



# Nuclear Science Week Webinar

Amanda Lang, Public Information Chair ([pi@naygn.org](mailto:pi@naygn.org))

September 4, 2019

# Agenda

- Welcome & Safety Message
- Nuclear Science Week: A History
- 2019 NSW: Think Clean, Think Solutions, Think Nuclear.
- George's Energy Adventure
- NAYGN High School Essay Contest
- Postcard Push Day 2019
- How to get involved?
- Open Discussion/Q&A

Jim Walther, National Museum of Nuclear Science & History

# NUCLEAR SCIENCE WEEK: A HISTORY

# Nuclear Science Week 2019:

## Kory Raftery





- #RealLifeScientist
- Branding pack:  
<https://www.nuclearscienceweek.org/event-branding-pack/>
- Millennial Nuclear Caucus: register now  
<https://www.eventbrite.com/e/millennial-nuclear-caucus-tickets-68761047143>

# Nuclear Science Week: Host City

- Happening in DC with a gala, nuclear science takeover of Rayburn House Office Building foyer, Millennial Nuclear Caucus



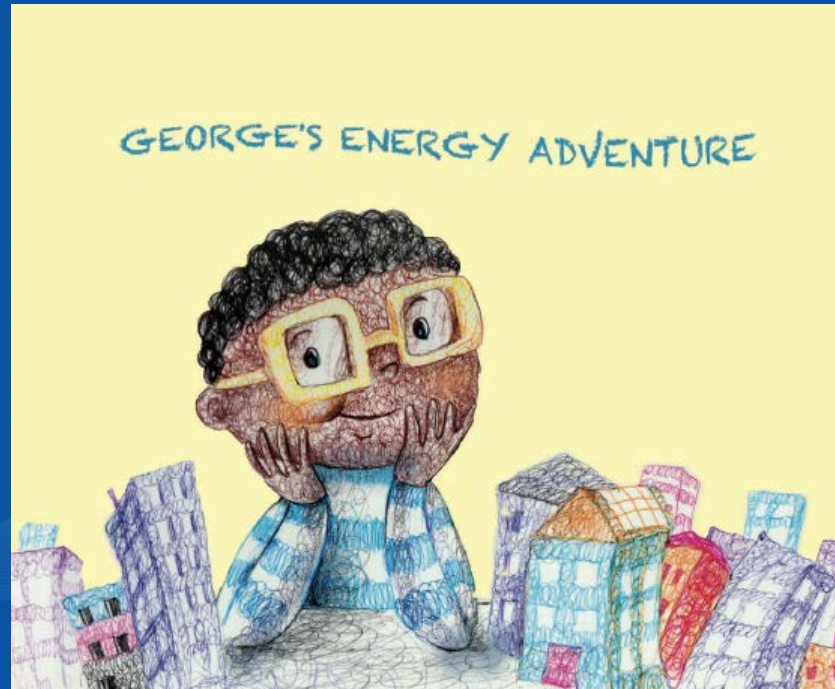
**Charlie Palmer Steak**

101 Constitution Ave NW  
Washington, DC 20001



**Rayburn House Office Building Foyer**

Southwest of the U.S. Capitol, bounded by Independence Ave., South Capitol St., First St., and C St., S.W



