



# American Nuclear Society

## The Importance of Communications

- Andrew Smith, Director of Communications



# **ANS**<sup>®</sup> Rapid Response Taskforce

**Trusted voice of independent experts**





# **ANS**<sup>®</sup> Rapid Response Taskforce

**Trustees of Nuclear** support media-training experts to shape the narrative and combat misinformation when nuclear is in the news.

- Trusted, independent voice
- Meeting the need for a diverse set of media-trained nuclear experts
- Prepared for a wide range of events



# **ANS**<sup>®</sup> Rapid Response Taskforce



Voice of America<sup>®</sup>



Evacuations Begin After May Chernobyl Containment In Scotland's Ulster

## Media Training Workshops:

- Equip experts with proven messaging techniques
- In-studio experience and feedback to hone delivery
- Crisis event scenarios
- “Take home” recordings for later viewing



# Become a nuclear pundit

### Join the ANS Rapid Response Task Force

Sunday, November 13 at 8:30 or 1:00, ANS debuts its first media training short course. This 3-hour workshop is for members interested in providing expertise in on-camera media opportunities. In a local TV studio, we will introduce proven messaging techniques and hone delivery skills. Gain practical skills for responding to media inquiries.

Three-hour sessions  
available during the  
Winter Meeting

Reserve a seat soon. Complementary seats are available to



**Media Training Workshop in November 2022 at the 2022 ANS Winter Meeting**



Media Training Workshop in November 2022 at the 2022 ANS Winter Meeting



**Media Training Workshop in June 2023 at the 2023 ANS Annual Meeting**



**Media Training Workshop in June 2023 at the 2023 ANS Annual Meeting**



Harsh Desai  
Nuclear Engineer

# American Nuclear Society Partnership for Asset-Based Collaboration



U.S. DEPARTMENT  
OF ENERGY

NUCLEAR  
AWARDEE™

DOE's Consent-based Siting for  
Interim Storage Program:  
DE-FOA-0002575



Photo Credit: San Onofre



# Consortium:

ANS joins the **South Carolina Universities Research and Education Foundation (SCUREF)** to work with four Minority Serving Institutions to identify stakeholder strengths and expectations for nuclear materials management and resource needs to improve the country's outlook for nuclear waste solutions.



The City College of New York

Founded in 1954, professional society of 10,000 nuclear science and technology professionals and university students

Thirty-five-year-old consortium supporting workforce development in STEM fields with extensive project management experience

Committed to becoming the largest university serving Native American/Indigenous communities

Serving Hispanic American and rural communities; host of the only nuclear engineering program at a predominantly Hispanic-serving university

Historically black, land-grant university serving African American and rural communities; host of the only nuclear engineering program at a historically black university

Harlem-based college serving a diverse urban community



# Areas of Engagement



- Asset mapping allows the ANS partners to assess by geography and by constituent groups.
- **Asset-Based Collaboration** provides participatory appraisals in an iterative process to tackle the definition of a consent-based process for the siting of consolidated interim storage
- **Letters of Support for ANS proposal** (left) showcase examples of labor, professional, tribal, and faith-based communities and civic organizations

# Local Section ideas

- **In-person and Virtual Events**, featuring nuclear AND non-nuclear speakers
  - Invite media and elected officials!
  - Brownie deficit
- Letters to the Editors and OpEds in local newspapers
- Letters to decisionmakers (offer expert analysis if x action is taken or not)

