

## About Nuclear Matters

Nuclear Matters is a national coalition that works to inform the public and policymakers about the clear benefits of nuclear energy and support policy solutions that properly value nuclear energy as a reliable, affordable, safe and carbon-free energy source. Across the country, we engage with stakeholders, energy consumers and a diverse community of more than 600,000 advocates to advocate for tech-neutral climate solutions which recognize the environmental, economic and public health benefits provided by our nation’s largest source of carbon-free energy.

## How We Engage & Advocate

Nuclear Matters facilitates the education and mobilization of our grassroots supporters, giving them the information and tools to contact legislators and regulators in support of policies that properly value nuclear carbon-free energy. While mobilizing these advocates, we activate our grassroots voices, including our Advocacy Council members and a growing roster of organizational partners and third-party surrogates. Strategically engaging this network can include:

- **Mobilize grassroots advocates across the country on state and federal issues** through sharing social media posts, contacting legislators and/or submitting comments in support of policies that properly value nuclear carbon-free energy
- **Engage with elected officials on the state and federal level** through our network of advocates and third-party supporters, ensuring they understand and support the benefits of nuclear energy.
- **Mobilize third-party voices** to advocate in their communities, highlighting the environmental and economic benefits nuclear energy brings to the area, and develop tailored resources to help them take action (e.g., one-pagers or talking points).
- **Engage in media and other thought leadership opportunities** utilizing our Advocacy Council and grassroots or local partners, including writing and pitching op-eds, bylines, LTEs, etc. to key media outlets to condition the environment for upcoming legislation or policies.
- **Execute events, sponsorships and activations** to increase reach and grow supporters in an interactive way, where we as Nuclear Matters operate as a convener of key conversations with issue experts and the latest ideas.
- **Launch social media campaigns** disseminating important news and any content developed alongside key advocates, third parties and stakeholders, by using geotargeted, paid social campaigns as well as organic social campaigns.

## Social Amplification

Using a combination of paid and organic social media across our channels, we can make sure your message reaches the right people at the right time.



**453,914 followers**

Run paid social campaigns to educate, engage and mobilize current and potential advocates.



**100,432 followers**

Cross-promote relevant content to maximize your reach.  
Leverage our advocates to share pro-nuclear messaging.



**Paid reach dependent on budget**

Reach new audiences with long-form video content to raise awareness and generate support for nuclear energy.



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## *Nuclear Matters Advocacy Council*

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The Nuclear Matters Advocacy Council comprises more than a dozen prestigious clean energy and climate thought leaders, including former government officials, academics, scientists, engineers and national security professionals. The Advocacy Council is integral to the coalition’s mission and serves as a grassroots voice of the organization, helping to engage, inform and mobilize advocates. Members conduct media interviews, provide testimony, write op-eds, speak at events, etc.

- **Carol M. Browner** – Former Environmental Protection Agency (EPA) Administrator and former Director of the White House Office of Energy and Climate Change Policy
- **Monica Block** – Incoming President of North American Young Generation in Nuclear (NAYGN)
- **Dr. Kerry Emanuel** – Cecil and Ida Green Professor of Atmospheric Science and Co-Director of the Lorenz Center at Massachusetts Institute of Technology (MIT)
- **Dr. Alan Fellman** – Certified Health Physicist, NV5 Dade Moeller and senior faculty at Dade Moeller Training Academy
- **Dr. David Gattie** – Associate Professor of Environmental Engineering in the College of Engineering at the University of Georgia
- **Rep. Tom Graves** – Former U.S. Congressman (GA-14), President & CEO of the Ervin Graves Strategy Group
- **Denise Ingoe** – Region I Coordinator for U.S. Women in Nuclear and a member of the Exelon Generation Mid-Atlantic Fleet Assessment Team
- **Karyne Jones** – President and CEO of National Caucus and Center on Black Aging (NCBA)
- **Heather Matteson and Kristin Zaitz** – Co-founders of Mothers for Nuclear
- **Sean McGarvey** – President of North America’s Building Trades Unions
- **Jeff Merrifield** – Former Commissioner of the U.S. NRC and current partner at Pillsbury Winthrop Shaw Pittman LLP
- **Jesús Nuñez** – CEO, Nuclear Alternative Project (NAP)
- **Ray Rothrock** – CEO of RedSeal and Partner Emeritus at Venrock
- **Ward Sproat** – Former Director at the Office of Civilian Radioactive Waste Management
- **Lonnie Stephenson** – President of the International Brotherhood of Electrical Workers (IBEW)
- **Mel Williams, Jr.** – Vice Admiral, U.S. Navy (retired), former Fleet Commander and Submarine Commander, former Associate Deputy Secretary at the U.S. Department of Energy
- **Stan Wise** – Former Chairman at Georgia Public Service Commission

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## *What Nuclear Matters Can Do For You*

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We can utilize the full suite of Nuclear Matters capabilities to elevate issues of importance to you.

- **Promote your content** to our 600K+ advocates via social media and advocate communications, including our monthly newsletter and Nuclear Spotlight
- **Collaborate on a series of co-branded graphics or short video** for social media promotion about the need for federal and state-based policies that value the benefits nuclear carbon-free energy provides and the need for a tech-neutral approach to decarbonization.
- **Craft op-eds or submit letters to the editor** in local, statewide and national media to support pro-nuclear and clean energy efforts.
- **Amplification of relevant educational materials (e.g., policy papers)** to our coalition members to share insights and build a shared understanding of goals.
- **Convene a joint event** co-hosted by Nuclear Matters to engage influential local or national voices in the clean energy, climate and green infrastructure spaces, among others.