

Nuclear Outreach Webinar

U.S. WIN Communications Committee

Hosted by

Nuclear Matters

Tuesday, June 23th, 2020
2 – 3 p.m. EDT

Most of us in the nuclear industry have experienced a raised eyebrow or two at the mention of our work, often followed by a question in the vein of: “Is it safe?” or “But what about the waste?” or “Shouldn’t you be glowing green?”

It can be difficult to answer these questions and truly engage a skeptic without losing their attention. This webinar will provide tips and tricks for crafting an “elevator speech” response to some of the most frequently asked questions about nuclear energy.

With the lessons learned from this webinar, we will be better able to spread the word about the benefits of nuclear energy to our families, our friends, and the general public.

Speakers

Tara Zachariah, Nuclear Matters

Jennifer Hayden, National Museum of Nuclear Science and History

Kristin Waldschlager, Y-12 National Security Complex

Kelly McPharlin, NEI