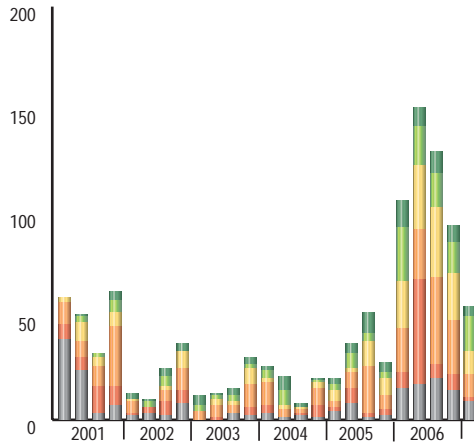


Radiation has not cooled yet!

Nuclear energy sees a renaissance in the media



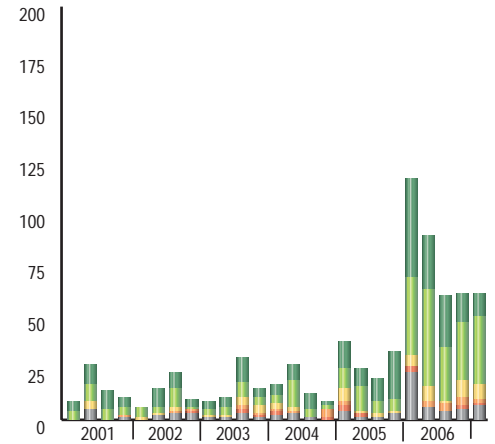
1) Benefits and harms of nuclear energy in comparison with renewable energies



Portrayal of nuclear energy for each quarter

Source: Media Tenor
Q01/2001 – Q01/2007

Basis: 22.667 stories on technology
in 15 opinion-leading German media



Portrayal of renewable energy for each quarter

Source: Media Tenor
Q01/2001 – Q01/2007

Basis: 22.667 stories on technology
in 15 opinion-leading German media

- actual benefit
- possible benefit
- ambivalent
- possible harm
- actual harm
- no reference

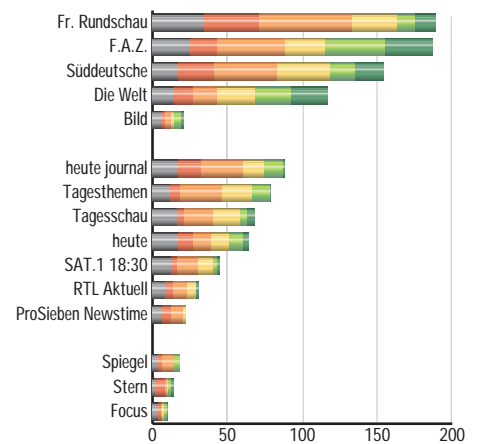
In the course of the debate around dependency on fossil fuels from crisis areas as well as climate change, questions around energy policies are gaining in importance in the opinion leading media. Consequently, coverage on different energy technologies is becoming broader in the German opinion leading dailies and weeklies as well as TV news. Nuclear energy plays an increasingly central role in media coverage, while the dangers are diminished and the benefits stressed.

The future of our energy supply is one of the most important topics of current public debate. Thus in the past three years, the number of news stories on energy technologies in the opinion leading German media has risen from an average 10.5% of all stories on technology-related topics to 17.5% in 2006 (January 2007, 24%). The tenor of coverage on nuclear energy during this time period has equally changed: While nuclear energy is currently experiencing an international renaissance, parts of the German political class and the media no longer entirely rule out the abandonment of nuclear energy. At the energy summit in April 2006, Chancellor Merkel addressed the ‘option of nuclear energy’. In the run-up to the summit, the four major energy corporations even started an image campaign against the phase-out. At least since the beginning of 2006, in accordance with its proponents, the German opinion leading media have been attributing much greater attention to nuclear energy (chart 1). With the exception of the second quarter

of 2006 – it was the 20th anniversary of the Chernobyl disaster – the number of critical passages in the media decreased. In January 2007, one can even see a temporary peak of positive coverage on nuclear energy with the **Frankfurter Allgemeine Zeitung (FAZ)** on top (graph 2). At the same time, the benefits of solar, wind or hydrodynamic power are less frequently focused on (graph 1).

