

# Communicating Nuclear



Matthew Meyer



DJ LeClear

# Communicating Nuclear

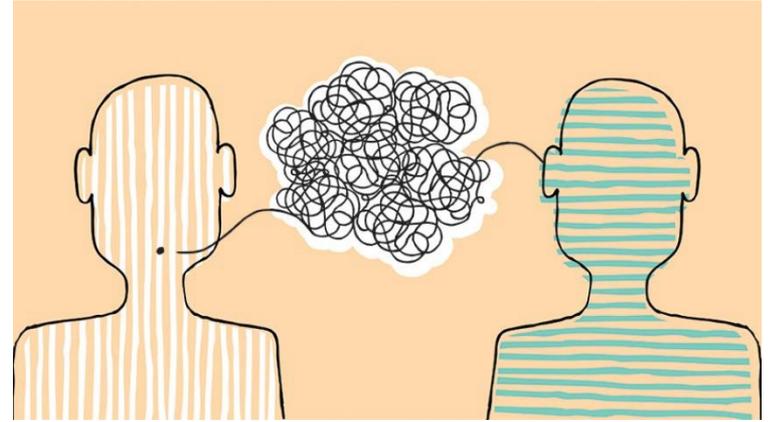
## Outline

- Why effective communication is important
- Information deficit model vs Engagement model
- 3 rules needed for effective conversations
- LeClear's Hill advocacy chart

Engaging in discussions about nuclear

# Conversations About Nuclear can be Difficult

- Energy is complicated
  - Expansive topic
  - Confusing terminology
- There is misinformation to address
  - People cling to long held beliefs
- It is easy to get into the “weeds”
  - Keeping people interested and engaged



# Finding the Right Approach is Important

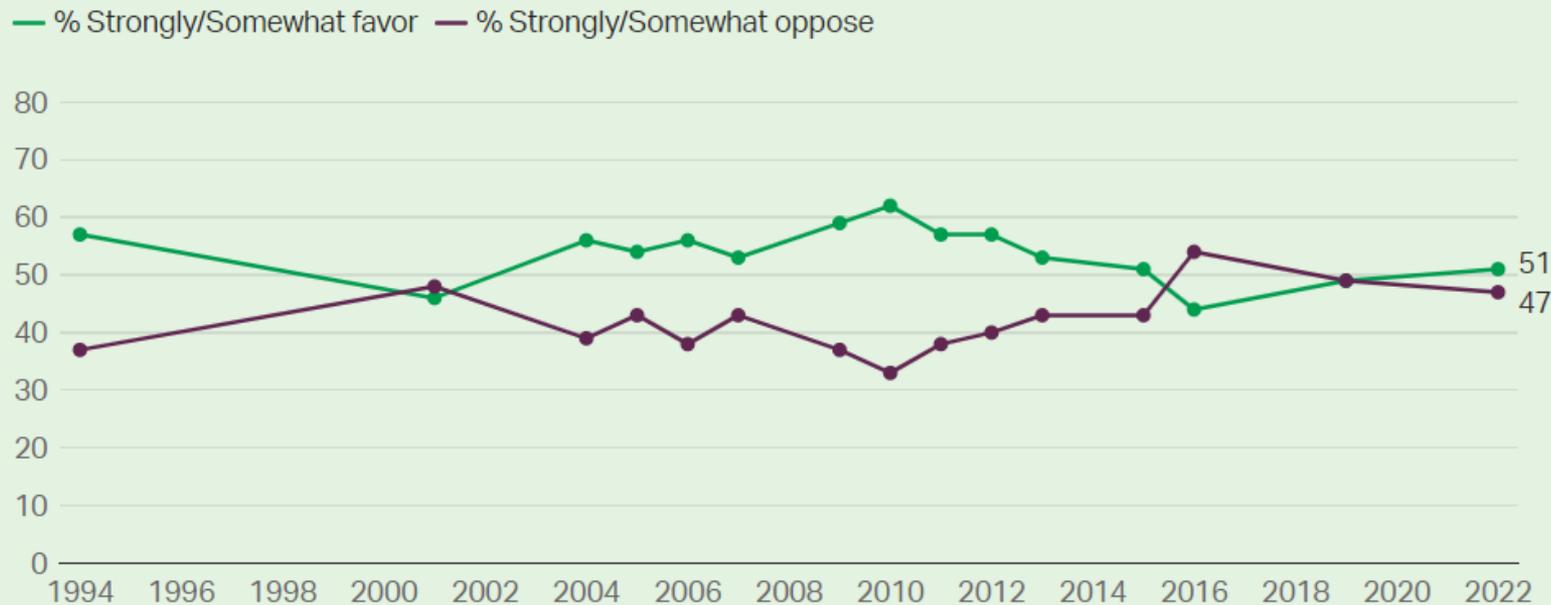
Public opinion can change through grassroots movements.

