

PRACTICAL EXAMPLES OF PRESS COMMUNICATIONS



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Lecture Content



**PRESS ENQUIRIES – HOW
TO RESPOND**



**PRESS RELEASES –
PURPOSES, CONTENT,
DISSEMINATION**



**PRESS INTERVIEWS –
WRITTEN, VIDEO, RADIO**

Press Enquiries



REQUESTS FOR
INFORMATION



REQUESTS TO
REUSE CONTENT

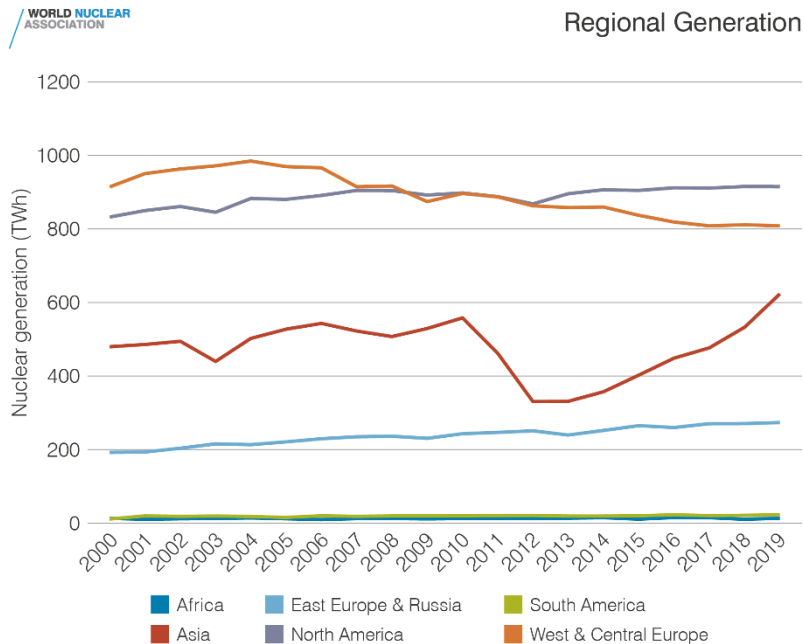


REQUEST FOR
COMMENT

Requests for information

- Journalists will be among those asking for facts and information.
- You should want to be helpful, to be transparent.
- Can you determine what the information will be used for?
- How much time will this enquiry take? Do you have the information to hand or would you have to research the answer?
- Will this fact request help build a better contact?
- Be aware of when facts and information transition into opinion, and treat appropriately.

Request to reuse content



Source: World Nuclear Association, IAEA PRIS

- Do you have a content reuse policy – that is the minimum level of response.
- Do you own all of the content they are asking to use?
- Will they respect a request to give attribution to you or a third party?
- Will they respect a request not to distribute the content further ?
- Do you want them to use the content?

Request for comment

Hi Jonathan,

I hope this finds you well. I'm playing catch-up regarding the news today from Rolls Royce (<https://www.bbc.com/news/science-environment-54703204>).

Was this expected? And how certain is the funding from the UK government?

I'm assuming that if the consortium doesn't get the funding then the concept won't be able to move forward, right? And if it does, where will it put Rolls Royce (and Britain) in terms of the global race to commercialise SMRs? I look forward to your thoughts.

- Requests for comment are good, because the journalist is seeking you for comment, rather than you trying to get comment in the press.
- Requests for comment don't necessarily ask the questions you want to answer or should answer.
- Only excerpts of responses are likely to be used. Are you happy with every individual sentence?

Press Releases



COMMUNICATE ON KEY
EVENTS



PROMOTION OF
PRODUCTS OR SERVICES



AS A VEHICLE FOR YOUR
OWN ANNOUNCEMENTS.

Communicate on key events

World Nuclear Association's reaction to the IEA's World Energy Outlook 2020

The IEA's World Energy Outlook 2020, published today, explores the impacts of the COVID-19 pandemic on the energy sector and the near-term actions that could accelerate clean energy transitions.

The report highlights that nuclear reactors have been a key contributor to global electricity supply during the pandemic, providing an important source of flexibility in many markets. In order to achieve sustainable energy objectives in full, including the Paris Agreement, energy access and air quality goals, investments in new nuclear capacity will be required.

World Nuclear Association's reaction to the IEA's World Energy Outlook 2020

In the Report's Net Zero Emissions by 2050 scenario (NZE2050), 180 GW of new nuclear capacity is to be built by 2030. In the Sustainable Development Scenario, 140 GW of new nuclear capacity would be built by 2030.

Reacting to the report, World Nuclear Association Director General Agneta Rising made the following comments: *“Nuclear energy is a proven and reliable clean energy technology that has already been deployed at scale. Nuclear is the second largest source of low-carbon electricity generation worldwide. In 2019, for the first time, nuclear and renewables together generated more electricity than coal fired power stations, according to IEA's report...”*

Majority of reaction given as quotation.

