

A high-speed photograph of a water splash, with the water droplets and ripples appearing sharp and detailed. The background is a smooth gradient from a deep blue on the left to a bright pink on the right. The water splash itself is a mix of these colors, with blue highlights on the left side and pink highlights on the right side. The overall effect is one of motion and energy.

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# Nuclear Meltdown and Credibility

# Background

- On March 11, 2011, a 9.0 earthquake hit Japan, causing a cataclysmic tsunami.
- Four of the reactors had meltdowns. The cooling systems meant to keep the reactors stable with fresh water failed.
- Reactors one and three created a hydrogen explosion within the core.
- Japan's government officially declared a state of emergency, and eleven districts evacuated after the incident.
- Approximately 300,000 people evacuated temporarily.



# Who's Involved?



- Tokyo Electric Power Company (TEPCO)
- Japanese Ambassador (Japanese Government)
- The Nuclear and Industrial Safety Agency
- National News Outlets



# Results

## Casualties and Injured

- 300,000 residents were moved from their homes.
- Only one death related to radiation poisoning.
- Radiation testing common on nearby residents and food.



# Results

## Food Contamination

"The children of Japan would be more likely to contract radiation caused sicknesses. The Japanese government has an obligation to lower the radiation levels for healthy inhabitation and food consumption and, "[...] in the Tokyo government's on-going crusade to try and recover public trust by arbitrarily lowering national radiation standards" (Miller D., 2016).

# TEPCO

## TEPCO Fuel & Power

# Results

## Where's TEPCO now?

- TEPCO has paid trillions of dollars in damages.
- Clean-up is still underway, with the potential for radioactive water waste in the ocean nearby.
- More surveillance by the government regarding response plans if this were to happen again.
- Almost no one trusts TEPCO anymore, and their reputation has been severely damaged.



# Results

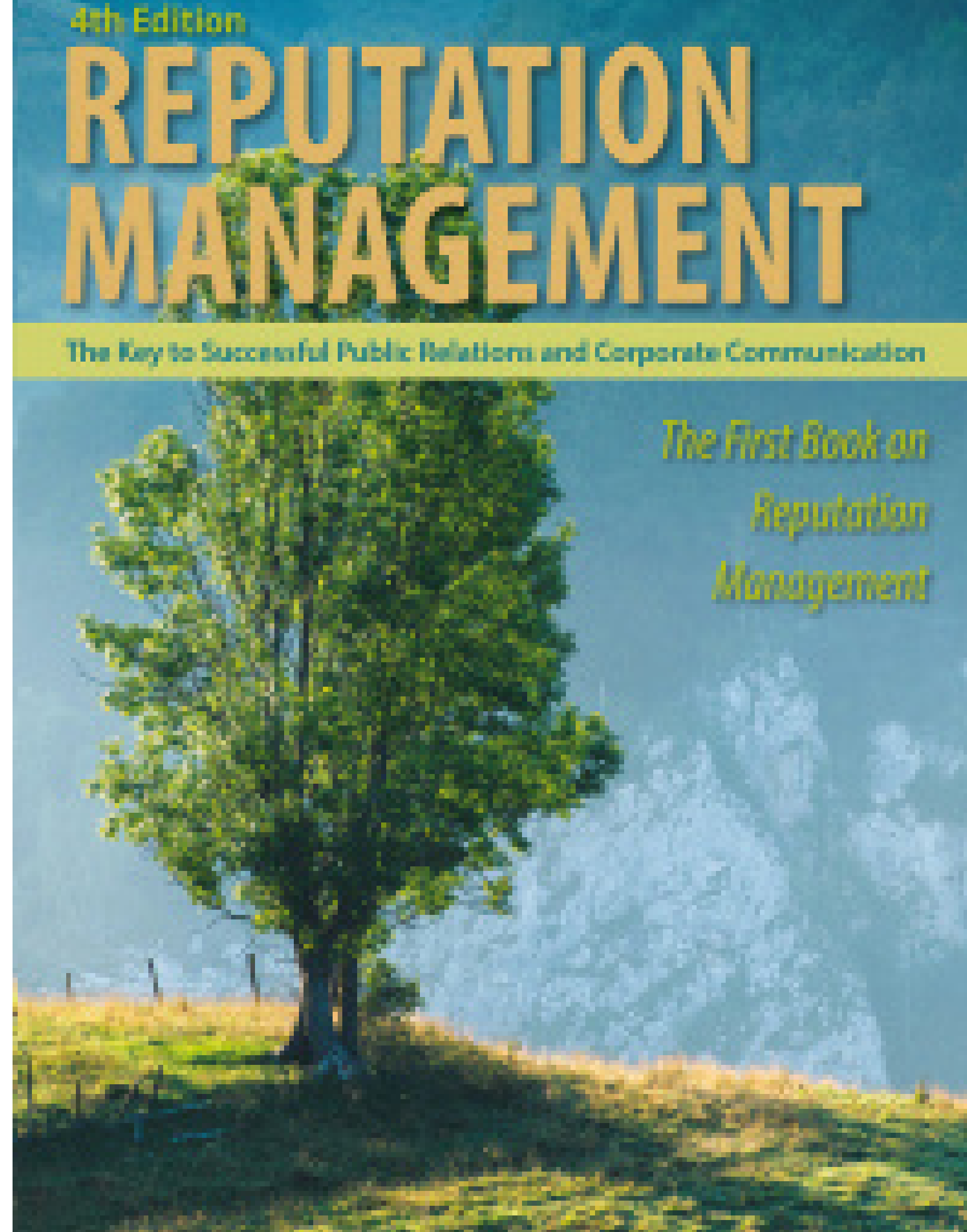
## What about the public?

<https://www.youtube.com/watch?v=PzdjDskWCTQ>

"A survey conducted last August found that 60.5% of residents had decided not to return – far exceeding the 11.3% who wanted to come back" (Jozuka et al., 2022).

# Relating to the Chapter

- Chapter 2, Ethics and Communication
- "Audiences who believe they have been misled are less likely to believe a speaker in the future."(Doorley et. al, 2021)
- TEPCO had a history of false reports, at least 200 times in about 20 years.
- The magnitude of the meltdown couldn't have been determined.







# Lessons Learned

IPRA Code of Ethics: What went wrong?

Observance  
Falsehood  
Disclosure  
Integrity  
Dialogue

# Conclusion

Fukushima in 2021 prior to Tokyo Olympic Games

