

NUCLEAR MATTERS® 

# **Nuclear Advocacy 101**

APRIL 2022

# What We Will Discuss



- **Nuclear Policy Landscape**
  - Momentum at the National and State Levels
- **Step 1: Starting Your Advocacy Journey**
  - Connecting With Nuclear Matters and Engaging Online
- **Step 2: Amplifying Your Advocacy**
  - Sharing Your Story and Recruiting Others
- **Step 3: Going Above and Beyond**
  - Contacting Legislators and Engaging in Public Meetings

# **Nuclear Policy Landscape**

# National Momentum

Over the past year, federal lawmakers have recognized the importance of supporting carbon-free nuclear energy in two major pieces of legislation.

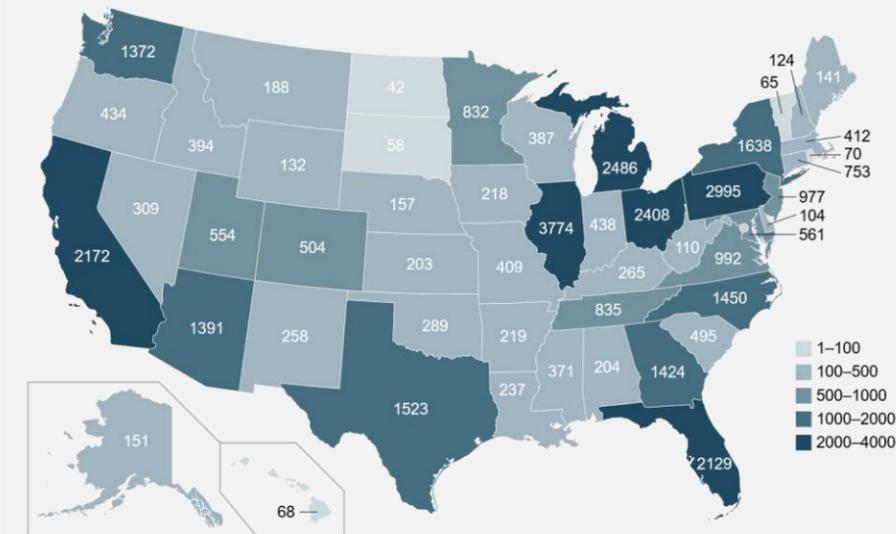
## The Bipartisan Infrastructure Act (signed into law Dec. 2021)

- Included a \$6 billion Civil Nuclear Credit program to support existing nuclear plants.
- Created a demonstration program for Regional Clean Hydrogen Hubs.
- Continued funding for Advanced Reactor Demonstration Programs.

## The Build Back Better Act (under consideration as of March 2022)

- Includes a nuclear production tax credit (PTC) to support existing nuclear plants.
- Allocates funding for research and development in nuclear fusion.
- Contains funding for economically distressed communities to transition away from fossil fuels to carbon-free sources, such as nuclear energy.

## NUCLEAR MATTERS ADVOCACY REACH



*Representation of where Nuclear Matters advocates are based across the country. The darker areas symbolize a higher number of advocates.*

# State Momentum

State legislators have recently passed legislation supportive of the industry in the following states:



Saved the Byron & Dresden nuclear plants from premature closure in 2021; considering repealing the state's ban on new nuclear plant construction in 2022.



Created a framework in 2022 for the state to establish small modular reactors in the future.



Authorized a study in 2021 on the feasibility of advanced nuclear reactors to support the coal-to-nuclear transition and ended a moratorium on new nuclear power development.



In 2021, included language supporting nuclear energy in enacted legislation to develop a plan for a statewide 70% carbon reduction by 2030, laddering up to the Governor's net-zero emissions goal by 2050.



The utility board extended three-year zero emissions certificates for the Hope Creek, Salem One and Salem Two nuclear power plants in 2021.



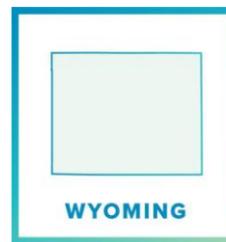
In 2022, authorized a study on the development of advanced small modular reactors within the Commonwealth.\*



In 2019, included supporting nuclear energy in enacted legislation to develop a plan to eliminate coal generation by 2025 and mandate 100% clean energy by 2045.