The World Nuclear Supply Chain Report Outlook 2040

23 September 2020

The publication today of *The World Nuclear Supply Chain Outlook 2040* provides a market-oriented review of the opportunities and challenges for nuclear power plants and their supply chain, including scenarios for the evolution of nuclear energy over the next two decades. Information on nearly 300 major independent suppliers of nuclear grade structures, systems, components and services is presented. The report offers an up-to-date picture of ongoing and planned nuclear power plant construction, major refurbishment, decommissioning and waste management projects.

Speaking ahead of the launch of the report Agneta Rising said,

“Nuclear power is a vital component of future energy plans. The World Nuclear Supply Chain Outlook 2040 report sets out the economic value of the nuclear power industry today. It also makes clear the potential scale of investment in nuclear energy needed. This investment will deliver clean electricity supplies, put billions into local economies and generate hundreds of thousands of jobs.”

The World Nuclear Supply Chain Report Outlook 2040

Key highlights (e.g.)

- At the end of 2019 there were 442 operable commercial nuclear power reactors around the world and 50 under construction. There are specific plans for another 109 power reactors. Nuclear power worldwide generates sales revenues worth around \$ 300 billion a year for electricity utilities.
- The value of the capital expenditure in new nuclear build to 2040 is of the order of \$ 972 billion (reference scenario) and \$ 1.68 trillion in the upper scenario. From these totals, international projects could amount to \$ 475 billion and \$ 870 billion in the reference and upper scenarios respectively.

As a vehicle for your own announcements

World Nuclear Association appoints new Director General

World Nuclear Association announces that Agneta Rising, Director General since January 2013, will be stepping down from her position at the end of October to move to new endeavours.

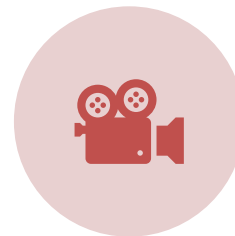
Dr Sama Bilbao y León, currently the Head of the Division of Nuclear Technology Development and Economics at OECD Nuclear Energy Agency, has been appointed as the next Director General by the World Nuclear Association Board of Management.



INTERVIEWS
FOR TEXT



RADIO



VIDEO

Interviews for text - conversations

- Text interviews could be for news reports, a magazine article, a report
- Interviewers may telephone you spontaneously wanting information. Your responses, unless defined, will be on the record, and attributable to your organization.
- Spontaneous requests for information may become interviews for opinion. Be very clear what you are willing to say.

Interviews for text - written

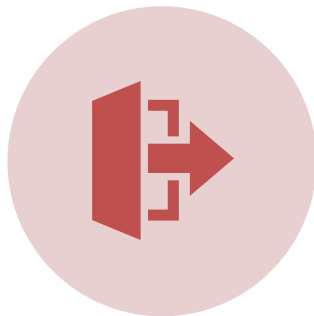
- Written interviews often are based around a set of questions.
- You are not answering an exam.
- Your answers may be repeated in full, or a few small extracts may be used.
Are you happy with each sentence?
- Do not expect approval or prior sight of the final article

- Learn as much as possible before the interview: format, other guests, questions, topics. Is it the right decision to take part?
- Be prepared for changes – timing, switches from interview with host to debate with opponent. Do you want to go ahead? What happens if you don't?
- Stay calm. Don't be the first to interrupt in a debate, accept the interviewer may be playing devil's advocate in a one-to-one.
- Remember who you want to hear your message – the audience.
- Deliver your key messages when the discussion allows. An opponent will know them and may have well-prepared counterpoints.
- You can respond to your opponent if you have a simple counterpoint, but you are then discussing what they consider important.

Video Interviews



TV STUDIO
INTERVIEWS



REMOTE STUDIO
INTERVIEWS



ZOOM

TV Interviews – before the interview

- Meeting other panellists – be prepared for them to change character in the interview.
- If there is make-up, use it - brow of lips, forehead, bald spots.
- If you meet the presenter, or their assistant, help them. They want to have a good programme, they want to ask the right questions.

TV Interviews – behaviour



- Choose your outfit wisely.
- Expect changes – schedules vary, your 5 minutes may be cut to one. Live with it.
- Recognize all those who you are talking to: the presenter, the other panellists **but primarily the audience.**
- Choose your listening face

TV Interviews – behaviour



- Be calm, but be human.
- Regulate the speed of your speech.
- Don't interrupt ...first.
- Practice your sound bites, but say them as if the first time.
- Get your key message in early. You don't know how much time you will get.
- Be prepared to say more, and prepare what you are willing to say.

Remote Studio Interviews



- Be prepared for a 'rough' set up.
- Tiny room, remote camera, earpiece interaction, hot plasma screen behind you.
- You may not see yourself or the interviewer – it could just be audio.
- Focus on how you will appear on screen.
- Always behave as if you are on camera, but don't assume you are.
- Don't be distracted.

Zoom: the post-pandemic normal



- Now, everyone has a TV studio.
- Major broadcasters were moving to video calls instead of booking studios before COVID-19. Find a good location when you are at your work location.
- Getting a TV interview is a significant opportunity. Small investments can create a big impression – R\$10 box to raise your laptop, R\$200 ring light, RS400 webcam, R\$1000 microphone.

Zoom panels



- Raise your camera to eye level and look at it.
- Consider virtual backgrounds with caution.
- Speak to the audience.
- Watch the event, why should your audience watch if you don't?