Amanda Lang

# GEORGE'S ENERGY ADVENTURE



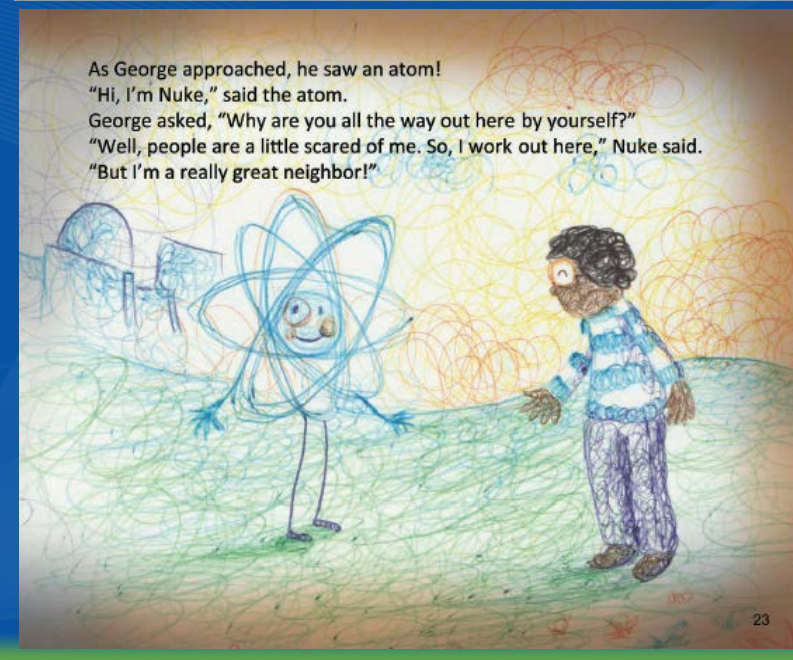
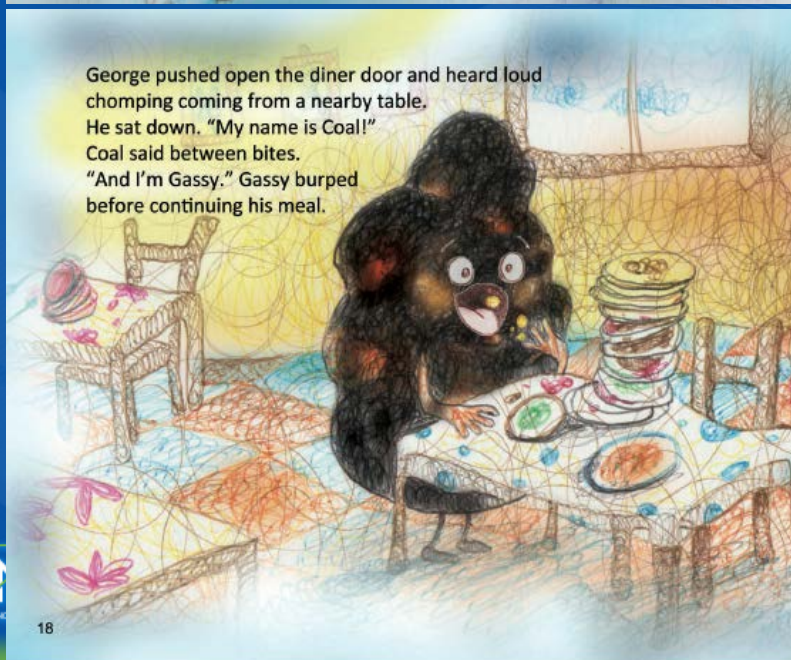
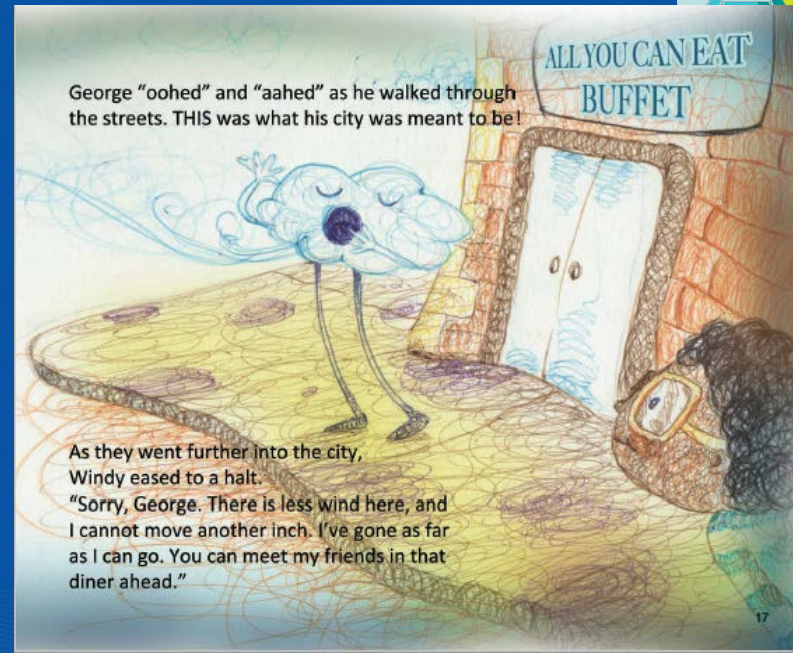
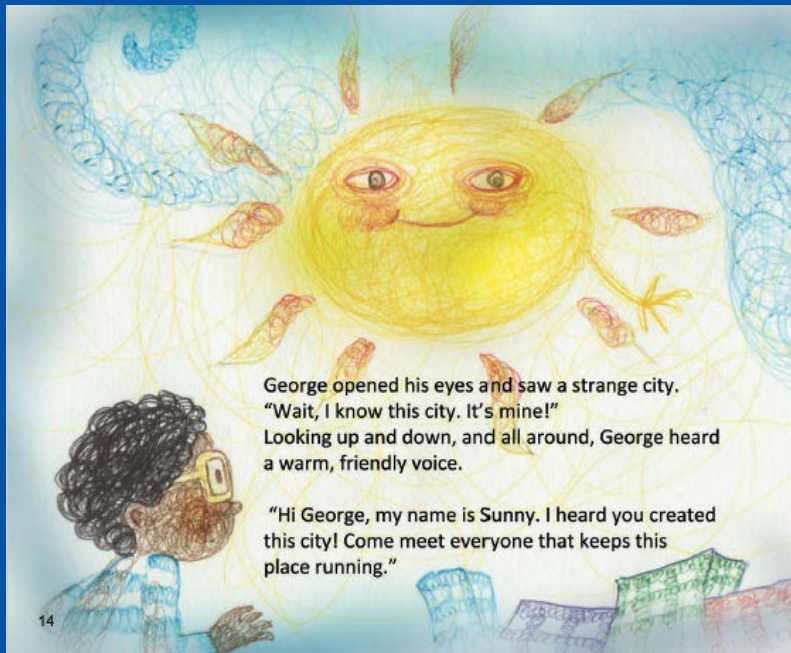
"Hello, inventors! I'm Ms. Megawatt."  
 "Mega-what?" said the girl next to George.  
 "Mega-WATT," said the camp leader.  
 "I'm a bundle of energy  
 in a short amount of time!  
 Let's get going!"

