



NAYGN Hill Day Webinar

April 25, 2013

Todd Cervini
Constellation Energy

Abbey Donahue
Transnuclear, Inc.

Adam Howell
Areva

Christine Csizmadia
Nuclear Energy Institute

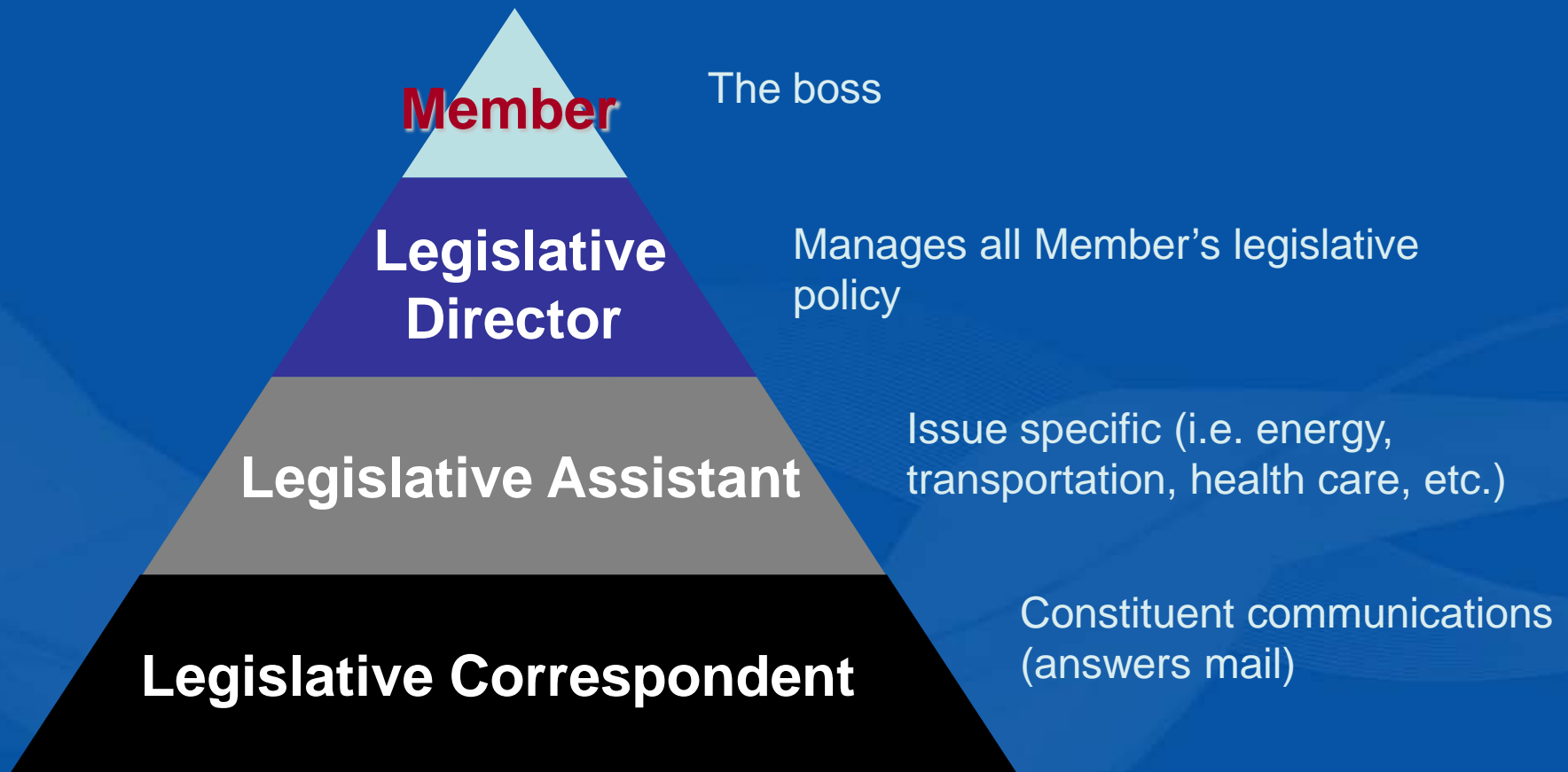