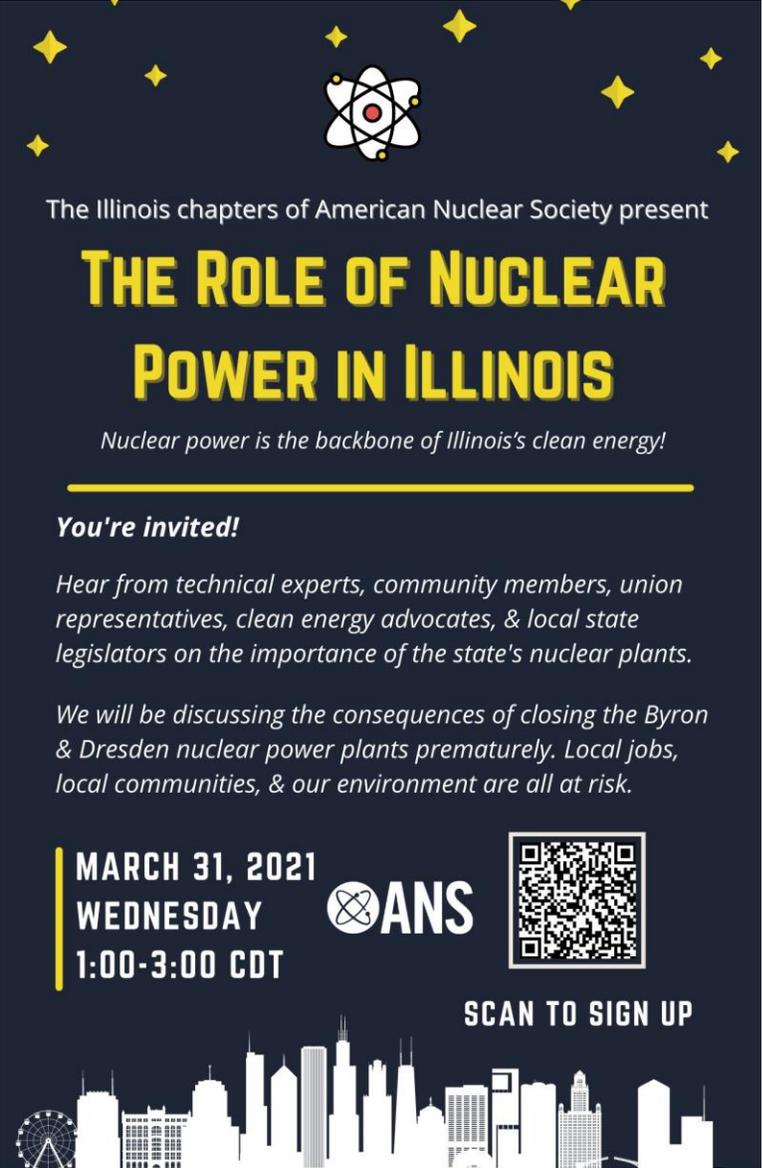
## Michigan's nuclear professionals urge Gov. Whitmer to halt premature closure of Palisades nuclear power plant

The Michigan and Ohio Section of the American Nuclear Society warned of environmental and economic harm if Palisades' clean energy is lost in May

Tue, Mar 22, 2022, 12:56PM | Press Releases

The combined Michigan and Ohio Section of the American Nuclear Society (ANS) urged Michigan Gov. Gretchen Whitmer and state lawmakers in a letter to reconsider the premature closure of the carbon-free Palisades nuclear power plant in May.

"We urge Governor Whitmer and the state of Michigan to take a fresh look at the growing negative consequences that Palisades' closure will have for residents of Michigan," [wrote the Michigan-Ohio Section of ANS in a letter](#). "We ask that you use your influence to persuade Entergy to continue operating the Palisades Nuclear Plant and Consumers Energy to buy the clean power from the Palisades plant."