$$\text{MEGAWATT} = \frac{\text{MEGAJOULE}}{\text{SECOND}} = \frac{\text{ENERGY}}{\text{TIME}}$$

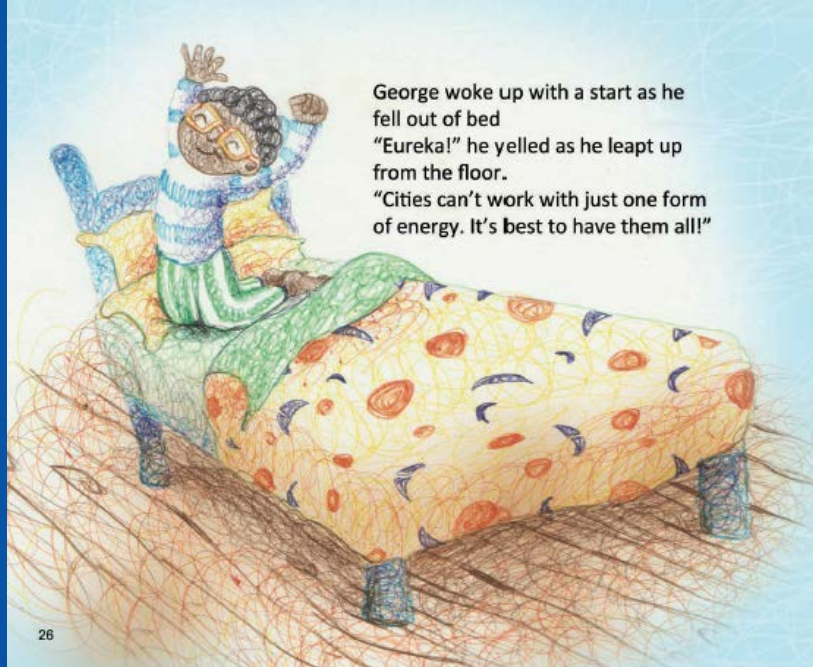
"This year your project is something you will ALL love!  
 You are going to build your own city! But, you must keep  
 the lights on by using what you learned about energy."











George woke up with a start as he fell out of bed  
"Eureka!" he yelled as he leapt up from the floor.  
"Cities can't work with just one form of energy. It's best to have them all!"

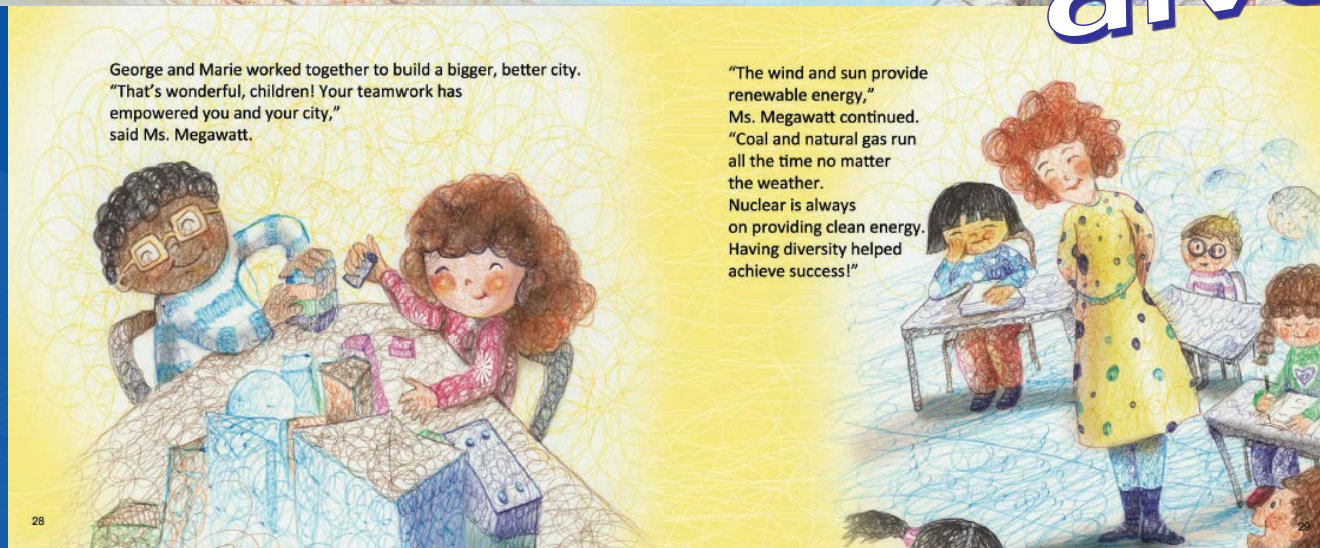
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George ran to find Marie.  
"Marie! MARIE!" George shouted,  
"I was wrong. We HAVE to work together! I tried, but I can't do it without you!"