- Women's Suffrage Movement
- Civil Rights Movement
- Saving Diablo Canyon



## Americans' Views on the Use of Nuclear Energy

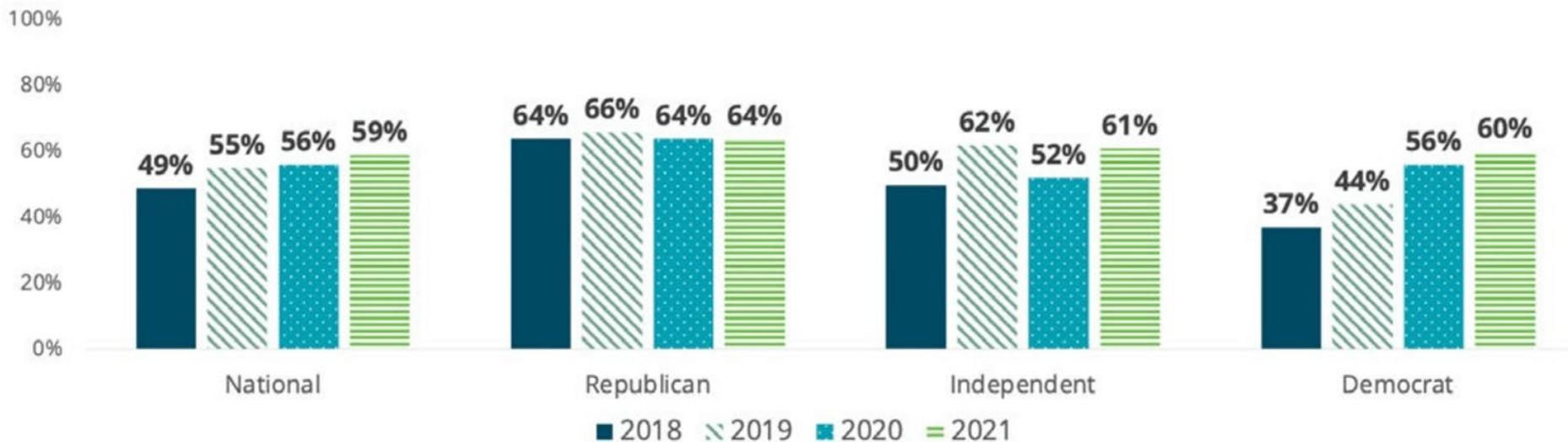
Overall, do you strongly favor, somewhat favor, somewhat oppose or strongly oppose the use of nuclear energy as one of the ways to provide electricity for the U.S.?

[f](#)[in](#)

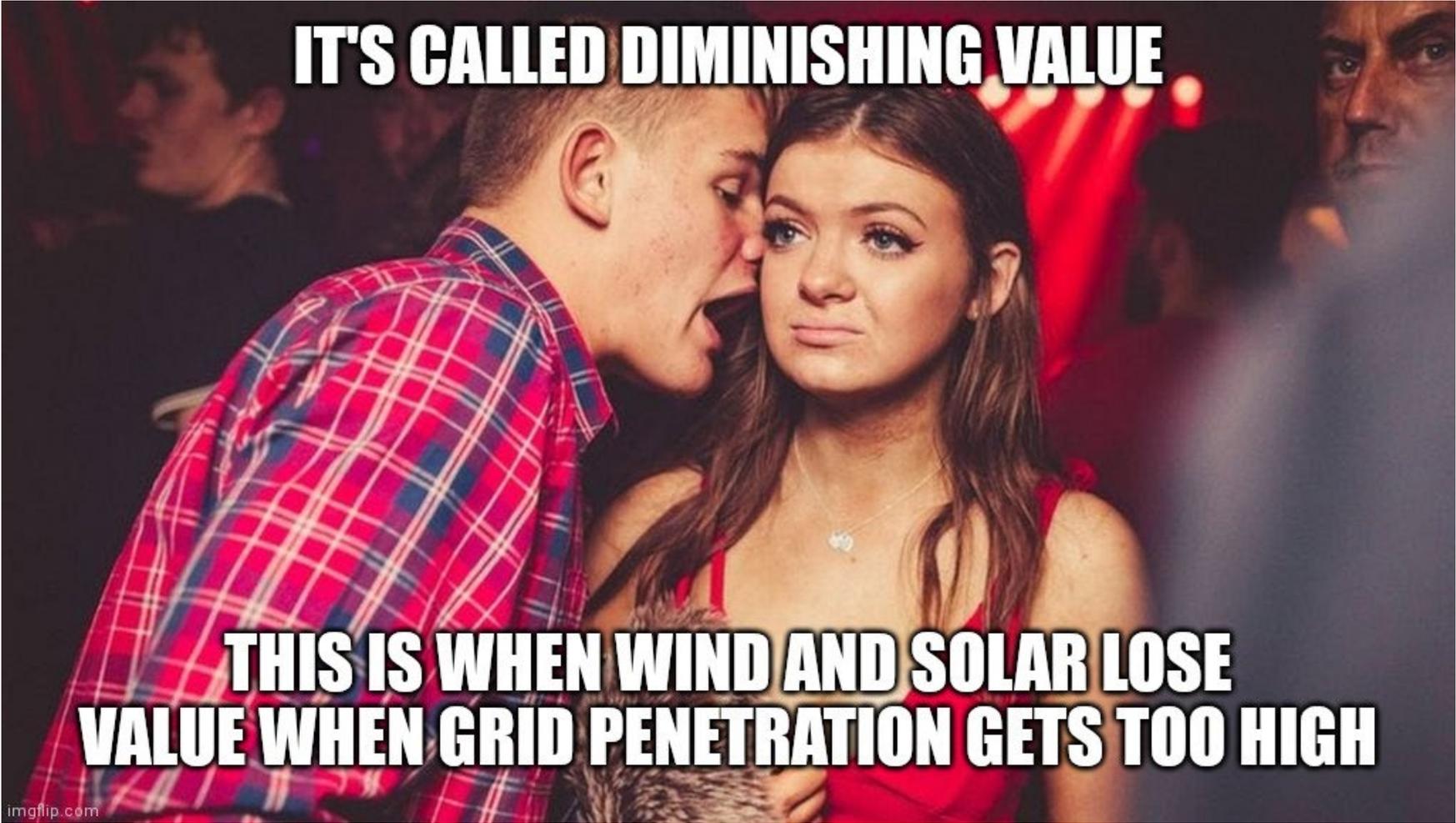
[Get the data](#)