Alejandra Villarreal
Bechtel

Hill Day Webinar

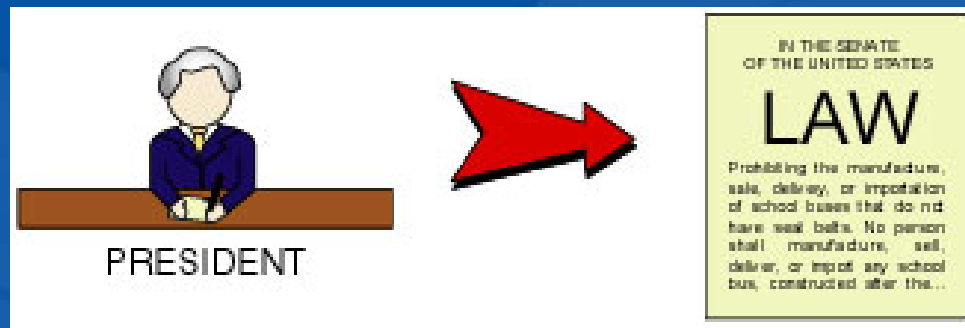
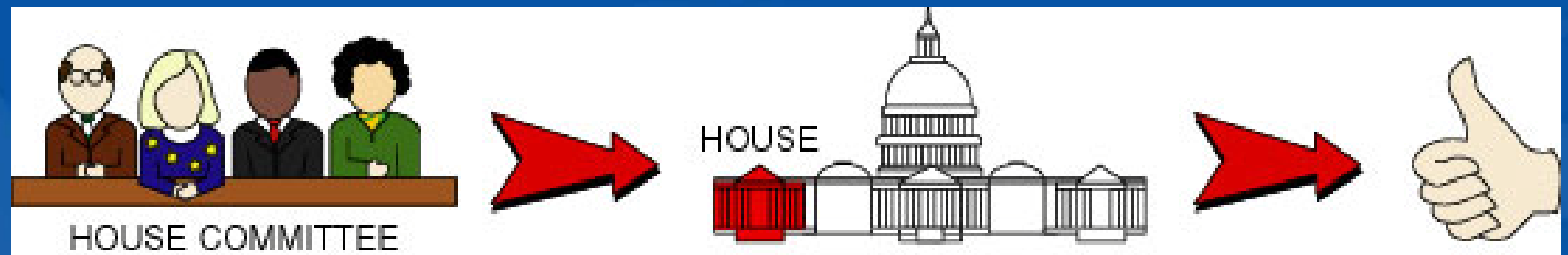
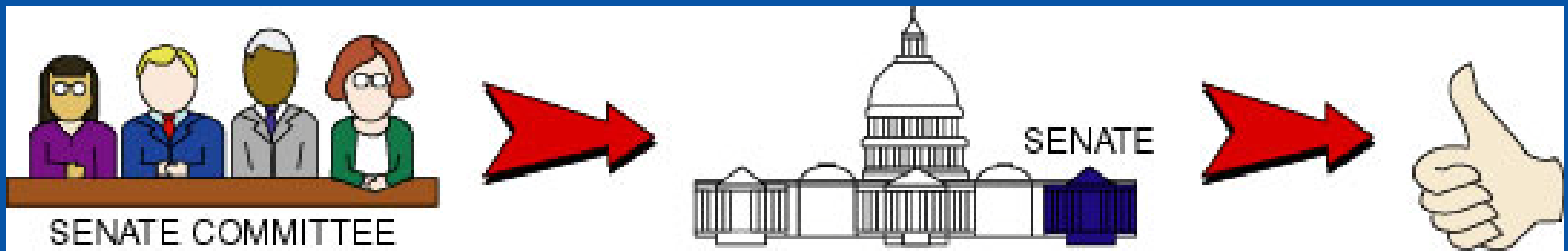
- The Audience
- The Message
- The Toolkit