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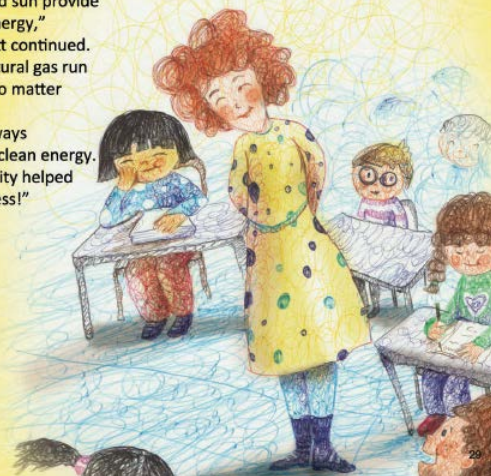
diversity



George and Marie worked together to build a bigger, better city.  
"That's wonderful, children! Your teamwork has empowered you and your city," said Ms. Megawatt.

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"The wind and sun provide renewable energy," Ms. Megawatt continued.  
"Coal and natural gas run all the time no matter the weather.  
Nuclear is always on providing clean energy.  
Having diversity helped achieve success!"



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# Logistics

- Bulk orders: you will be contacted! Watch for your boxes late September
- Sampler pack for NAYGN chapters: Watch for your books in early October
- No more orders at this time!

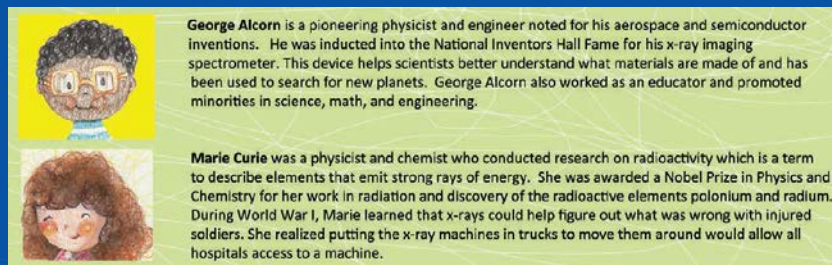
## Resources:

1. Free e-book (itunes)
2. Activity guide (with ideas for hands-on classroom activities)
3. Limited copies on Amazon
4. Upon request, print ready PDF to print your own copies

Questions? [adventure@naygn.org](mailto:adventure@naygn.org) or [pi@naygn.org](mailto:pi@naygn.org)

Event idea:

Team up with your local chapter of **National Society of Black Engineers** to spotlight the scientist **George Alcorn** (and namesake of George's Energy Adventure)





Holland VandeKrol

# NAYGN HIGH SCHOOL ESSAY CONTEST

Christine Fletcher

# POSTCARD PUSH DAY

**No hard copies of post cards will be sent out this year.**

- We're partnering with Nuclear Matters
- Post Card message continues what we've been doing all summer: share your personal story.
- Files are customizable to allow you to upload a picture and wording.
- Two digital files are available to either print or send electronically.

Email [governmentoutreach@naygn.org](mailto:governmentoutreach@naygn.org) to get the files and detailed instructions!

## POSTCARD PUSH DAY

**SALLY SUE**

Colorado, Nuclear Matters Advocate



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# Hill Day Follow Up

- Be sure to send an e-postcard/note to your networking contacts you established during your Hill Day visits. → Relationship Building!

Amanda Lang

# HOW TO GET INVOLVED?

# Localized (or Regional Events)



Set something up and register it here:

<https://www.nuclearscienceweek.org/get-involved/host-an-event/>

## Need Ideas?

Namaste Nuclear” – host a yoga event at a nuclear site!

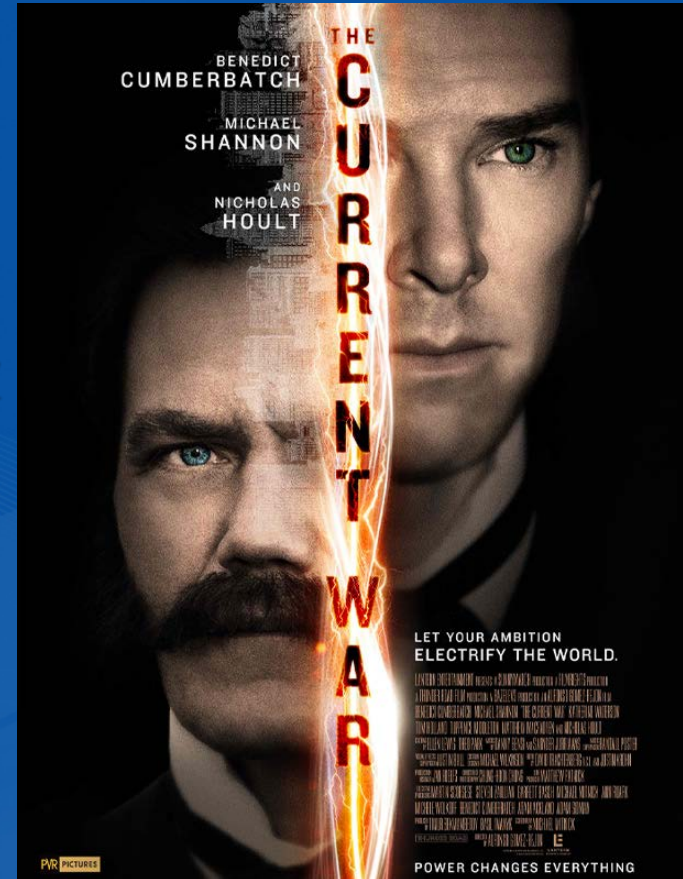
Or another fitness class!