The Illinois chapters of American Nuclear Society present

# THE ROLE OF NUCLEAR POWER IN ILLINOIS

*Nuclear power is the backbone of Illinois's clean energy!*

**You're invited!**

*Hear from technical experts, community members, union representatives, clean energy advocates, & local state legislators on the importance of the state's nuclear plants.*

*We will be discussing the consequences of closing the Byron & Dresden nuclear power plants prematurely. Local jobs, local communities, & our environment are all at risk.*

**MARCH 31, 2021  
WEDNESDAY  
1:00-3:00 CDT**



**SCAN TO SIGN UP**

# Insert nuclear into the local news cycle

## Letters to the Editor

- Responses to previous OpEds or news stories
- Sharp, [150 words or less](#)

## Opinion Editorials (OpEds)

- Proactive
- Longer, [700-750 words in length](#)

## Look to ANS “National” for guidance on tone, word choice, stance, etc.:

- [Position Statements -- ANS / Public Policy](#)
- [Letters and Comments -- ANS / Public Policy](#)
- Press Releases: [Media -- ANS / About ANS](#)
- ANS OpEds and Letters to the Editor (right)

## THE SACRAMENTO BEE

### KEEP DIABLO

[“Not so fast: California’s last nuke plant might run longer,”](#) (sacbee.com, Aug. 8)

On behalf of the American Nuclear Society’s 10,000 members, we urge California’s policymakers to take prompt action to preserve the option of generating clean, reliable power at the Diablo Canyon nuclear plant. It’s not necessary to make a final decision today on continued plant operations beyond 2024. However, steps must be taken now to ensure that that option is available down the road. The costs will be small compared to the overall cost of decarbonization.

Regarding the safety of continued operations, our country’s independent nuclear safety agency should be making that assessment — not avowed foes of nuclear energy. The Nuclear Regulatory Commission has the resources and expertise to evaluate a license renewal; its only bias is toward protecting public health and safety. California’s leaders ought to facilitate the submission of a Diablo Canyon license renewal application by Pacific Gas and Electric Co. That will enable an informed and impartial safety assessment by the commission.

Steven Arndt

American Nuclear Society, president

La Grange Park, Ill.



# Commenting at state agencies, ISOs, etc.



*Comment Received From: Cornelius Milmoie  
Submitted On: 8/12/2022  
Docket Number: 21-ESR-01*

## **Need to Reconsider Retirement of the Diablo Canyon Nuclear Power Plant (Docket No 21-ESR-01)**

I have been in the nuclear business for over 40 years, working as a regulator for the New York PSC, as a lawyer for GE, and as a contractor advising the US Department of Energy on nuclear matters. I am a long-time member of the American Nuclear Society, I am mindful of the considerable benefits of continued operation of PG&E's Diablo Canyon Nuclear Power Plant in terms of electrical system reliability and affordability, decarbonization to mitigate adverse climate change, the economy, and energy security for the State of California, for the area around the plant, and for the entire nation.

Accordingly, I endorse the attached American Nuclear Society Comments to the California Energy Commission on the Need to Reconsider Retirement of the Diablo Canyon Nuclear Power Plant (Docket No. 21-ESR-01).

I urge the California Energy Commission to reverse its decision to retire the Diablo Canyon Nuclear Power Plant and allow the plant to operate as long as it will benefit the public.

Respectfully submitted,

Cornelius J. Milmoie

# Offer your technical expertise!

- Speak as yourself
- Use your credentials
  - Nuclear engineer, *member of ANS*, etc.
- Avoid speculation
- Give facts
- Avoid jargon
- OK to “follow up”
- Point media to credible sources:
  - ANS
  - Regulators
  - IAEA
  - UNFCC





# Campaigning for Clean Air

STRATEGIES FOR PRO-NUCLEAR ADVOCACY

Meredith Angwin

“This book is a *must read* for anyone engaging with the public on nuclear power issues.”

