Nuclear Science Week Webinar

Amanda Lang, Public Information Chair (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
NUCLEAR SCIENCE WEEK: A HISTORY

Jim Walther, National Museum of Nuclear Science & History
• #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.
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!”

“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.”

“Are you using nuclear energy? I learned that it’s great for big cities!” Marie exclaimed happily.

“Who needs nuclear energy?” George said impatiently. “My parents have solar panels on our house. That is all anyone needs.”

George knew exactly what to do. He began to build.
“Do you want to work as a team?” Marie asked.
“No. I’m already going to make the best city ever. I don’t need your help,” said George.
George opened his eyes and saw a strange city.
“Wait, I know this city. It’s mine!”
Looking up and down, and all around, George heard a warm, friendly voice.

“Hi George, my name is Sunny. I heard you created this city! Come meet everyone that keeps this place running.”

George pushed open the diner door and heard loud chomping coming from a nearby table.
He sat down. “My name is Coal!”
Coal said between bites.
“And I’m Gassy.” Gassy burped before continuing his meal.

As they went further into the city, Windy eased to a halt.
“Sorry, George. There is less wind here, and I cannot move another inch. I’ve gone as far as I can go. You can meet my friends in that diner ahead.”

As George approached, he saw an atom!
“Hi, I’m Nuke,” said the atom.
George asked, “Why are you all the way out here by yourself?”
“Well, people are a little scared of me. So, I work out here,” Nuke said.
“But I’m a really great neighbor!”
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!”

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!”

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.

“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 helps achieve success!”

diversity

teamwork
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 or 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 to get the files and detailed instructions!

POSTCARD PUSH DAY
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 for more info)
- Celebrate International Coffee Day on October 1st with complimentary coffee for the public (if they stop by the nuclear plant!)
- Host “Face Your Fears Day“ (October 8) at the nuclear station

"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."

Yciel Velera
EFN Mechanical Engineer, Entergy’s Grand Gulf Nuclear Station

#WhyIChooseNuclear
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/](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.
- 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 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).


- Inventions 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 it 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

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
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Readiness To Change
How People Change Their Minds?

pre-contemplation
No intention of changing behaviour

contemplation
Aware a problem exists
No commitment to action

preparation
Intent upon taking action

action
Active modification of behaviour

maintainence
Sustained change - new behaviour replaces old

relapse
Fall back into old patterns of behaviour

It can happen at any point!

“ 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”

Enter or Exit at Any Stage

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)

Why Some Ideas Survive and Others Die

MADE TO STICK

Chip Heath & Dan Heath

NEW YORK TIMES BESTSELLER

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

"Once TMI is gone, it's not coming back."
- Rep. Tom Mehaffie

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

Eric G. Meyer | @Gen_Atomic | facebook.com/generationatomic
THE VALUE OF MEMES

Total Page Likes as of Today: 6,833

- Gen A Starts Posting Memes
- 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

Eric G. Meyer | @Gen_Atomic | facebook.com/generationatomic
We need to decarbonize transport! Gimme options people!

H. from nuclear?
Electric cars?
Go back to the land so we don't need cars?
THANK YOU.

JOIN US FOR MEME MONDAYS!

GenerationAtomic.org
facebook.com/generationatomic
@Gen_Atomic

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