

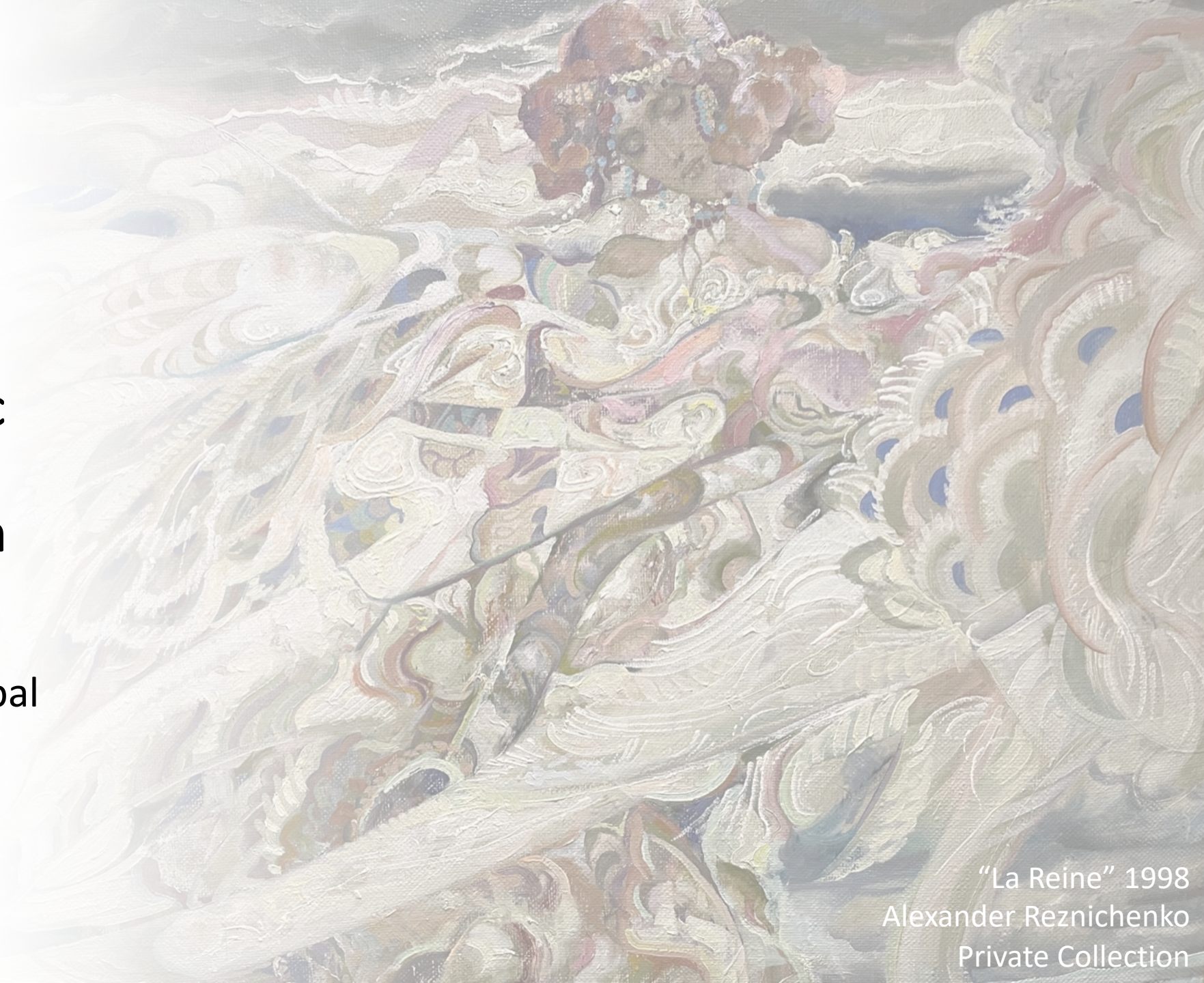


# Reflections on Advocacy, Public Outreach, and Public Education Campaigns

Rani Franovich, Principal

Nuclear ROSE Consulting

Former NRC Staff



"La Reine" 1998  
Alexander Reznichenko  
Private Collection



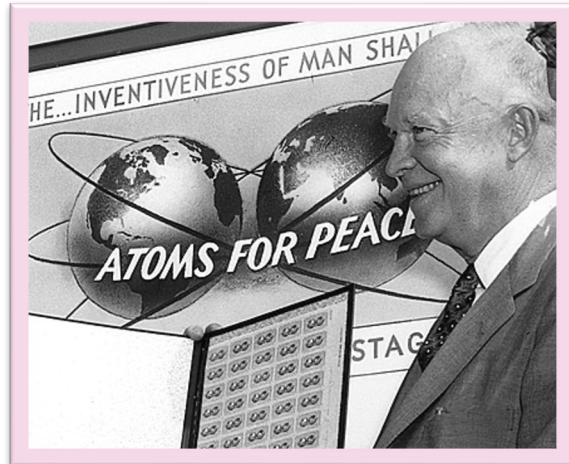
# Atoms for Peace Program in 1950's

Launched by President Dwight Eisenhower in 1954

- Shippingport Atomic Power Station near Pittsburg, PA
  - 1958 – First commercial nuclear power plant in the United States (US)
- Nine Mile Point Unit 1 in Oswego, NY
  - 1969 – Commenced commercial operation
  - Oldest operating commercial plant in the US



Source: Wikipedia