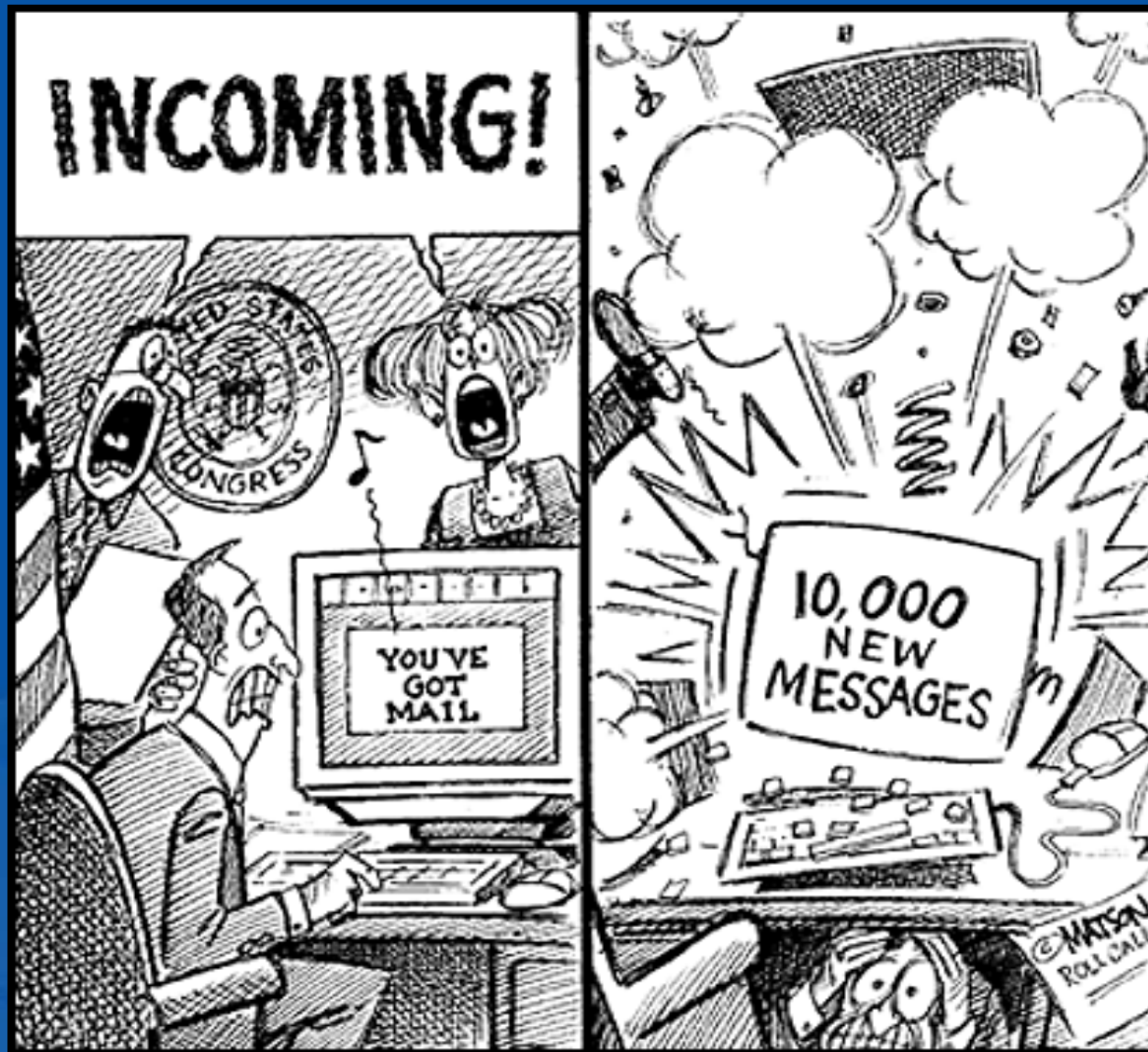
The Audience

Congressional Office Structure



The Legislative Process





Roll Call Newspaper, March 26, 2001

The Message

The Message: Your Elevator Speech

- Remember the BIG PICTURE!
- Perfect your elevator speech
- Have a clear, **concise** takeaway message

So, what should I say?

Introduce yourself!

Nuclear energy is safe, clean, reliable and affordable.

The nuclear industry creates JOBS!

Most importantly:

Tell them your story! Why are **YOU** passionate
about nuclear?

The Toolkit

Your Hill Day Toolkit

- NAYGN's Congressional Communication Plan
- NAYGN's Straight Talk about Nuclear
- Congressional Directory
- Schedule of appointments and drop-bys
- NEI state fact sheet
- NEI talking points
- Metro Card
- Your team!



Information Sources

- Nuclear Energy Institute – www.nei.org
- U.S. Nuclear Regulatory Commission – www.nrc.gov
- U.S. Department of Energy – www.energy.gov
- International Atomic Energy Agency – www.iaea.org
- American Nuclear Society – www.ans.org
- Health Physics Society – www.hps.org
- Japanese Nuclear and Industrial Safety Agency –
<http://www.nisa.meti.go.jp/english>
- Japan Atomic Industrial Forum – www.jaif.or.jp/english
- Tokyo Electric Power Company –
<http://www.tepco.co.jp/en/index-e.html>

What to Wear

MEN

- Dress slacks
- Collared Shirt
- Jacket
 - Sports Coat
 - Blazer
 - Suit jacket
- Tie

WOMEN

- Pant Suit
- Or skirt suit
- Shoe Choices
 - Comfy
 - Walkable

Do's and Don'ts

- Do your homework and come prepared.
- Do personalize your message.
- Do bring a handout and business cards (and take theirs).
- Do follow-up and say thank you!
- Don't be late!
- Don't assume the Member understands fission!
- Don't call your Representative Jerry!
- Don't feel like you need to speak.

If You're Unable to Join Hill Day...

NA-YGN Congressional Communication Plan lays out instructions and tips for conducting Member visits in your community:

- Locate Your Member of Congress
- Two offices - in the district and in D.C.
- Members split their time in their home state and in D.C. - the best time to schedule a meeting with a Member is during RECESS
- Ask to speak to the Member's "scheduler"
- Many times you will be scheduled to meet with an aide or a staff member - this is good!

Mock Meeting



Questions?