Lifted the state's ban on new nuclear plant construction in 2022.



Authorized permitting in 2020 for small modular reactors to replace coal or natural gas generating units.



On the heels of passing new nuclear tax incentives, this year Nebraska has set aside funds to support an SMR feasibility study.

# **Step 1: Starting Your Advocacy Journey**

# Step 1: Starting Your Advocacy Journey

In a pivotal election year, every action counts. Here are a few ways to get started:

- **CONNECT** with Nuclear Matters – learn how on the next slide!
- **SHARE** your support for nuclear energy across your social media channels.
- **REGISTER** to vote or check your registration status with Nuclear Matters' [Civic Action Center](#).
- **ATTEND** virtual advocacy events, including Nuclear Matters' fireside chats and policy panels.
- **PARTICIPATE** in action alerts, which we'll share with you via email.
  - Visit Nuclear Matters' [Action Center](#)

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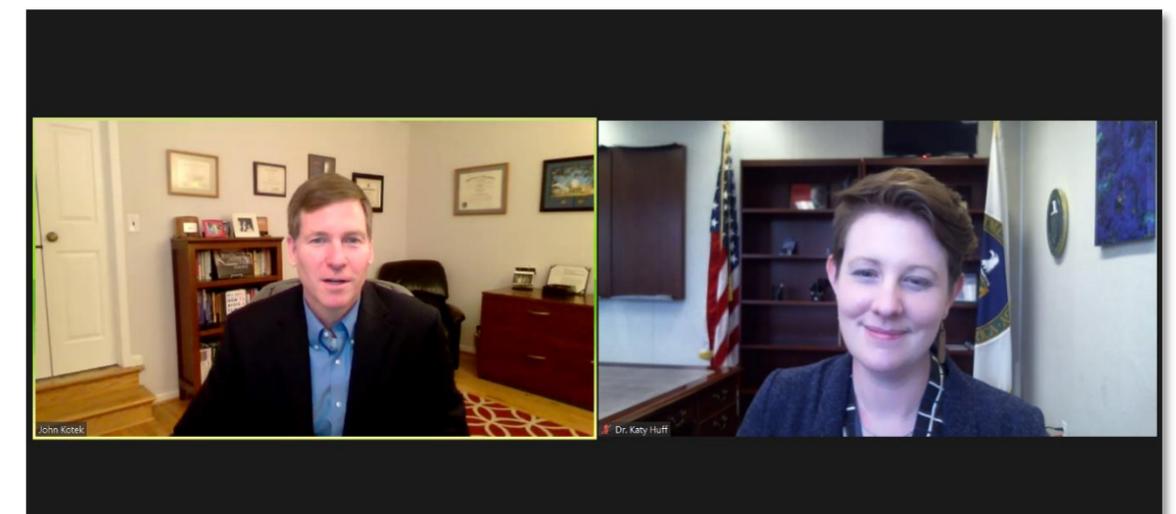
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Tristan,

North Carolina's energy transition is at a crossroads, and we're counting on you once again to help ensure a clean energy future in the state.

**Let's get you up to speed.** This summer, the North Carolina House of Representatives voted in favor of House Bill 951, landmark legislation that would help pave the way for the state's clean energy future without sacrificing affordability or reliability. The bill currently awaits a vote in the state Senate and could head to the House as soon as today.

[CONTACT YOUR REPRESENTATIVES TODAY](#)



# Connect with Nuclear Matters

1

## FOLLOW US ON SOCIAL

Follow us on [Twitter](#) and [Facebook](#) for news about the industry, nuclear energy advocacy and more.

2

## VISIT OUR WEBSITE

Visit us at [www.nuclearmatters.com](http://www.nuclearmatters.com) to access our Action Center and additional advocacy resources.

3

## JOIN NUCLEAR MATTERS

[Sign up](#) to join the Nuclear Matters network and receive regular email outreach.

4

## SEND US A MESSAGE

Email [info@nuclearmatters.com](mailto:info@nuclearmatters.com) for information about how we can help share your advocacy story.

# Vote with Nuclear Energy in Mind in 2022

During this year's midterm elections, make your voice heard by voting for pro-nuclear candidates. You can use our [Civic Action Center](#) to get started:

- **Register to vote** or **check your registration status**.
- **See which federal, local and state candidates are running where you live** and learn more about their qualifications for office.
- **View your voter information** such as your local polling place, how to request an absentee ballot and what the election rules are in your state.