Source: Wikipedia

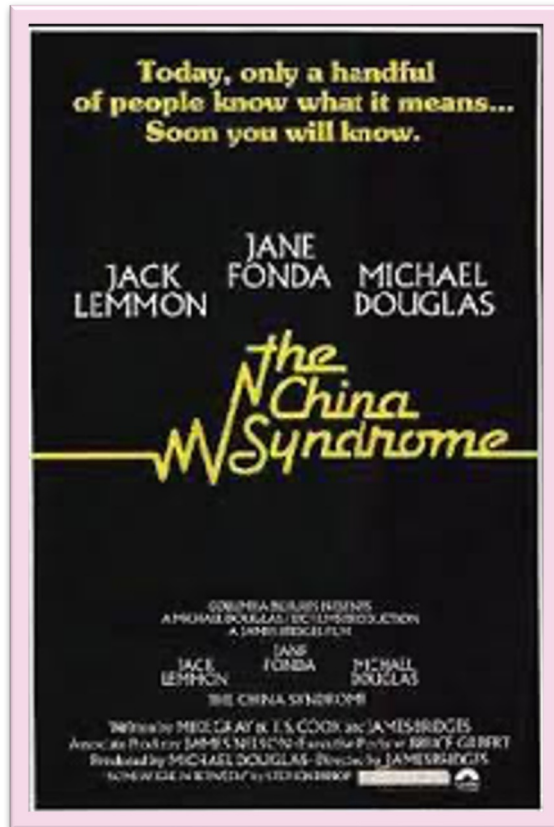


Source: Wikipedia



# Big Coincidence at a Very Bad Time

March 16, 1979



March 28, 1979



# Nuclear Weapons & Nuclear Energy

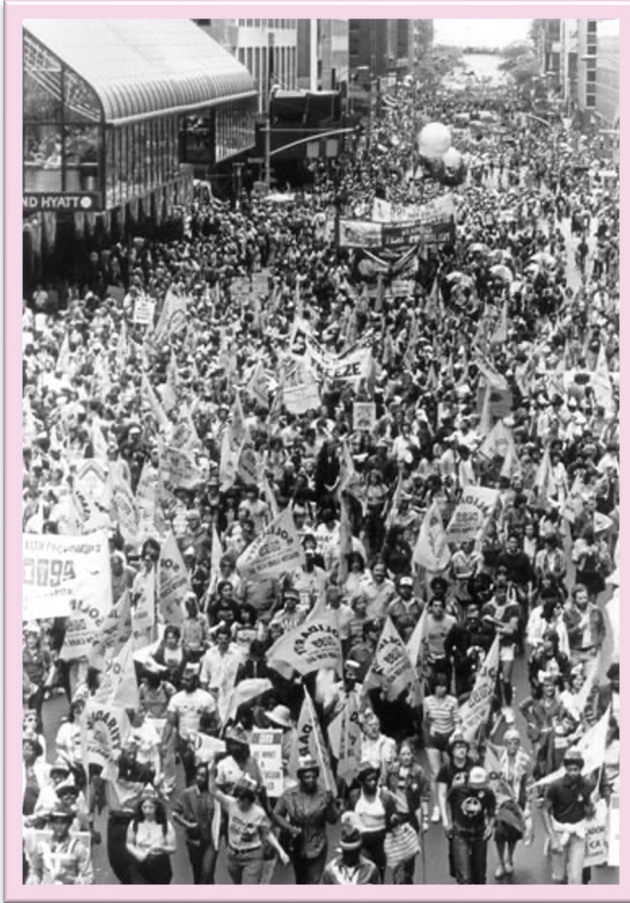


Photo: [WagingNonViolence.org](http://WagingNonViolence.org)

- Cold War in the 1980's
  - Conflation of military and peaceful applications of nuclear physics
- New York City's Central Park
  - June 12, 1982
  - 1,000,000 people
  - Largest anti-nuclear protest in American history
  - Demonstrated against nuclear weapons
  - Called for an end to the cold war arms race



Button is available for purchase on Ebay!