GALLUP

**Support for nuclear power grows, especially among Democrats.** Survey question: America's traditional nuclear power plants produce around 20% of our electricity. Which is closest to your opinion? "Strongly support nuclear power" and "Somewhat support nuclear power" 1,110 national respondents. +/- 3% margin of error

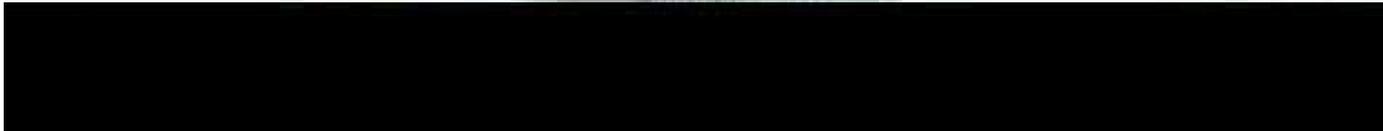
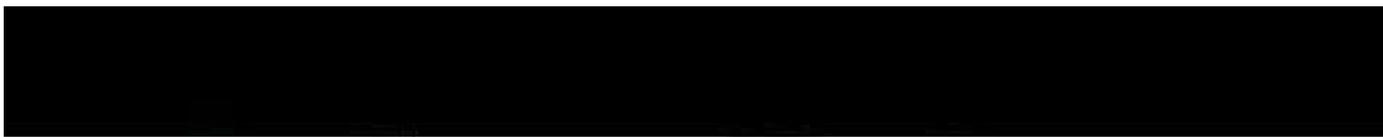


How can we communicate effectively?

A young man in a red and blue plaid shirt is whispering into the ear of a young woman in a red dress. They are in a dimly lit room with red lights in the background. The man's mouth is open as if speaking, and the woman has a neutral expression. The image is framed with a red border.

**IT'S CALLED DIMINISHING VALUE**

**THIS IS WHEN WIND AND SOLAR LOSE  
VALUE WHEN GRID PENETRATION GETS TOO HIGH**



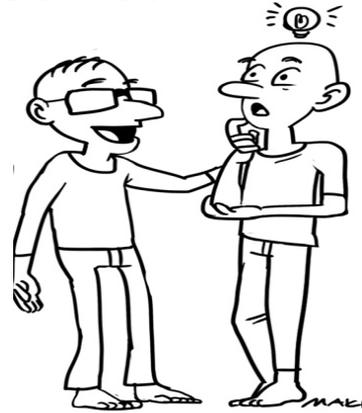
# When someone has an objection to nuclear energy...

## What's your first instinct?



### Information Deficit Model

- Provides facts and evidence to "fill in the knowledge gap"
- Can overwhelm people or come across as condescending



### Engagement Model

- Meets people where they are
- Establishes shared values
- Leads to productive conversations where people feel smarter



**Authors:**

Kerry Patterson  
Joseph Grenny  
Ron McMillan  
Al Switzler

## Fool's choice

- We are conditioned to being 'nice' and to think that we can't be honest and respectful at the same time
- Consider between two bad alternatives
  - Speak up and hurt the relationship or feelings
  - Keep silent and never express the issue where it needs to be expressed

There is another to option!  
Address the issue using productive dialogue.

