



XA04C1410

WHILE THE EAGLE SLUMBERS  
 .... A New Approach to Public Understanding Nuclear Energy  
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1. What & Why? A new book has been prepared to build public trust in the United States by reducing individual fears regarding nuclear energy. Previous attempts have been largely unsuccessful because of one or more of the following handicaps:
  - A. They are written to the scientist, rather than the lay public;
  - B. They tend to intimidate;
  - C. They don't come to grips with underlying fears and emotions;
  - D. They rely too much on facts, ignoring images and analogies;
  - E. They are too expensive for mass sales.
  
2. How Done? The criteria selected for this project were as follows:
  - A. Use eighth grade non-technical language (to the extent possible);
  - B. Treat the reader as an intelligent person seeking to learn;
  - C. Get in touch with the gut issues, and address them sensitively;
  - D. Lighten up (include cartoons and user-friendly graphics);
  - E. Publish paperback edition to induce low price "impulse buying".

The eagle, the national bird of the United States, is presented in cartoon fashion to be in a deep slumber, depicting a country blissfully oblivious to the long-term dangers being done by effectively destroying the nuclear option. Our feathered friend appears several times throughout the book.

Each of the 10 chapters opens with a "common knowledge" statement, which instantly signals the skeptical reader that his/her real concerns are understood by the author. The chapter address (in order):

1. Media -- the power of the media in shaping our thinking;
2. Need -- a clear relationship between electricity consumption and the quality of life plus a sobering account of why new energy sources are needed.
3. Choices -- an overview of where nuclear fits into the numerous energy options (including conservation and solar);
4. Radiation -- what it is... and isn't;
5. Safety -- actual vs perceived safety (including TMI and Chernobyl);
6. Waste -- a treatment of both HLW options and transportation issues;
7. Proliferation -- the tie (lack of it) between reactors and bombs;
8. Risk -- the actualities of pursuing zero risk;
9. Environment -- how nuclear really stacks up in the environment;
10. Ethics -- the consequences to our children if we sit idly by.

3. Target? This book is aimed at the 80% of Americans who recognize that nuclear energy must be a significant part of their future, but who are not at all comfortable with that reality. It is targeted for high school and college level supplemental reading, as well as for the general public, the media, and community to better equip their interactions with the public.
4. Testing? Draft #1 was critiqued by about a dozen members of the scientific community and professional public relations personnel. Draft #2 was "published" in a bound booklet format and reviewed by about four dozen people from almost all walks of life. Draft #3 (present attachment) was reviewed by a professional editor and used to seek a publisher.
5. Results? A non-profit publisher has been secured and the book is expected to be on the market in paperback for during spring of 1995.