

# Nuclear Outreach Webinar

## Building Trust Online

*U.S. WIN Communications Committee*

Hosted by

*Nuclear Matters*

**Wednesday, June 23<sup>rd</sup>, 2021**  
**1 – 2:30 p.m. ET**

Public support and trust is critical to the overall success and longevity of the nuclear industry. In today's world, the vast majority of people gather information and form opinions based on what they see and hear on the internet. We all know how easily misinformation and bias can spread across the internet, but so too can facts and logic be shared to broaden public opinion – if we know how to make that happen!

This webinar will explain why it is important to engage with people over the internet about nuclear, and how it can be done in a thoughtful and productive manner. Listeners will learn that building trust online is a powerful way to help protect the future of the nuclear industry.

### **Speakers**

*Hannah Patenaude, UNLV Public Communication Initiative*

*Suzy Hobbs Baker, Fast Path to Zero, Good Energy Collective*

*Hunter Travers, Nuclear Matters*