— Eugene S. Grecheck, past president, American Nuclear Society

## Out-green the anti-nukes

- Emotions > logic
- Perception is reality
- Success comes from positivity
- Third parties translate into higher credibility
- Americans love storytellers, be compelling!
- Energy density = big nuclear is actually small:
  - [For the environment, keep Indian Point open – New York Daily News \(nydailynews.com\)](http://nydailynews.com)
  - [End the War on Nuclear Power—Start with Radiation \(powermag.com\)](http://powermag.com)

## Campaigning for Clean Air

- Support nuclear while simply sitting at your computer
- Support nuclear n public, using the same techniques as professional speakers and communicators
- Speak at a public hearing or be invited to speak to a legislative committee
- Learn how to deal with your own emotions
- Find other nuclear supporters and have fun together



American Nuclear Society

28,470 followers

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American Nuclear Society

28,470 followers

2mo • Edited •

"The world of Miss America has rarely seen the words "nuclear energy" before. Going into the competition, I wasn't sure what the response would be. . .When entering a world in which #nuclear science is not, feedback is expected," writes Miss America and nuclear engineering student Grace Stanke on her experience advocating for nuclear in competition. Read more: <https://lnkd.in/g/CHHEqHz>



Hannah K. Patenaude and 1,945 others

127 comments • 53 reposts

Reactions



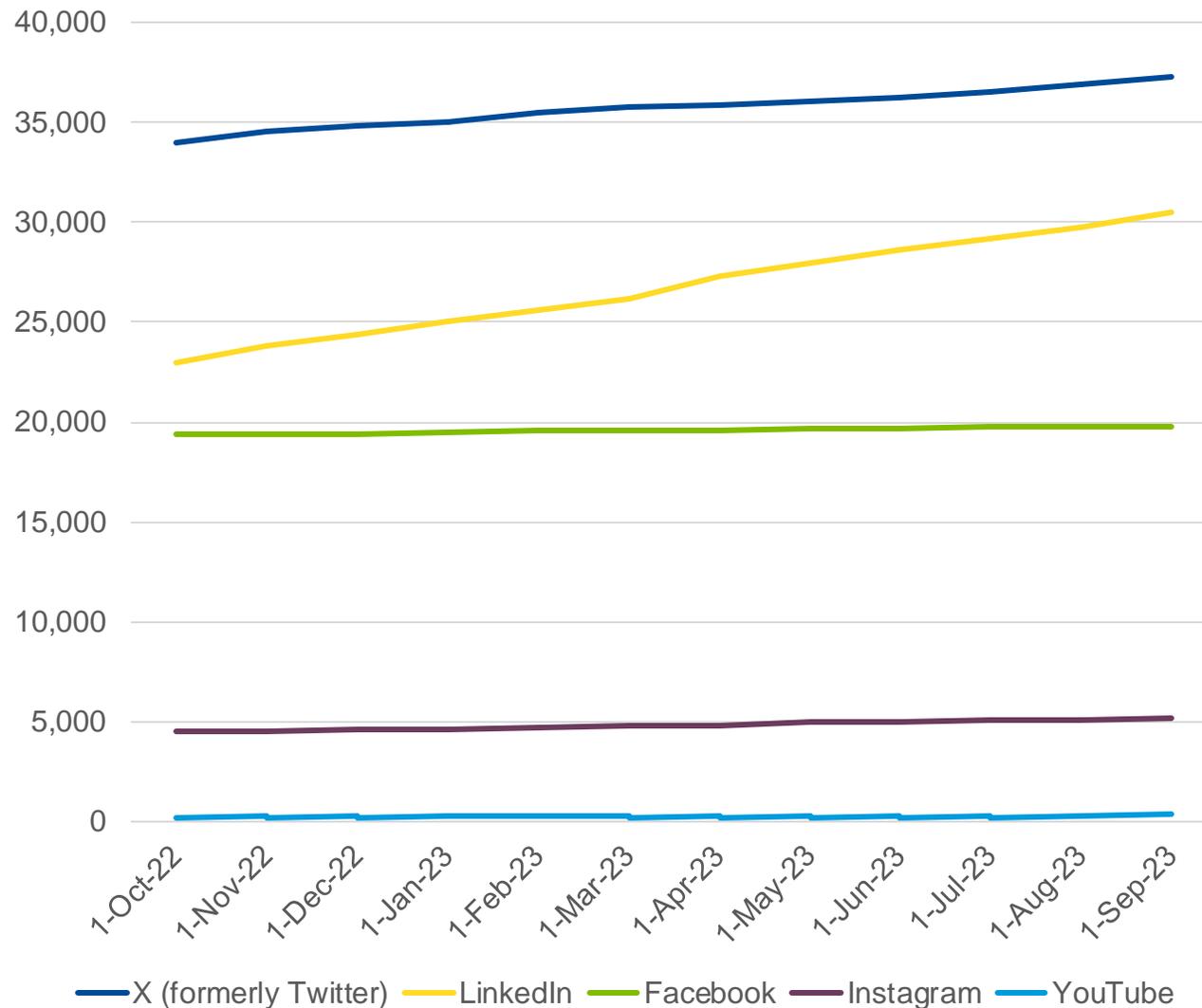
This is a great...