Nuclear “takeover” day at your local science museum

Invite the public to the plant. Host a food truck “rodeo”!

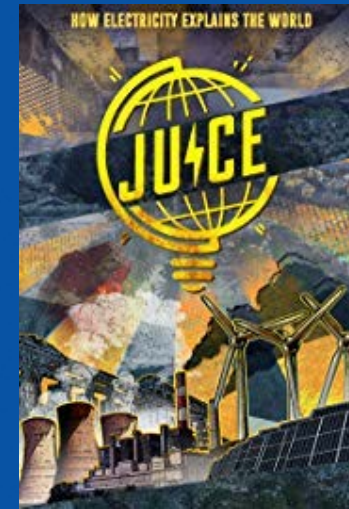
The Current War (movie) to be released October 4!

<https://www.youtube.com/watch?v=bx3gaLQNwig>







# Event ideas



- Symphony at the nuclear plant
- Trick or Treat at the nuclear station
- Outdoor movie night on the lawn at your local nuclear plant
- Get active on social media!
- Make some fun nuclear energy memes (like Generation Atomic)
- Host a showing of Juice the Movie ([Robert@robertbryce.com](mailto:Robert@robertbryce.com) for more info)
- Celebrate International Coffee Day on October 1<sup>st</sup> with complimentary coffee for the public (if they stop by the nuclear plant!)
- Host “Face Your Fears Day” (October 8) at the nuclear station





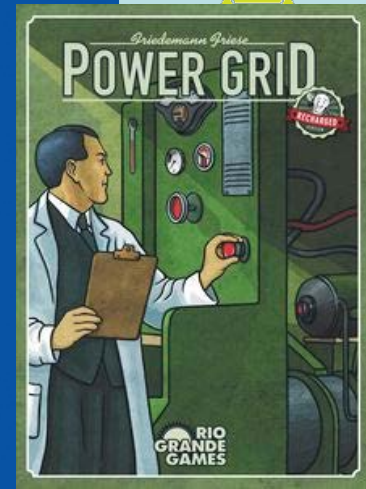
NAYGN  
NORTH AMERICAN YOUNG GENERATION IN NUCLEAR

“Growing up in the Dominican Republic there would be constant power outages. I would always tell my grandmother that when I grew up I would become an engineer and fix the power outages so she would have electricity.”

-Victor Valera  
EFIN Mechanical Engineer, Entergy's Grand Gulf Nuclear Station

#WhyIChoseNuclear

# Event inspiration



- Host a fall festival at your plant: bobbing for apples, s'more making, & PSLs
- Host stargazing at the nuclear station
- Host a board game night! Powergrid, anyone?
- Host an info session on the world's first (and all natural) nuclear reactor: Oklo
- Climate interactive: Host a mock United Nations special session on energy and climate!  
<https://www.climateinteractive.org/>
- Navigating Nuclear – First 2 High School Lessons will be released in October
- Fission Game – There's an app for that! Link to be provided.
- Energy Challenge - <http://energychallenge.duke-energy.com/>
- Nuclear Blitz (visit 100 classrooms!) in your local school district
- Boy or Girl Scout Nuclear Science Merit Badge Workshop
- Nuclear Science Teacher Workshop ([nuclear101@naygn.org](mailto:nuclear101@naygn.org))
- Invite a classroom to tour the nuclear plant
- Children's book reading @ library @ the plant @ a classroom



# Event impact

- Get on agenda of state legislators public forums (typically breakfast/luncheon events). Contact [governmentoutreach@naygn.org](mailto:governmentoutreach@naygn.org) if interested.
- Invite your local representative or city council members for a plant tour.
- Get a booth at a neighborhood/city event/festival.
- Partner with a local brewery (set up a booth on a busy Saturday).
- Sporting event “Game Day Booth”
- Public simulator tour
- Participate in your city’s festivals
- Get a float in your city’s Thanksgiving Day parade!
- Ask an expert about the HBO Miniseries “Chernobyl” (check out the video: <https://www.facebook.com/TheNAYGN/videos/355844055111762/>)



Kristie Soliman

# CHERNOBYL HBO MINISERIES EVENT

Matthew Mairinger

# PARTICIPATING IN PUBLIC HEARINGS IN CANADA

# CNSC Public Hearings

- In Canada when a nuclear facility wants to make changes to their license any member of the public can request to participate (oral intervention or written).
- <http://nuclearsafety.gc.ca/eng/the-commission/calendar-of-hearings-and-meetings/index.cfm>
- Interventions are from industry, anti-nuclear groups, private citizens, pro-nuclear groups and politicians (mayors, councilors, members of parliament and members of provincial parliament).



# CNSC Public Hearings

- Hearings take place during one day (or several days) – 10 minutes to provide your intervention followed by a question period from the CNSC panel in which they can ask the intervener questions or they can call on experts (CNSC staff, licensee staff or other government staff) .
- Hearings are broadcast live and a written transcript is produced afterwards. The licensee is notified whether or not their license has been granted and if there are any conditions/actions.



