

CURIO

NUCLEAR FUEL RECYCLING

2025 earned media program, managed by Cricket Public Relations

From virtually no top-tier press in 2024 to Forbes, Axios, The Washington Post and FOX Business in 2025.

40+

high-value articles published

335M+

unique visitors per month (UVPM) in direct coverage

3.5

placements per month, on average



SHARE OF VOICE IN NUCLEAR NEWS

2024

Virtually no top-tier press presence



2025

Multiple features with CEO quotes in Forbes, Axios and POLITICO — a strong increase

Assessment from Cricket PR's 2025 year-end media report

THE COVERAGE



US is in 'a golden age' for nuclear, energy with 'abundant' sources

Feb 21, 2025 • Mornings with Maria



US Startup Turning Radioactive Trash To Gold

Aug 28, 2025 • Feature story



Radioactive waste can be turned into fuel, nuclear startup says

Sep–Nov 2025 • Three Axios stories



Trump's nuclear 'renaissance' rests on risky plan for radioactive waste

Sep 22, 2025 • Major national coverage

THE APPROACH

Ride the news cycle.

As nuclear recycling went mainstream, Cricket tied pitches and press releases to breaking news, then added op-eds and TV and podcast interviews to give the technology a voice.

ALSO FEATURED IN

POLITICO E&E News

POWER Magazine

RealClearEnergy

Capacity Media

ANS Nuclear Newswire

TechFirst Podcast

BEYOND THE HEADLINES

9

press releases

4

op-eds placed

20+

media pitches

7

TV & podcast spots

Results reflect English-language coverage secured by Cricket PR in 2025; excludes wire and press-release pickup.