Please provide your state-issued information to register to vote or to access your voter information.

|                      |                      |                      |                      |
|----------------------|----------------------|----------------------|----------------------|
| Title                | Legal first name     | Last name            | Suffix               |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Street address

Zip code

Email address

Phone number

Subscribe to email updates  
 Subscribe to text messages updates

[Check registration status](#)

# Best Practices for Online Engagement

Communicating online is an easy way to bring greater visibility and understanding to nuclear energy. Here are a few tips to get you started:

- **All social platforms are different.** That means it's important for you to share different content on each channel.
  - Facebook = personal stories
  - Twitter = joining a larger, news-oriented conversation
- **Use multimedia** such as infographics and videos to increase engagement.
- Customize and tailor posts to ensure they're **creative and personal.**
- **Remain factual and action-oriented** while tying in relatable advocacy elements.
- At a loss for words? You can always share our content on [Facebook](#) and [Twitter](#)!



# Curating Your Feed: Accounts to Follow

Below we've compiled a quick list of some top news and advocacy accounts we recommend checking out. Follow these accounts to stay up-to-date on the industry and use their content as inspiration for your own social engagement.

## Twitter

- [Nuclear Matters](#)
- [American Nuclear Society](#)
- [NAYGN](#)
- [Nuclear Energy Institute](#)
- [NRC](#)
- [Office of Nuclear Energy](#)
- [U.S. Women in Nuclear](#)
- [Mothers for Nuclear](#)

## Facebook

- [Nuclear Matters](#)
- [American Nuclear Society](#)
- [NAYGN](#)
- [Nuclear Energy Institute](#)
- [NRC](#)
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**Nuclear Matters**  
@Nuclear\_Matters

Nuclear Matters is a national coalition that informs the public and policymakers about the clear benefits of [#nuclear](#) [#energy](#). Join us!

[nuclearmatters.com](#) 📅 Joined February 2014

816 Following 97.5K Followers

## **Step 2: Amplifying Your Advocacy**

# Step 2: Amplifying Your Advocacy

Ready to take your digital outreach to the next level and engage new and familiar audiences? Follow the tips below to keep up with the latest industry developments and share them with your online communities:

- **JOIN** the Nuclear Matters [President's Circle](#) and our partner communities like [NAYGN](#), [U.S. Women in Nuclear](#) and [Mothers for Nuclear](#).
- **RECORD** video testimonials to share your advocacy story.
- **SHARE** educational resources among your community and recruit new advocates.



**DONATE**

### Nuclear Matters President's Circle

Nuclear Matters® is a national coalition that works to inform the public and policymakers about the clear benefits of nuclear energy. Become a member of the Nuclear Matters President's Circle with a contribution of \$10 or more, and you'll help power our ability to protect the future of nuclear carbon-free energy.

Best of all? Your President's Circle membership remains active for two years, giving you more than 700 days' worth of exclusive advocacy opportunities and content, tailored action alerts and a voice in the coalition's strategic discussions.

# Sharing Your Advocacy Story

- **Authentic, personal stories** can bring your advocacy to life and can help explain to potential supporters how nuclear energy benefits your everyday life.
- **Prompts:**
  - What does nuclear energy mean to me and/or my family?
  - How has working in nuclear energy benefitted my personal or professional life?
  - How does nuclear energy support my community?
  - What policies can legislators vote for to advance and preserve nuclear energy?



“

I was an opponent of nuclear power for most of my life. It turns out I opposed it because **I was misinformed**. When my children were very young, I became concerned about the environmental legacy my generation would leave them [...] Nuclear power means an opportunity to leave a cleaner, safer, more stable world for my children.”