Mara Levy

# PARADE FLOAT

When someone says  
they don't support  
nuclear power



Be a lot cooler if you did



**CATASTROPHIC  
GLOBAL WARMING**



**CURRENT LEVELS OF NUCLEAR,  
HYDRO, WIND, SOLAR, GEOTHERMAL**



Eric Meyer, Generation Atomic

# MEME WORKSHOP



Mission: To energize and empower today's generations to fight for the future of nuclear energy.



Generationatomic.org  
facebook.com/generationatomic  
@Gen\_Atomic

Eric G. Meyer - Executive Director  
eric@generationatomic.org

# RUNNING A SOCIAL MEDIA CONTENT CREATION WORKSHOP

Eric G. Meyer

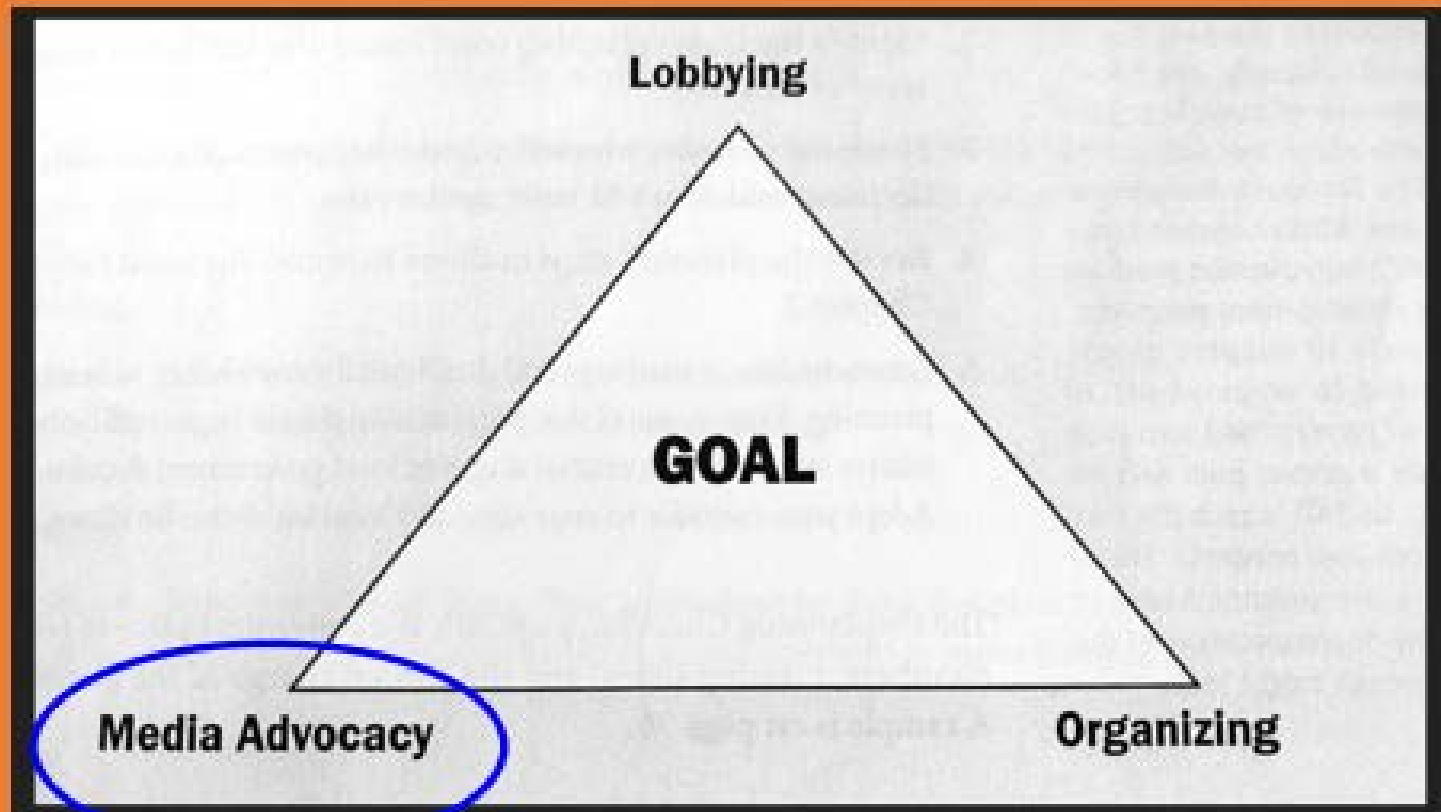
Founder and Executive Director

Generation Atomic

@Gen\_Atomic

[facebook.org/generationatomic](https://facebook.org/generationatomic)

