

## **NOTICE CONCERNING COPYRIGHT RESTRICTIONS**

This document may contain copyrighted materials. These materials have been made available for use in research, teaching, and private study, but may not be used for any commercial purpose. Users may not otherwise copy, reproduce, retransmit, distribute, publish, commercially exploit or otherwise transfer any material.

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material.

Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specific conditions is that the photocopy or reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

This institution reserves the right to refuse to accept a copying order if, in its judgment, fulfillment of the order would involve violation of copyright law.

## **PUBLIC INFORMATION WORK AND SOCIAL COMMUNICATION OF THE COMISION FEDERAL DE ELECTRICIDAD ON GEOTHERMAL ENERGY**

Mario Cesar Suarez Arriaga and Luis Carlos Gutierrez Negrin

Comision Federal de Electricidad  
A.P. 31-C, 58290 Morelia, Mich., Mexico, Fax: (43) 14 4735

### **ABSTRACT**

The Federal Commission of Electricity (CFE) is a semistate federal enterprise that generates and distributes the electric power in Mexico. This strategic enterprise holds a firm and constant policy of information addressed to the public, through a special branch called Social Communication Unit having national coverage. At the headquarters of the geothermal projects, also operate a publications and diffusion area in close contact with that unit. This document describes shortly, the activities of diffusion and communication that the CFE accomplishes in order to inform the society about the works in progress or the tasks already finished.

### **INTRODUCTION**

The CFE is a non-centralized organization of the Mexican federal government. Its mission is to make sure the supply of electric power to the whole country is in adequate conditions of quantity, quality and price. Simultaneously, at every task undertaken by the CFE, it should protect the environment and promote the social development, respecting the values and customs of the populations where the social electrification works have been located.

The official principal objectives of this company are:

- a) to satisfy the domestic demand of electric power, by providing an electrical system that is highly reliable and safe;
- b) to maintain an efficient organization that is profitable, productive and administered with advanced managerial techniques;
- c) to assure the readiness of qualified human resources and promote their personal development, creating a stimulating labor atmosphere, facilitating a team spirit and providing professional education;
- d) to protect the environment and promote the social wellbeing, creating and projecting an image of efficiency and quality while supplying the service.

Over many years, the CFE has developed a permanent policy of social communication, informing the general public about the goals and mission of the company, also on the nature and importance of the main electrification works carried out. In particular the geothermal projects are being divulged among wide sectors of the population by means of publications and audiovisual techniques.

### **SOME CHARACTERISTICS OF CFE**

CFE is not a business like any other. This company is a strategic enterprise of great importance to Mexico. The CFE provides electric power service to almost 16 million users. Handling such quantity of clients requires the control of a great number of highly complex variables. This uncommon situation induces the CFE to confront problems that few providers of services have to consider not only in Mexico, but in other parts of the world. This enterprise is required to permanently perform specific actions to generate electricity from different primary sources and distribute it, almost without fail, to the entire country.

CFE makes millions of commercial transactions every month. CFE determines the energy consumption and carries out the calculations of the prices for every class of user (agricultural, high tension, medium tension, domestic, industrial etc.). It calculates and distributes the bills, receives the payments and maintains a count of every user. Besides, CFE attends to every month thousands of new applications for the connection to the service of electricity; it repairs the reported failures and corrects, eventually, incidental errors in the invoices. Finally, the company must inform the public about what it is doing.

### **GEOTHERMICS AND PUBLIC INFORMATION ACTIONS**

Communicating is to socialize, to motivate, to open spaces of dialogue and to educate.

Suarez Arriga, and Negrin

Communication between the company and the people permits the development of a collective conscience that propagates its identity, sharing public aspects that there are common. The CFE is conscious of its social importance and, in order to serve it carries out several informative actions, at different levels and types to a diverse public. At the geothermal project headquarters, the principal communication activities are: scientific, technical and operational; films, videos and multimedia programs; TV and press; museums and expositions.

## PUBLICATIONS

CFE edits and publishes a newspaper, scientific magazines and technical pamphlets and brochures. "El Transformador" is a monthly newspaper that contains general information about the enterprise and is directed to all the workers. Inside its pages are published general news and notices to inform the CFE community about projects, events, competitions, sports and social events. This newspaper also publishes stories, tales, poems and mail from the readers. Almost everything is written by the workers themselves.

On the subject of geothermal projects, the CFE publishes "GEOTERMIA" a technical and scientific magazine of international circulation, having an edition of one thousand copies every four months. "GEOTERMIA" is a publication in Spanish, dedicated to geothermal specialists. It also publishes notes on diverse courses and proceedings of congresses, workshops and symposia. The CFE publishes another kind of document on geothermal energy at three levels. The first, in form of triptych with abundant photos and drawings. This is directed to the general public, avoiding the use of esoteric terms and explaining with simplicity and clarity common geothermal aspects.

CFE also prepares and publishes numerous brochures written in technical language; they include illustrations, data, tables, equations and graphs illustrating different stages of geothermal development. They are focused toward individuals possessing technical and scientific education, but not specialized in geothermics. The language and the terms employed are consequently more specialized and specific to the technical areas. This level of publication addresses persons coming from private national companies or from abroad, wishing to visit the CFE geothermal fields with the purpose of determining the possibilities of investment.

## MONOGRAPHS

CFE publishes a third level of geothermal information. It focus on technical and scientific

monographs on highly specialized geothermal topics. They are published exclusively for geothermal specialists. It is planned to have finished five of them by the end of 1994. In past years CFE published an entire series, including several volumes in the form of handbooks, on different topics of public works and civil engineering.

## VIDEOS

Short videos seven to fifteen minutes long have been produced about different geothermal fields. The videos that are planned in future will also be produced at two levels.

The first one is for the education of geothermics, directed at the general public, expounding the distinct aspects of the projects in an enjoyable and comprehensible way for any person that speaks and understands the Spanish.

The second level will be directed to a rather technical audience. CFE has produced several videos and films about the history of the company and about huge electrical projects already finished or in the process of construction, including geothermal, hydro, thermal, coal and nuclear power.

Up-to-date various films have elaborated on geothermal subjects, three general videos, and one about the recent history of geothermal energy use in Mexico. In December of 1993 CFE finished another video about the Los Azufres geothermal field. There are now in preparation two more technical videos: one about Los Humeros and the second one concerning the Cerro Prieto geothermal field.

## MULTIMEDIA

The Computation and Telecommunications Unit of CFE is developing an intensive program for the usage of multimedia techniques, applied to the professional training for all the personnel. In these activities several modern education modes are included: from teleconferences by satellite to systems for computer simulation. The videos are also edited using multimedia techniques.

## TELEVISION AND PRESS

The CFE's Social Communication Unit provides several clips for the commercial television, less than one minute long. In these clips the larger aspects of the main projects are presented: geothermal, hydro, coal, thermal, etc. This unit is also in charge of relationships with the national and international press. High officials and executives of the enterprise have been interviewed on domestic television in order to make known the problems and specific realizations of the company.

## MUSEUMS AND EXPOSITIONS

The CFE possesses a technological museum in Mexico City. It is open daily to the public. There are exposed historical aspects of the company, devices, technological and scientific developments. At the geothermal fields of Cerro Prieto, Los Azufres and Los Humeros, there are permanent expositions about geothermal energy and about the specific projects of every field. Also at each field, some people are available to plan guided tours for different groups of students; from primary school universities. This service is also available to every person who needs to review some particular work done by CFE.