

How Has Nuclear Energy's Reputation Evolved? A Media Analysis

Media Analysis Summary



Nuclear energy has had an image problem for some time. Major accidents like Fukushima in 2011 generated many apocalyptic media headlines and have made it seem more deadly than it is.

But there is a rising number of articles lauding nuclear power's potential ability to cut greenhouse gas emissions – to the point that Sustainability has become the main topic in the media discussion:

Topics in the nuclear energy debate by share of voice



32%

Sustainability



24%

Depence on Russia



16%

Energy pricing



15%

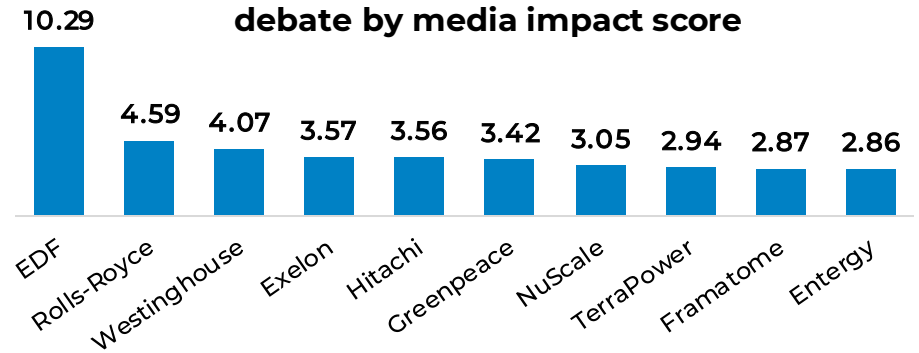
Nuclear waste preservation



13%

Nuclear incidents

Top 10 organisations in the nuclear energy debate by media impact score



Nuclear companies do little to beef up their industry's image. Most of the companies mentioned in the debate earned their influence mainly because of the corporate newsflow.

5 takeaways on how nuclear energy companies can evolve their reputation

- The media started framing nuclear more favourably but challenges remain
- Some countries started treating nuclear energy as indispensable
- Nuclear companies do little to help the industry's image and to build strong brands
- Leading business figures have started to be more vocal
- PR teams can take comms lessons from the world's first nuclear energy influencer

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