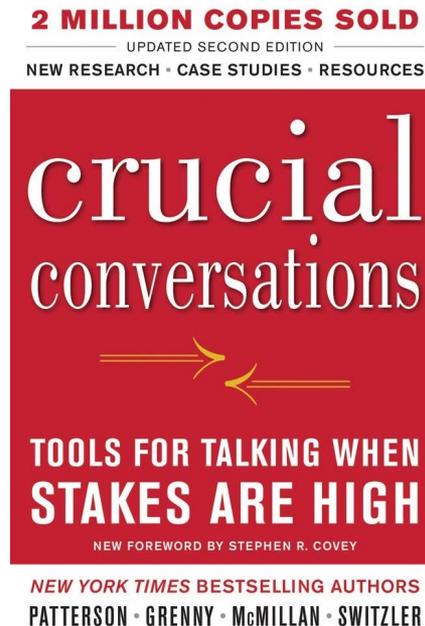
How do we  
typically  
handle crucial  
conversations  
?

*“Our lives begin to end  
the day we become  
silent about things that  
matter” – Martin  
Luther King Jr.*



# 3 Rules to Abide by During a “Crucial Conversation”

1. Collaborate around a mutual purpose
2. Ensure safety
3. Exchange perspectives







## The State of Georgia



Will spend **\$25 billion** for 2.5 GW of **Nuclear** Power

It will reduce the state's energy sector **emissions** of  
green house gases by  
**27%**

And save the lives of **292 people** per year from respiratory failure



CALIFORNIA REPUBLIC

## The State of California



CALIFORNIA REPUBLIC

has spent **\$63 billion**

On **renewable** wind and solar energy

They have not reduced their **emissions** by **one gram**



**Guido David Núñez-Mujica**

<https://arb.ca.gov/newsrel/newsrelease.php?id=933>

According to this, carbon emissions have in fact decreased in California.



ARB.CA.GOV

News Release:  
2017-06-07 New...

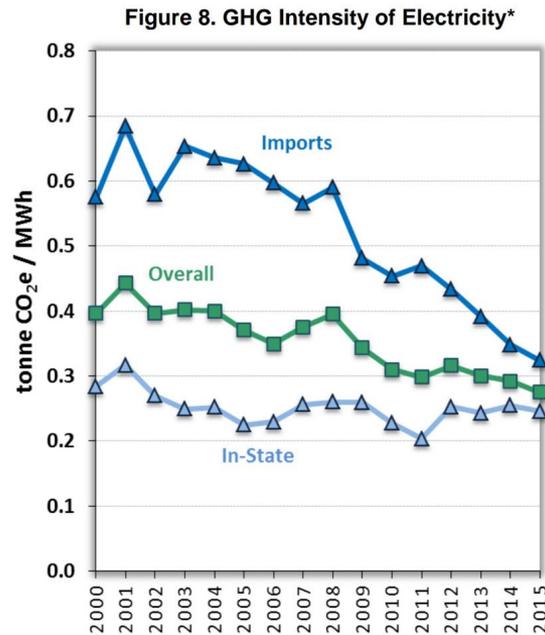
Like Reply Hide 4y Edited

@TPE

Author

**The Pragmatic Environmentalist**  
Thanks so much for bringing that up this meme is for CO2 emissions produced in state. I delved in the data in your article. If you take a look the drop in emissions from the electricity sector it comes from sources outside of the state which has nothing to do with what California did. If you look just before this picture in their data it says: "The GHG intensity of imported electricity has been declining steadily over time, while the GHG intensity of in-state electricity has been relatively constant."

pricing in the cap-and-trade program. The GHG intensity of imported electricity has been declining steadily over time, while the GHG intensity of in-state electricity has been relatively constant.



biogenic CO<sub>2</sub> emissions. For calculating in-state and overall GHG intensity, the numerator includes on-site generation for on-site use, cogeneration emissions, and emissions from power plants in California, and excludes MWh lost during transmission and



Guido David Núñez-Mujica  
Thanks so much!  
This is such a tough subject.  
I got a lot of negative  
comments from my friends  
about this particular image.  
Will share with them.



OTPE



Author

The Pragmatic Environmentalist  
Guido thanks so much for  
bringing that up. I made sure  
to get all the sources in order  
before putting this meme up.  
With something so  
provocative this is especially  
important.

Like Reply 4y



2

# Rule #1: Collaborate around a Mutual Purpose

- Think “same side” not “debate”
- Express common purpose, value, or goal
  - What I want is \_\_\_\_, I don't want \_\_\_\_.
- Assume the person is rational and reasonable.
- It's not about "winning" the argument or discrediting the other person