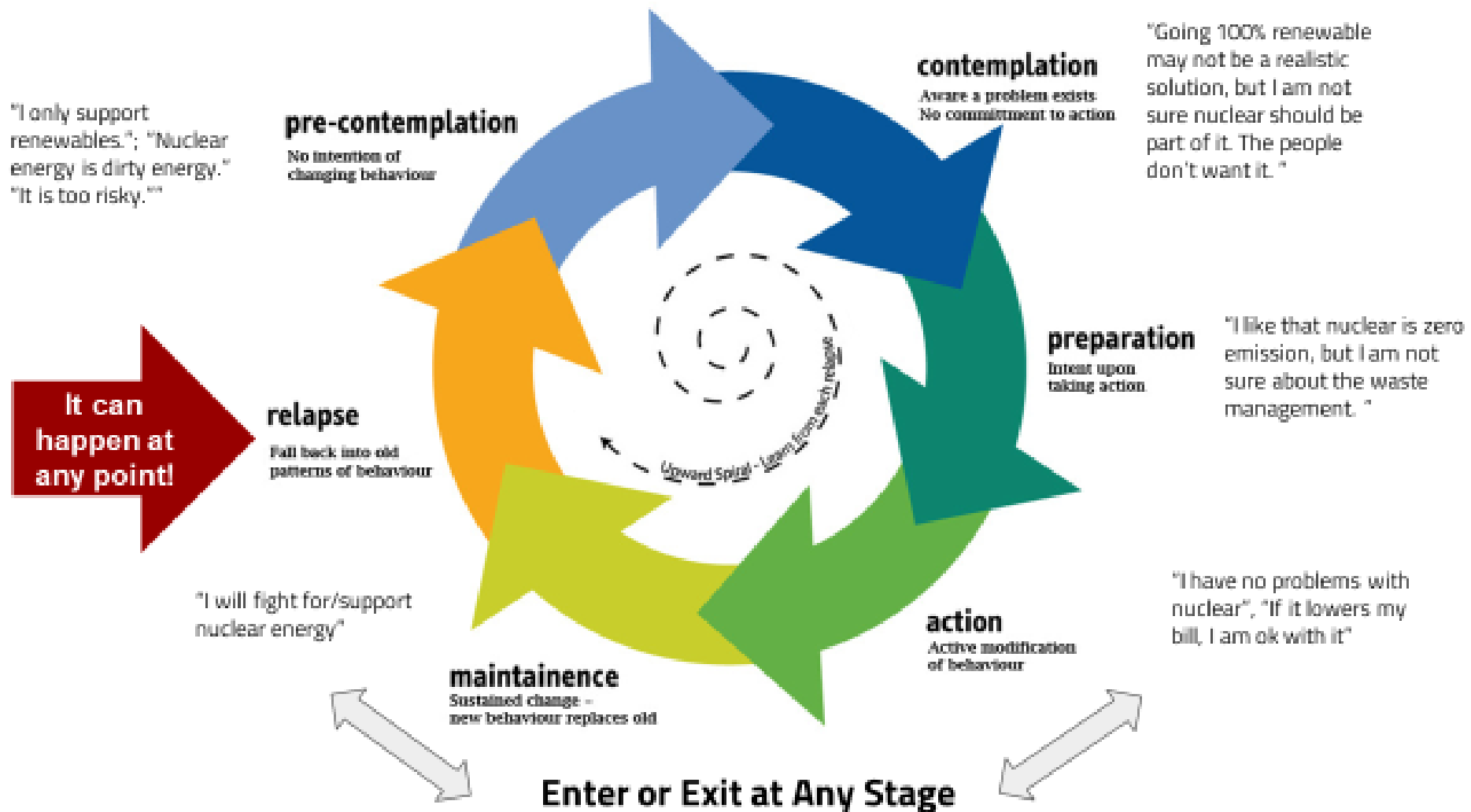






# Readiness To Change

## How People Change Their Minds?



"I only support renewables."; "Nuclear energy is dirty energy."  
"It is too risky."

"Going 100% renewable may not be a realistic solution, but I am not sure nuclear should be part of it. The people don't want it."

"I like that nuclear is zero emission, but I am not sure about the waste management."

"I have no problems with nuclear", "If it lowers my bill, I am ok with it"

"I will fight for/support nuclear energy"

**Transtheoretical Model of Change**  
Prochaska & DiClemente

Let's get ready to roll,  
before we begin...

# I. Write your Twitter handle on the board

- a. (create a twitter if you don't have one, and are cool w/ that.)

# I. Download Meme Generator



HOW MANY OF YOU HAVE  
SHARED NUCLEAR CONTENT  
ON FACEBOOK, TWITTER, INSTA,  
REDDIT, OR LINKEDIN?

Why did you do it?





# WHY DO PEOPLE SHARE THINGS? TWO WAYS OF DECISION MAKING

- IDENTITY

- The content resonates with them
- They believe that sharing this particular content will build or reinforce a certain image with their followers

- CONSEQUENCES

- They think that sharing the content will help make it more visible, in turn informing more people, shaping a narrative, and making progress on the issue.
- They believe that not-sharing will be contributing to the opposite.



## HOW TO MAKE THE CONTENT THEY SHARE MORE MEMORABLE

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Story Driven
- (So the acronym works)

Eric G. Meyer | @Gen\_Atomic |  
[facebook.com/generationatomic](https://facebook.com/generationatomic)

NEW YORK TIMES BESTSELLER

Why Some Ideas Survive  
and Others Die

# MADE to STICK

Chip Heath & Dan Heath

With ADDED MATERIAL (now extra sticky!)

