

Introduction

There are several circumstances leading to the public awareness on nuclear issues in Thailand, i.e. the Co-60 accident in the year 2000, the Project for construction of the new Nuclear Research Center, at Ongkarak district and the reformation of the government organization including the OAEP in Thailand. The name and information of OAEP occasionally appear on the front page of the newspaper, but not in a good faith. Nevertheless, OAEP has been working for the information dissemination to public via various mean of mass communication.

Present status

OAEP hired a few consultants as advisor for conducting the public relation activity for OAEP on the yearly basis, starting from the year 1999 up to now. The outputs from the consultant services are as follow:

- a) Year 1999-2000 The Porniti Film and Video Co.Ltd. produced 24 short TV documentaries for 5 minutes apiece entitled "Getting to know nuclear ". The broadcast were done every Thursday evening for 24 times at the TV Channel 9 of Thailand in the year 2000.
- b) Year 2000-2001 The Normas Mass Communication Co.Ltd. were hired to produce, the short TV documentaries on "The Conspicuous Nuclear ". This series of presentation was on aired for 20 times on ITV of Thailand. The Company had produced 20 short articles on nuclear related matter including the explanation regarding the Co-60 accident for publishing on various newspapers, in the year 2000-2001.
- c) Year 2001-2002 The Pro-Link Co-Ltd., has been assigned to assist OAEP for the public relation activity, i.e.
 - Production of 40 sectional TV documentaries on "Nuclear Technology in everyday life ", which were broadcast during the year 2001 on TV channel 9 of Thailand.
 - Production 150 articles for broadcasting via 3 radio-station during the year 2001-2002.
 - Organized the Meeting with the Press for the Executive of OAEP for frankly discussion with the media, including the Press tour to the facility related to nuclear activity in Thailand.

Despite the effort of the OAEP to keep in touch with the mass media, it is still the set back. Most of the newspaper circulated in Thailand is still prefer to publish the news related to political implication and negative opinion of the publics. Since most of the information in the newspaper came from the opinion of the politicians and the pressure group, leading to misleading for the publics as a whole. Nuclear subject was in the dark side by that fault information. The effort of the OAEP to promote understanding of nuclear energy to the people in general and creating the good image for the OAEP is still in vain.

Evaluation of the Public Information Activities under FNCA in the Past

OAEP enjoys the benefit of using the information network "AsiaNNet" which was set up by FNCA recently. We supported the kind effort of the Japanese counterpart to keep this mean for disseminate of information alive and will supply the nuclear information from Thailand to the Net in due time.

The circulation of "Atoms in Japan" is getting an appreciation by subscribers. There are many requests to OAEP to pick up some articles for translation into local language.

For activities of Regional Speakers Bureau (RSB), Thailand is ready to support for dispatching specialists in various groups to the Member State of FNCA upon request. And we plan to request for a specialist from RSB to make a presentation in Thailand in the year 2003.

Conclusion

OAEP realized that the effort to promote the understanding for the peoples is a hard work. By the assistance of the FNCA and the member states on the Public Information Activity, we takes as a good sign for continuing prospects for peaceful and safe uses of nuclear energy in medical, agricultural, and industrial development fields.