# Common Goal

Monologue

Strategy  
Session

Debate

Once you  
conversat  
monolog

@TPE

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# Rule #2: Ensure Safety

**Silence or violence are signs people are not feeling safe**

## **Silence**

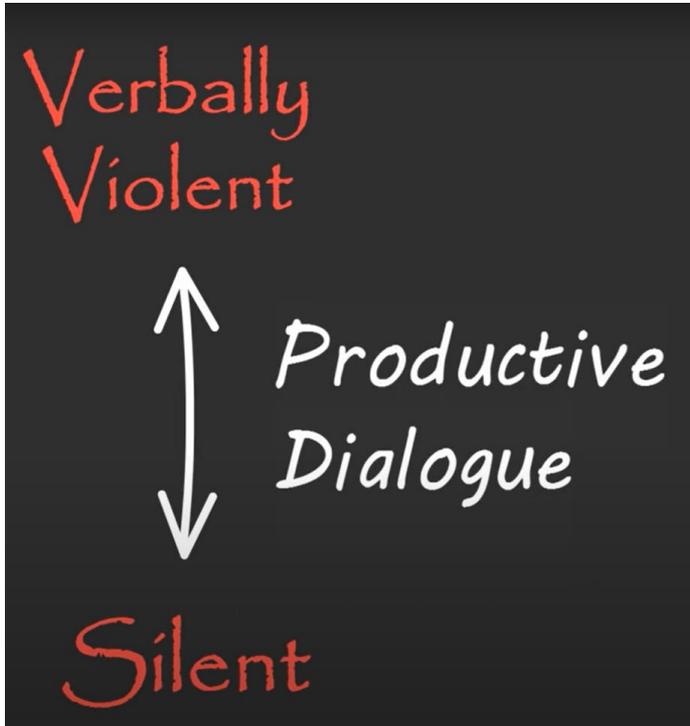
- Masking
- Sarcasm
- Sugarcoating
- Avoiding
- Withdrawing

## **Violence**

- Controlling
- Labelling
- Attacking

## **Look for safety problems**

- Backup and re-establish safety



Productive dialogue happens between the extremes of silence and violence.

## Rule #3: Exchange Perspectives

- Assume you don't know their full story
- Use a “When, I” invite to invite them to elaborate on their ideas.
  - “When you say you support a heavy wind and solar buildout that doesn't include nuclear, I worry that you haven't carefully thought through the dilemmas. . . .”

Can you help me understand how you see it?



**A**

**Agree** when you agree. Start with an area of agreement.

**B**

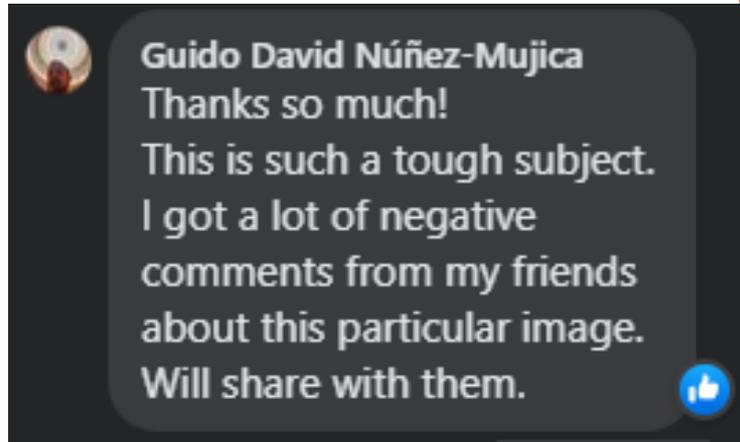
**Build** on areas of disagreement through sharing of information

**C**

**Compare** your two views. Observe where you have made progress. Has either one of your opinions shifted?

# Crucial Conversation Rules

1. Collaborate around a mutual purpose
2. Ensure safety
3. Exchange perspectives



# Nuclear Communication

Advocating for Nuclear can happen anywhere

- BBQ with neighbors
- Sporting or networking events
- Your place of worship
- Any time someone asks you "what do you do"?