Walt Heenan, New York  
Nuclear Matters advocate

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“

I'm thankful for the **dedicated and talented people** that ensure that over 50% of our state's electricity continues to be available, **especially during these uncertain times** when we depend on our (electrically-powered) technology so much! ”

 **Alan M.**  
Illinois

  
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# Recruiting Friends, Family and Community Members

**Community organizing** is essential for changing hearts and minds about the benefits of nuclear energy. That means spreading the word to people who are familiar because **it means more when it's personal.**

Here are some of the key tips to help you be successful in recruiting new advocates to the Nuclear Matters community:

- **An informed spokesperson is key.** The best advocates for nuclear energy are those who are informed and excited to lead and attract nuclear energy supporters.
- **Tell people to sign up for Nuclear Matters.** Encourage them to visit the Nuclear Matters [log in](#) page to join.
- **Create a custom action alert.** We're here to help you mobilize your friends, family and members of your community to advocate in support of nuclear energy.

# **Step 3: Going Above and Beyond**

# Step 3: Going Above and Beyond

Ready to step up your nuclear energy advocacy? Here are some suggestions to grow the impact of your efforts:

- **WRITE** letters to the editor (LTEs) and blog posts on timely topics.
  - Nuclear Matters can help draft and place LTEs about nuclear energy in local papers.
- **SEND** an original letter to your legislator or call their offices to share your support for policies that properly value nuclear energy.
- **PRESENT** your comments or questions about legislation at virtual or in-person public meetings.

## Letter: Illinois, Byron can't risk closure of nuclear plants

Rockford Register Star

Published 7:08 p.m. CT May 29, 2021

[View Comments](#)



The planned premature closures of nuclear plants in Dresden and my hometown of Byron threaten to significantly undermine our state's clean energy and economic goals.

### Sample Letter to Elected Official

NAME  
ADDRESS  
CITY, STATE ZIP  
DATE

Dear Official:

Nuclear power plants produce electricity 24 hours a day, seven days a week; produce zero carbon emissions; and provide important diversity to our nation's fuel mix. Not to mention the role they play in keeping the grid reliable.

On top of environmental benefits, nuclear plants provide hundreds of thousands of jobs and contribute more than \$60 billion to our national GDP.

Compared to other non-emitting sources, nuclear energy facilities are relatively compact. The amount of electricity produced by a multi-reactor nuclear power plant would require about 45 square miles of photovoltaic solar panels or about 260 square miles of wind turbines.

But nuclear plants are facing unprecedented challenges related to competitive markets that don't adequately compensate them for their unique contributions to our energy mix. As states are working on plans to help preserve baseload nuclear plants, I encourage you to support nuclear energy by talking to your colleagues about the benefits of nuclear and supporting legislative proposals that protect existing plants.

We need our elected officials to support solutions that will keep safe and reliable nuclear power plants working for all of us.

Thank you for your consideration of this matter.

# Tips for Contacting Legislators

## Outreach Tips + Tricks:

- **Identify the legislators that are advocating for pro-nuclear policies.** Legislators care about why the issues matter to you, and in an election year, they also care about the timeliness of an upcoming vote.
- **Prepare facts and figures.** Combine your advocacy story and the facts about carbon-free sources.
- **Tell them how they can help.** Talk to elected officials about legislation that supports nuclear energy and how their support makes a difference.

## Helpful Resources:

- **Contact Information:** Find the information for members of Congress on the [House](#) and [Senate](#) websites. Find the information for your state legislators on the [Open States](#) website.
- **Templated Emails and Messages:** On the Nuclear Matters website, our [Action Center](#) allows members to send templated messages directly to legislators.
- **Action Alerts:** [Sign up for emails](#) to get timely alerts right to your inbox.
- **Sample Outreach:** Send a hard copy letter or set up a write-in campaign, using our [sample letter](#) and upcoming Nuclear Matters for America materials.



# A Guide for Public Meetings

## How do I find out if members of Congress are hosting a virtual or in-person public meeting?

- Sign up for your member of Congress' e-newsletter, which will announce their town halls, public meetings and other event appearances.

## How should I prepare to address an elected official?

- Know the issues. [This Advocacy Toolkit](#) is a great resource for talking points on the benefits of nuclear energy as a carbon-free energy source.
- If virtual, make sure your microphone and camera are functioning before joining the meeting.
- Email [info@nuclearmatters.com](mailto:info@nuclearmatters.com) with any specific questions.

## What happens once the meeting starts?

- Prepare your question or comment in advance.
- Be concise and professional. Weave your introduction into your comment, if possible.
- Encourage a response from the legislator.

## What do I need to do once the meeting is over?

- Follow up with unanswered questions and share materials you want the legislator's office to have.

# Questions & Discussion

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