Love this...

This is a...

Thanks for sharing...

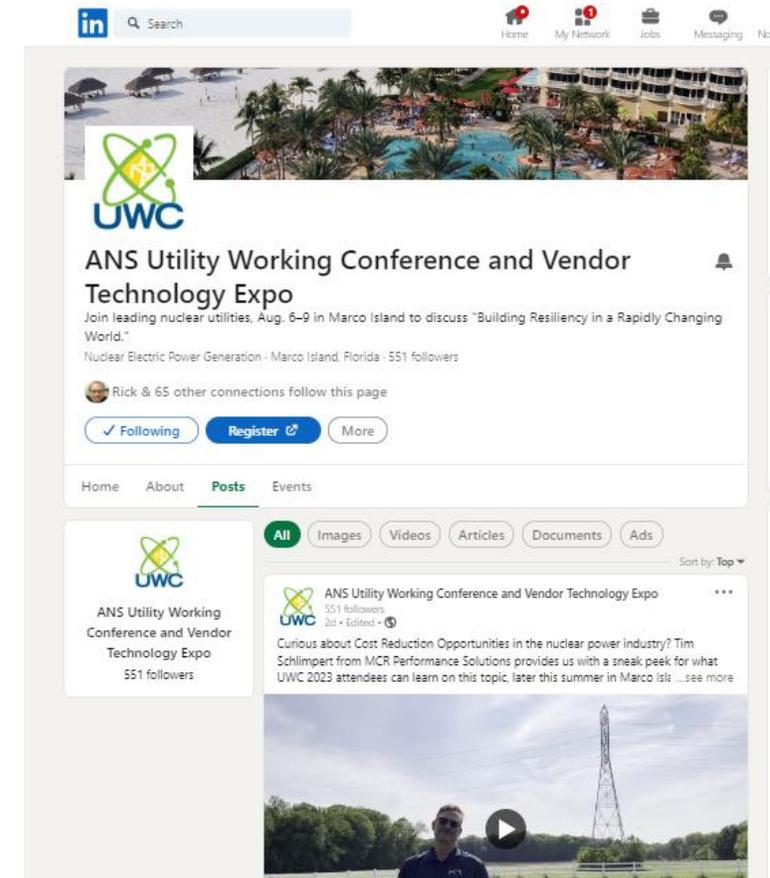
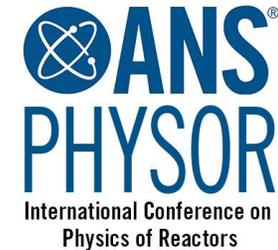
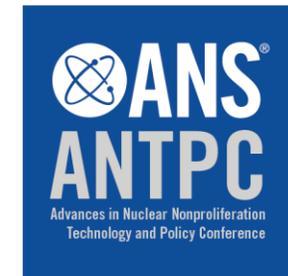
# ANS Social Media in Post-Twitter:



# LinkedIn

## Showcase Pages

- New dedicated pages for ANS Topical Meetings
- Organizer-run with ANS admin oversight





# THANK YOU

Andrew Smith

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[www.ans.org](http://www.ans.org)