# LeClear's Hill

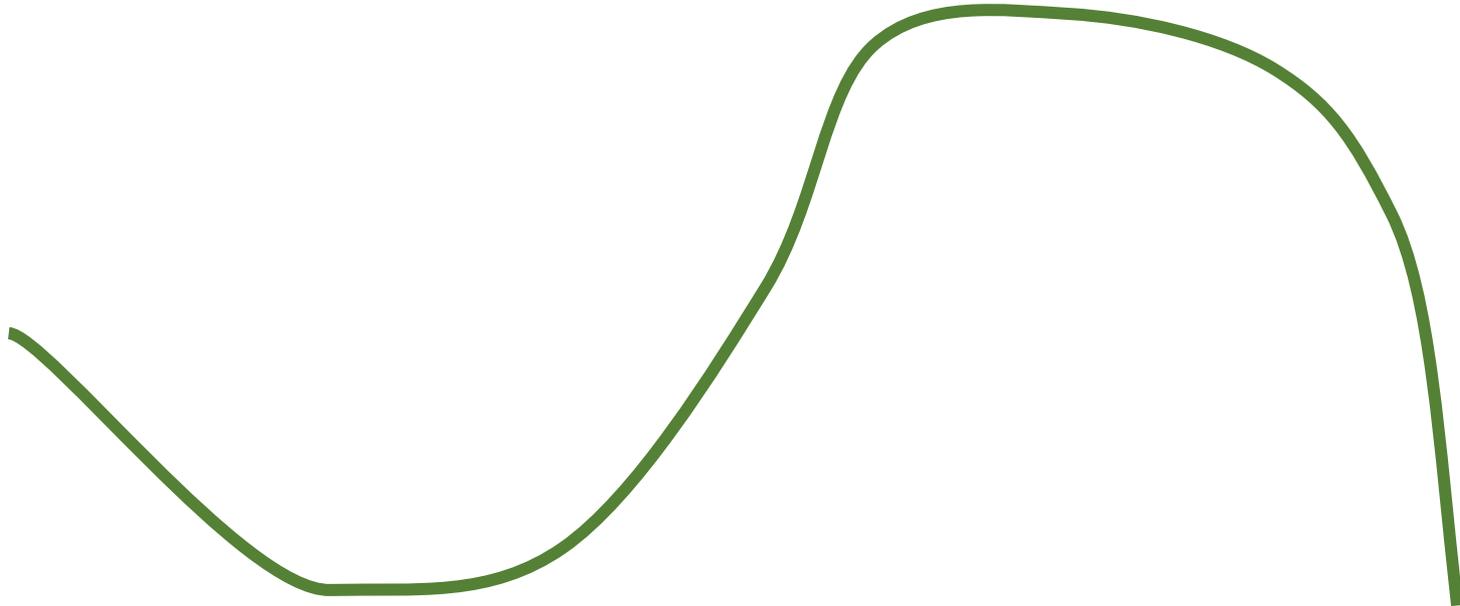
Effort Needed

Nuclear activist

Pro-nuclear

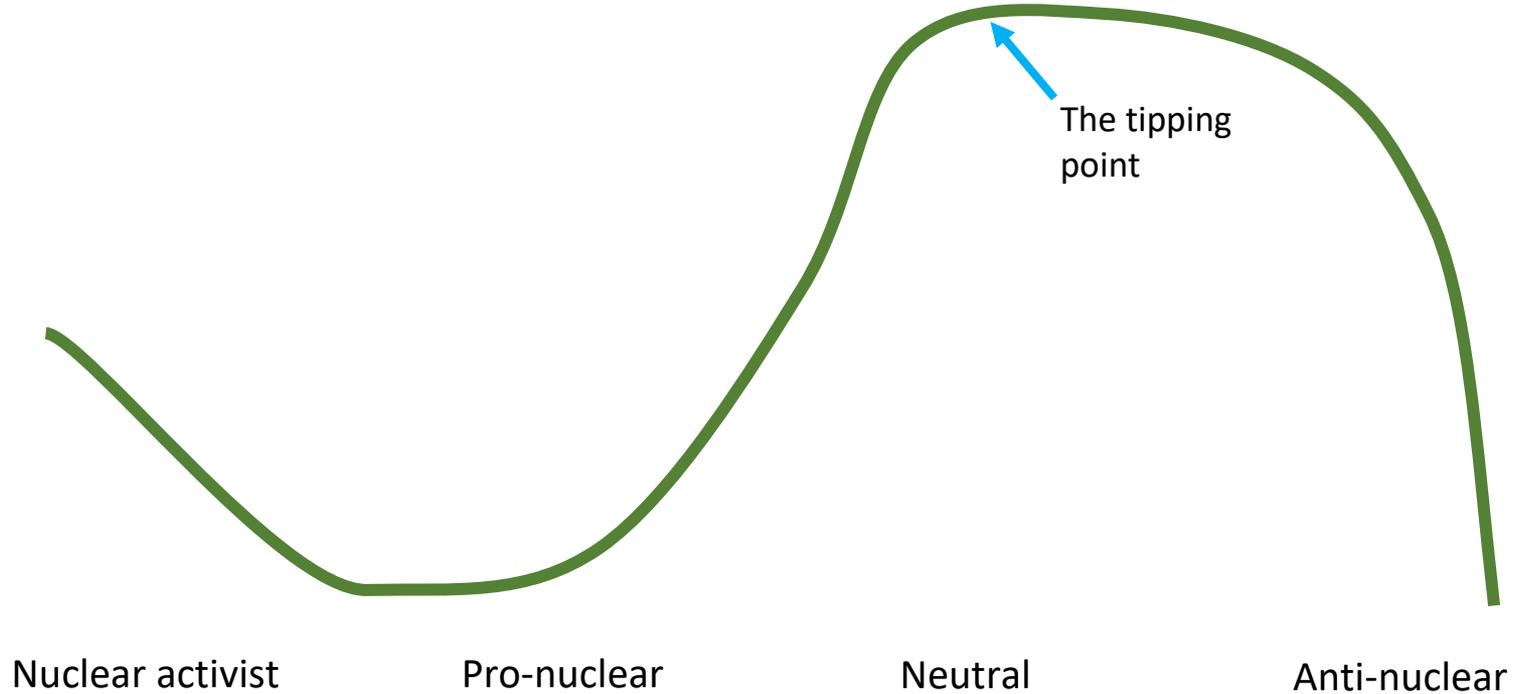
Neutral

Anti-nuclear



# LeClear's Hill

Effort Needed



The tipping point

