14 000 |
| 22.9.2005 | Táborské listy | Decathlete Šebrle would choose Temelín as his sponsor | 1/10 | 27 500 |
| 22.9.2005 | MF Dnes - Jižní Čechy | Olympic Athletes Praise Temelín | 1/4 | 1 227 000 |
| 22.9.2005 | TV GIMI | Minuty regionu | | NA |
| 23.9.2005 | TV Nova | Právě teď – JČ | | 34 000 |
| 23.9.2005 | Sport | Šebrle in Temelín | 1/3 | 265 780 |
| 23.9.2005 | MF Dnes - Severní Čechy | Olympic athlete praised nuclear power station | 1/15 | 30 000 |
| 23.9.2005 | Čro -ČB | Sport | | 111 000 |
| 23.9.2005 | Českobudějovické listy | Decathlete helped children to victory | 1/15 | 18 370 |
| 27.9.2005 | Super Spy | Kašpárková was in a sack | 3/4 | 400 000 |
| 29.9.2005 | www.super.cz | Šebrle beaten by amateurs | | 50 000 |
| 29.9.2005 | www.dama.cz | Children's joy in Temelín | | 50 000 |
| 6.10.2005 | Pestrý svět | Who pulled handsome Šebrle? | 1/4 | 400 000 |

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|--------------|--|------------------------------------|-----|------------------|
| 40 / 2005 | Spy | From model to mum! | 2/3 | 248 610 |
| 10.10.2005 | Euro | Atom Olympics | 1/6 | 21 280 |
| 13.10.2005 | www.stratosfera.cz | Andrea Vránová: From model to Mum! | | 170 000 |
| 18.10.2005 | Ring | Šebrle won | 1/5 | 154 390 |
| 42 / 2005 | Týdeník Televize | Roman Šebrle also won in Temelín | 1/4 | 278 000 |
| Total | | | | 6 096 338 |

For complete monitoring with outputs and photographs see CD.

Main personalities of competition

ROMAN ŠEBRLE

World record holder in decathlon Roman Šebrle (date of birth 26th November 1974 in Lanškroun) and Olympic victor from Athens in 2004. In 1997 Šebrle won the University Games. In the spring of 2002 he shocked the world with a new world record of 9026 points. Roman became the first, and so far only, decathlete to exceed the magic barrier of nine thousand points. In 2004 he was declared the best sportsman of the Czech Republic.

ŠÁRKA KAŠPÁRKOVÁ

Šárka Kašpárková became world triple jump champion in 1997, competed at the Olympics four times, and was Czech athlete of the year for 1998. She has competed at four Olympic Games, six World Championships and two European Championships, and she has competed five times in the indoor World and European Championships. She has jumped 221 times in indoor events and 120 times in outdoor events. She holds the Czech triple jump record of 15.20 m.