## THREE MILE ISLAND IMAGE -- CLEAN JOBS PENNSYLVANIA

- Stickiness
  - Simple
  - Unexpected
  - Concrete
  - Credible
  - Emotional
  - Story Driven
- Motivation for Sharing
  - Consequences
  - Identity



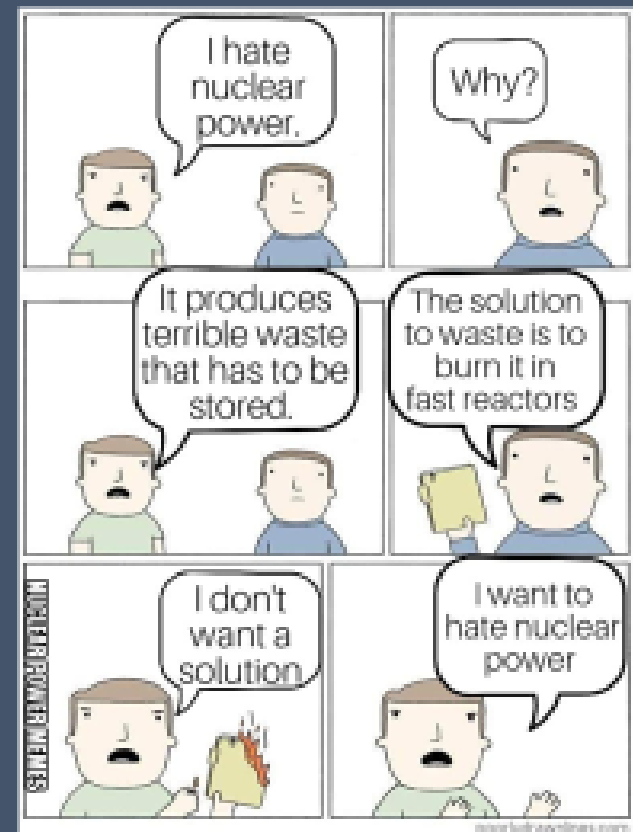
RESULTS  
Likes - 38  
Shares - 30





# I HATE NUCLEAR - NUCLEAR POWER MEMES

- Stickiness
  - Simple
  - Unexpected
  - Concrete
  - Credible
  - Emotional
  - Story Driven
- Sharing Motivation
  - Identity
  - Consequences

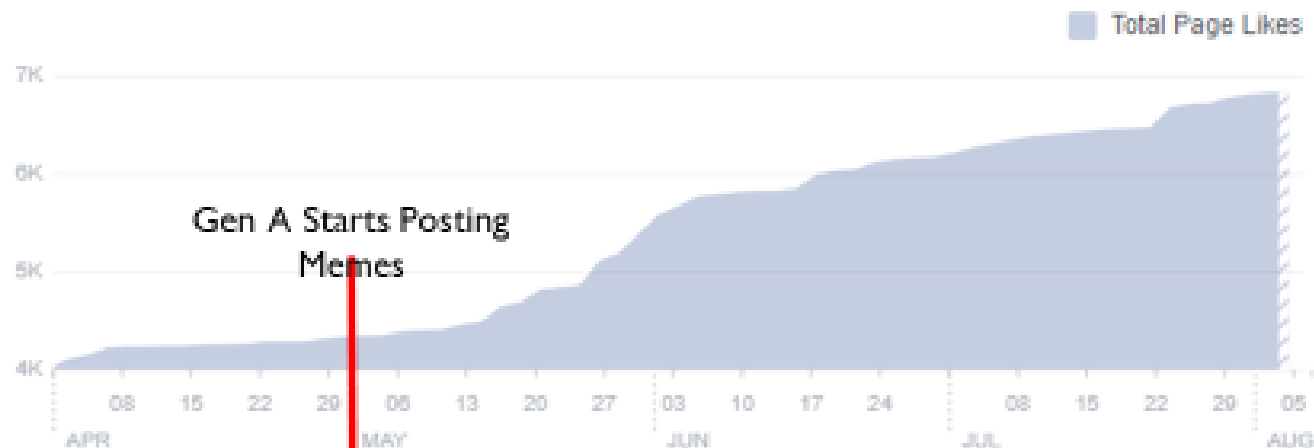


**RESULTS**  
Likes - 1700  
Shares - 6400  
Reach - 752,000

# THE VALUE OF MEMES

Total Page Likes as of Today: 6,833

Create Post



## BENCHMARK

Compare your average performance over time.

Total Page Likes

PEOPLE SHARE THEM,  
AND NEW PEOPLE  
LIKE YOUR PAGE

# MEME BEST PRACTICES



Know your audience, and try to balance



Can be read in under 10 seconds



Is funny or has other emotional value



Build bridges to new communities, don't burn them



Understand the meme format before you use it.



Native uploads for optimum algorithmic placing - don't paste a link to imgur



T  
e  
w



imgflip.com

d

THANK YOU.

JOIN US FOR MEME MONDAYS!



Generationatomic.org  
facebook.com/generationatomic  
@Gen\_Atomic

Eric G. Meyer - Executive Director  
eric@generationatomic.org

Q&A

# OPEN DISCUSSION