# Chernobyl Accident in 1986



Photo: The Atlantic

## Causes:

- Flawed reactor design
- Inadequately trained operators

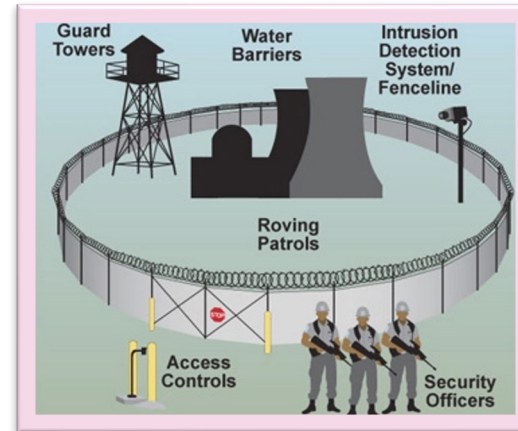
## Fatalities and Human Health Impacts:

- 2 plant workers died from the explosion on the night of the accident
- 28 people died within a few weeks as a result of acute radiation syndrome
- 15 people died from thyroid cancer
- No evidence of a major public health impact from radiation exposure 20 years later



# New Design-basis Threat on 9/11/01

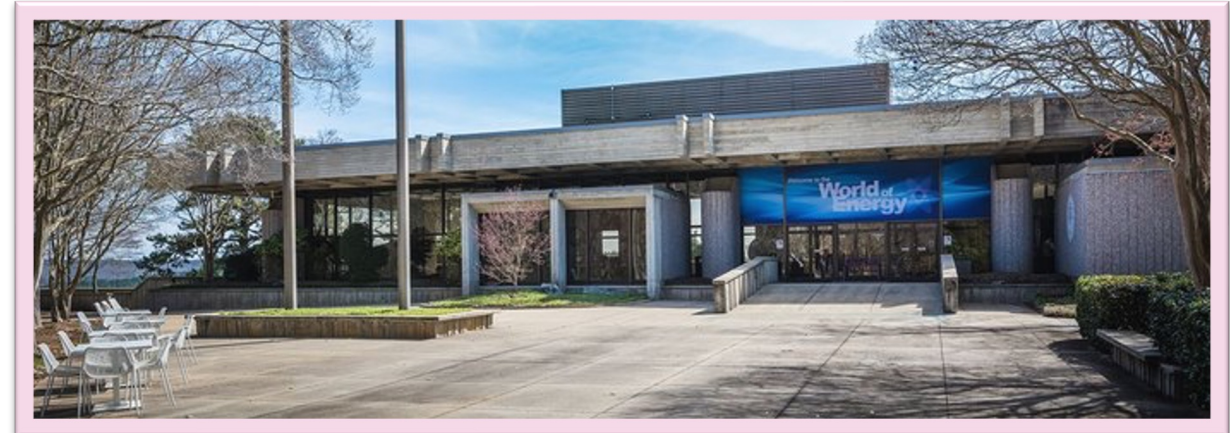
- No nuclear plant targeted
- Raised concerns about vulnerability to attack and sabotage, insider threat
- NRC orders required nuclear utilities to take immediate actions
- Some site area boundaries and visitor centers were affected
- Tests revealed U.S. plants are robustly designed and constructed



US Nuclear Regulatory Commission



Joe Readle/Getty Images



World of Energy, Oconee Nuclear Station, Duke Energy



# Fukushima Daiichi Accident in 2011



- No deaths or cases of radiation sickness from the nuclear accident
- Over 100,000 people evacuated from their homes as a preventative measure
- Government nervousness has delayed the return of many
- 2,313 disaster-related deaths among evacuees from Fukushima prefecture
  - These are in addition to 19,500 killed by the earthquake or tsunami