# LeClear's Hill

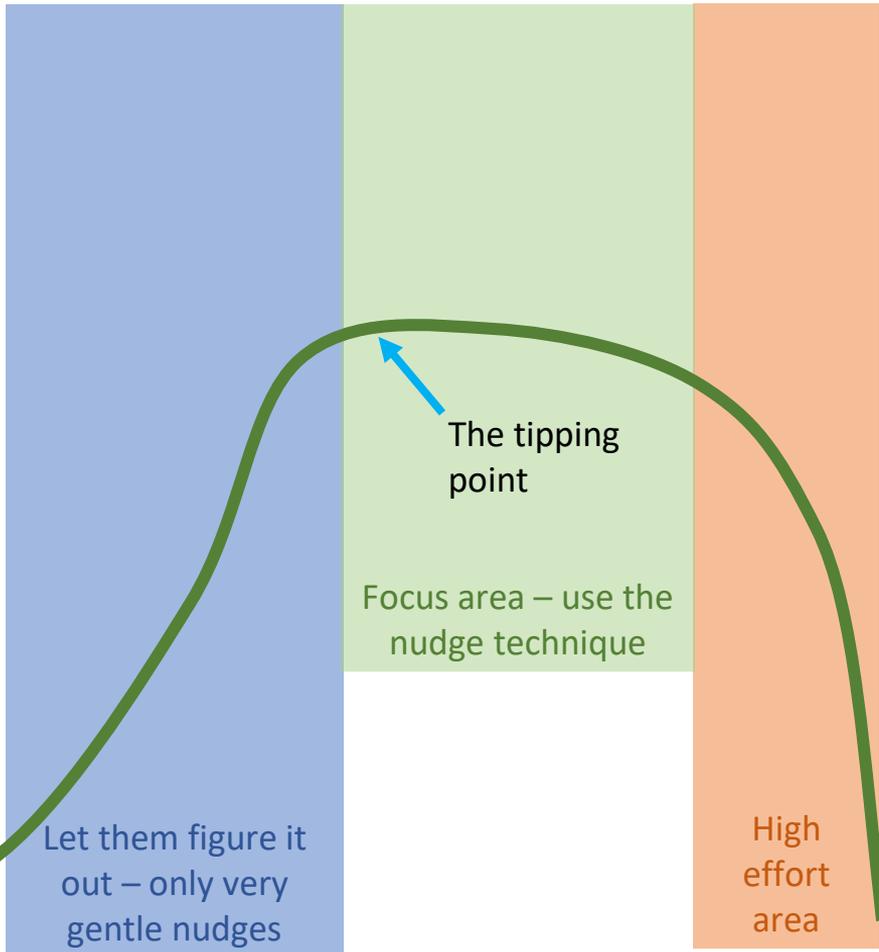
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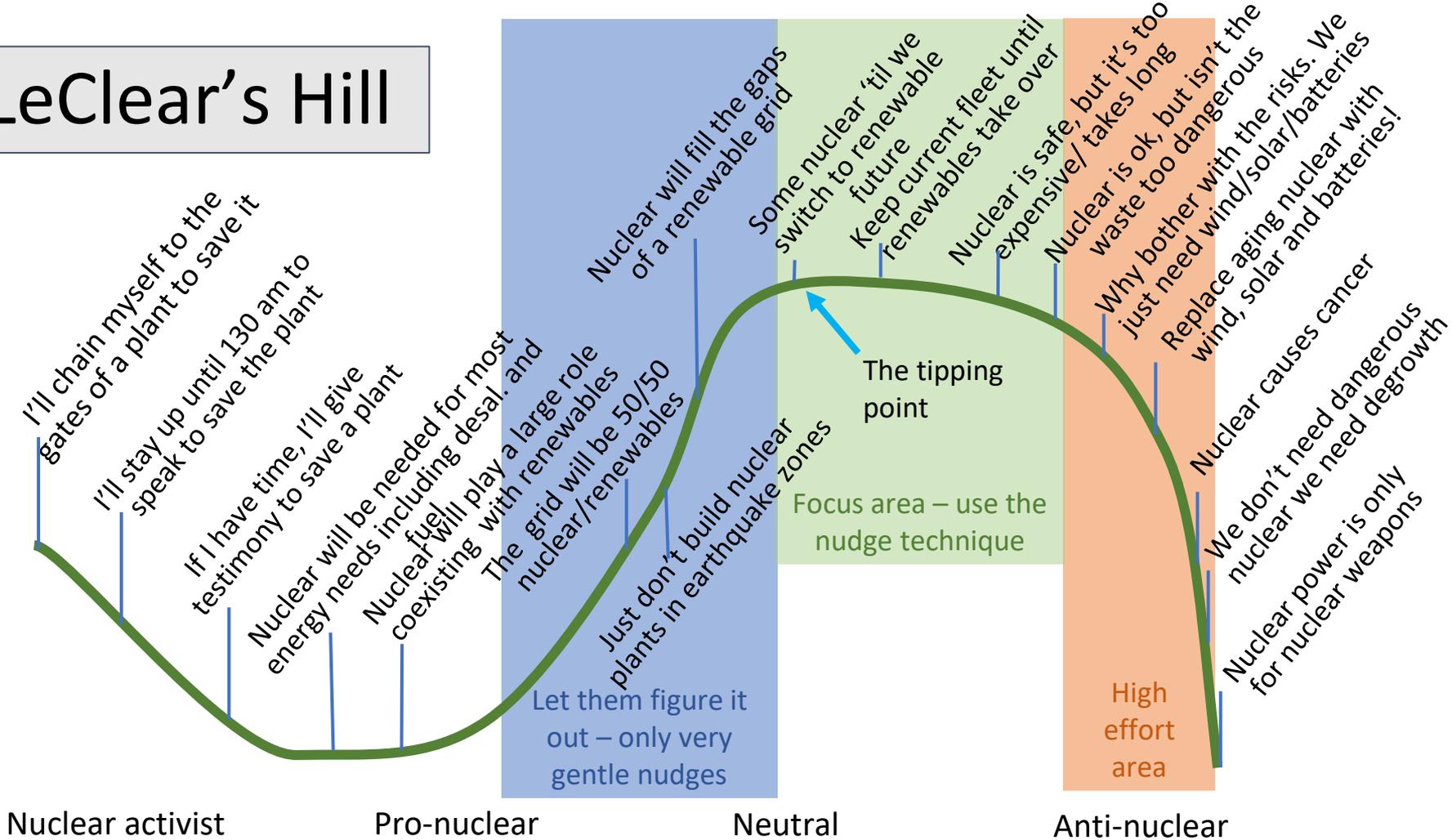
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# LeClear's Hill

