

**The management
of uncertainty
in public
communication
of the
Ru-106 case**

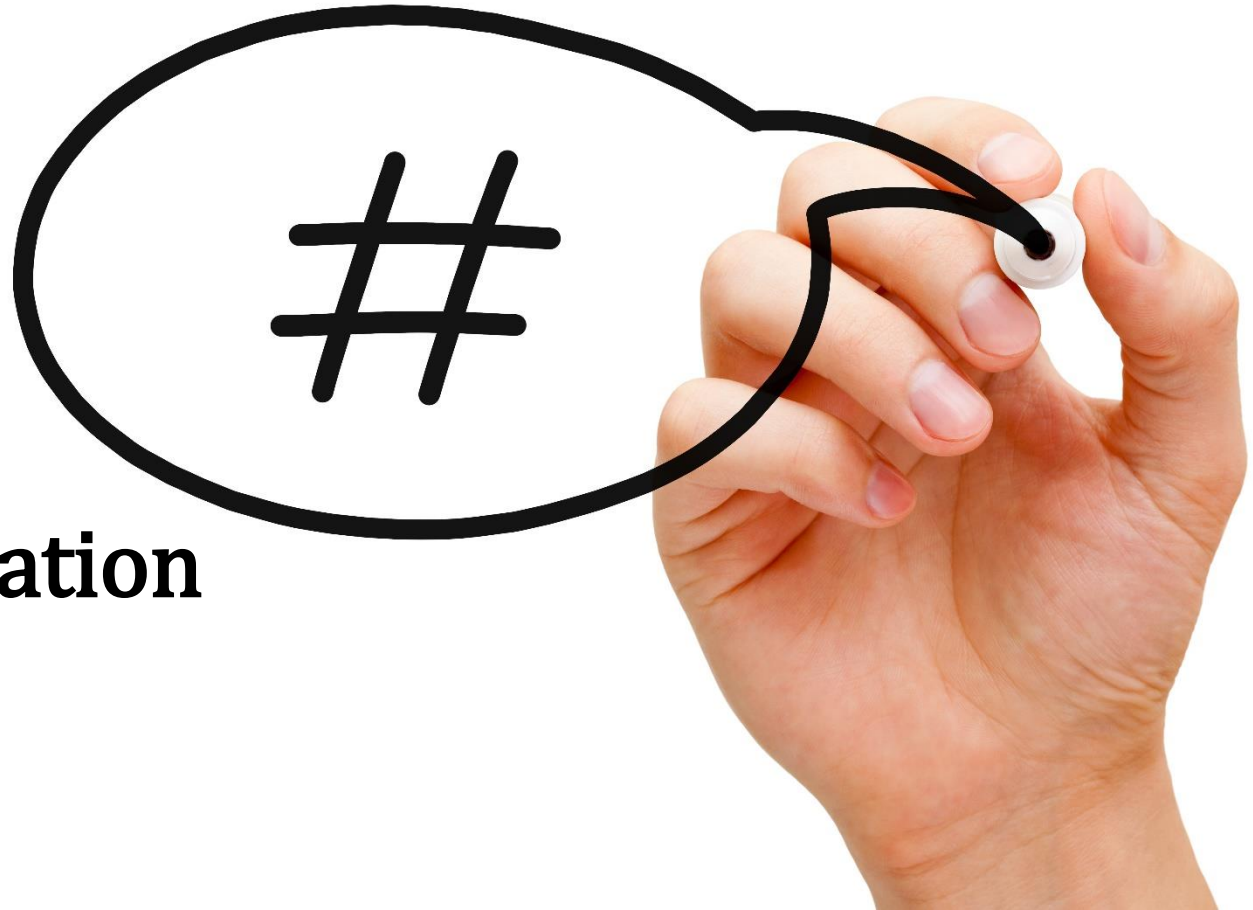
a **story**
about the
choice we
made on
how to
communicate...



detection of **ruthenium-106**
in the atmosphere of Greece

september – october 2017

**the
challenge
of
public
communication**



**no radiological significance
no measures required**

no concern of the public



high media attention



uncertainty



unknown origin

mystery

ru-106

unprecedented case

broad media coverage



EEAE strategy

an “extreme” graded approach



transparency

measurements results announced

facts

no comments on scenarios

minimum media exposure

based on actual risk involved

losing “air time”



setting the “tone”

... a **story** on
how we build
reputation as
trustworthy
authority

- we released the story, we did not wait to be asked about it
- full disclosure of measurements results
- all media information requests were answered, but publicity requests were avoided by EEAE

a risk-based graded approach



addressing the public communication needs



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