Photo: The New York Times



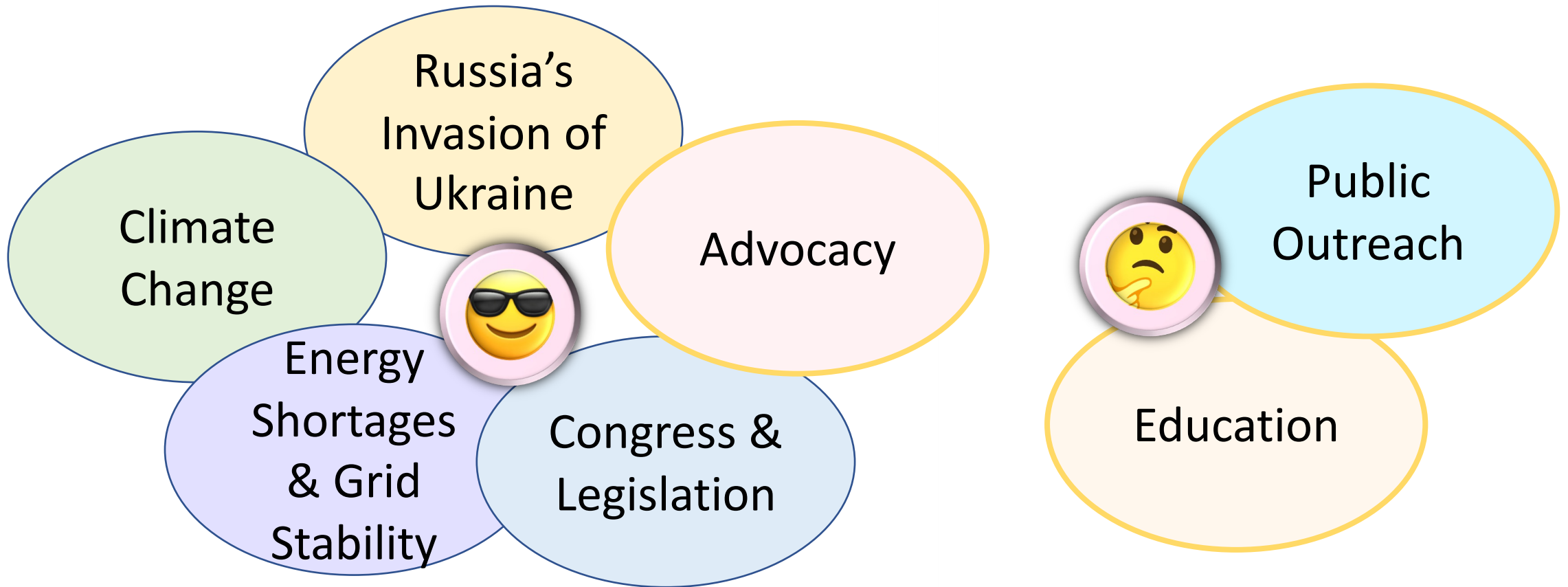
# Shrinkage and Expansion of the Fleet

- 2012 – U.S. nuclear generation peaked at about 102,000 MW
  - 104 operating power reactors
- 2016 – Watts Bar Unit 2 commenced commercial operation
  - First commissioned reactor since 1996 when the Watts Bar Unit 1 came online
- 2021 – Operating fleet
  - 93 operating commercial nuclear power reactors
    - 55 nuclear power plants in 28 states
  - Combined generating capacity of about 95,492 MW
  - 23 decommissioning commercial nuclear power reactors at 19 sites
  - 40 years – the average age of US nuclear reactors
- 2023 – Vogtle Units 3 & 4 projected to enter commercial operation





# Levers for Social Movement in 2023





# Similar Objectives and Strategies

## Five Steps to Effective Advocacy

Source:

Cristina Jaramillo

Florida International University  
News

August 31, 2021

1. Know your facts.
2. Listen to the people you want to help.
3. Engage with the community.
4. Build relationships.
5. Don't give up.



# Eight Principles of Public Outreach

**Recruit large,  
diverse  
groups of  
citizens to  
participate**

Source:

Joe Goldman, AmericaSpeaks

Joseph Peters, Ascentum

February 22, 2010

1. Craft a message that relates to people's lives.
2. Use active outreach strategies that are engaging and interactive.
3. Enlist trusted Spokespersons and ambassadors.
4. Advertise through multiple diverse mediums.
5. Explain why participation matters.
6. Monitor participation and adjust as needed.
7. Assume that half of the people who express interest will not participate.
8. Take your outreach to social media, especially social networks.



# Successful Public Education Campaign

It's not about  
what you  
spend, it's  
about what  
you say

Source:

Lynn Kahn, Former Director of  
Integrated Communications for  
the American College of Surgeons

November 20, 2019

- Three steps to a successful public education campaign
  1. Clearly Articulate the Goal of Your Campaign
  2. Define Your "Public"
    - General public? Or Policy makers?
  3. Be Creative in Getting Your Message Out (It Doesn't Have to Be Expensive)
- Attributes of successful campaigns
  - They tap into a real public need
  - They are based on realistic expectations
  - They attract collaborators and supporters
  - They employ multi-dimensional and measurable marketing strategies
  - They are sustainable
- Final thoughts: "Make sure you are committed not for a week, not for a month, but for as long as it takes to make a difference."



# Correcting the “Nuclear Bro” Culture

Whom you include, whom you exclude, and how Society relates?



Source: Nobelprize.org



Adobe Stock Image