Effort Needed



# LeClear's Hill

Effort Needed

I'll chain myself to the gates of a plant to save it  
I'll stay up until 130 am to speak to save the plant  
If I have time, I'll give a testimony to save a  
Nuclear will be energy need



gentle nudges

Let's build nuclear in earthquake zones

Nuclear will fill the gaps of a renewable grid

Focus area – use the nudge technique

Some nuclear 'til we switch to renewable future  
Keep current fleet until renewables take over

Nuclear is safe, but it's too expensive/ takes long

Nuclear is ok, but isn't the waste too dangerous

Replace aging nuclear with wind, solar and batteries!

Nuclear causes cancer  
We don't need dangerous nuclear we need degrowth  
Nuclear power is only for nuclear weapons

High effort area

The tipping point

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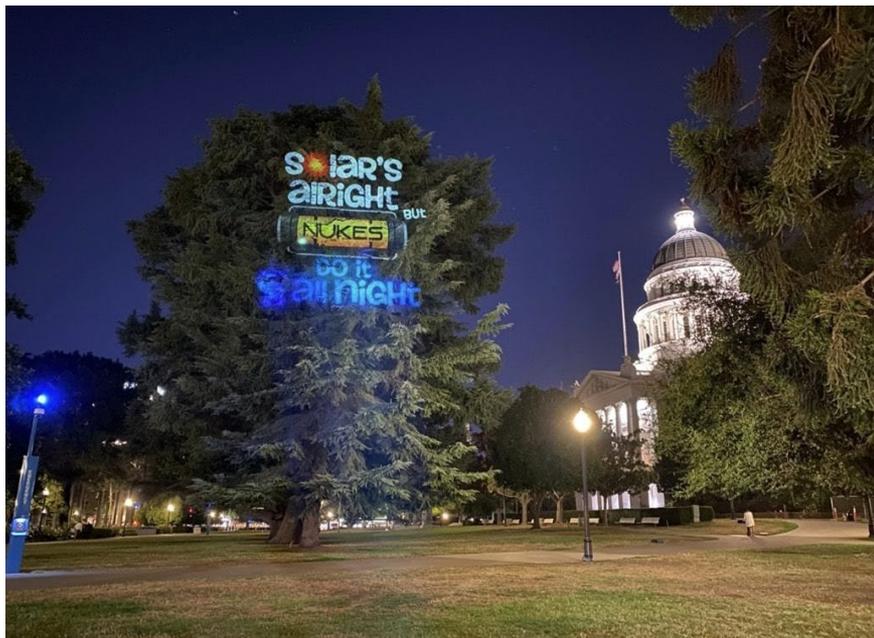
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Neutral

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# Final takeaways

- Remember it's about nudging people over to our side
- It's not about winning points
- You could be talking to the next person to save a nuclear plant