One reason for the rise in sympathetic coverage

2) Tackling nuclear energy



Portrayed benefits and harms of nuclear energy

Source: Media Tenor
Q01/2001 - Q01/2007

Basis: 22.667 stories on technology
in 15 opinion leading German media



on nuclear energy and declining reports on 'green' technologies can be found in the composition of the opinion leadership on nuclear energy. Throughout the period of analysis, environmental organizations achieved a Share of Voice of 10% in the coverage on nuclear energy technologies, which is too low to get through to the public with one's own arguments. Since the first quarter of 2006, journalists have increasingly been taking up the communications of nuclear energy plant operators and proponents from the ranks of the CDU, such as Roland Koch (CDU politi-

cians were the sources for 4% of news coverage since January 2006). Less room (2%), on the other side, was given to the arguments and expertise of devoted nuclear energy opponents from the Green Party.

Yet there are significant differences across the media: The **FAZ** broached the issue of nuclear energy more continuously than, for example, the **Frankfurter Rundschau (FR)** in 2006 (**graph 3**). The results point to heightened communication efforts on the part of the nuclear lobby, intending to raise understanding for its own point of view and change public opinion.

Representatives of renewable energies and proponents of the phase-out should take the results of this media analysis as an occasion to increasingly communicate their concerns, before a changing public mood will be reflected in opinion polls. They could, for example, revive their 'natural partnerships' with media outlets such as **FR**, **Süddeutsche Zeitung** or **Stern**, in order to regain lost 'opinion ground'. (rgd)

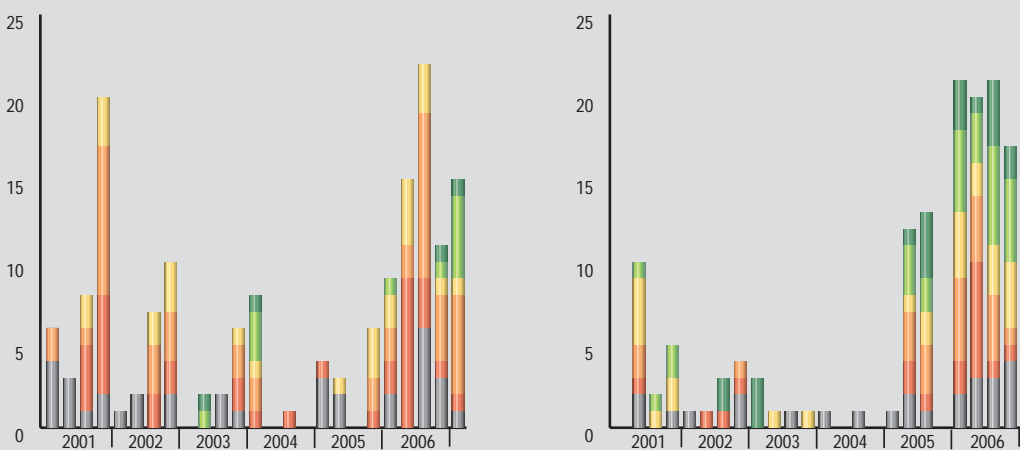
Basis:

Media: Welt, F.A.Z., Süddeutsche, Fr. Rundschau, Bild, Stern, Focus, Spiegel, ARD Tagesthemen, ARD Tagesschau, ZDF heute journal, ZDF heute, RTL Aktuell, SAT.1 18:30/News, ProSieben Newstime.

Period of analysis: 01/01/2001 - 01/31/2007

Analysis: overall 22.667 passages (all passages on technology with at least 5 lines/seconds)

3) Coverage on nuclear energy in the FR and the FAZ over time



Portrayed benefits and harms of nuclear energy

Source: Media Tenor
Q01/2001 - Q01/2007

Basis: 22.667 stories on technology
in 15 opinion leading German media

Daily papers in comparison