



INTERNATIONAL
TRADE
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U.S. Department of Commerce Civil Nuclear Trade Advisory Committee (CINTAC) Meeting Fifth Charter, 2016-2018

Thursday, July 13, 9:00am - 4:00pm
Herbert. C. Hoover Building, Room 1412
1401 Constitution Ave., NW
Washington, DC 20230

- I. Public Comments & Speaker from Nuclear Matters
 - a. Casey Douglas – Associate Director at APCO Worldwide/Nuclear Matters
 - i. Advocate for commercial nuclear power
 - ii. What is Nuclear Matters?
 1. As of 2016, national advocacy commission – out of NEI
 - a. Merged with CASE energy coalition and nuclear advocacy network and NEI advocacy hub
 2. Under guidance of NEI, aligned with NEI policy actions and national nuclear strategy – blueprint for Nuclear Matters
 - a. Group of partners and advocates from a grassroots perspective
 - b. Nonetheless, Nuclear Matters occupies a different space than NEI
 - iii. What are they doing?
 1. New and different voices – bring in different perspectives
 - a. Added new faces to advocacy council
 - b. Expanded to VC realm
 - c. Mothers for Nuclear
 - d. NAYGN President on council
 - e. Advanced tech space
 2. Different – national vs. state play
 - a. Grassroots – focused on helping at state level – Illinois, NY, OH, PA, Connecticut, Idaho and Oregon
 - i. Present in all the states with hot issues, offering 3rd party voice
 3. Brought in because they have a strong digital marketing content
 - a. Working on making sure messaging is not lost
 - b. Engaging online influencers in social media
 - i. Different message tracks which have attracted different types of people



1. Climate change and Security have different influencers
4. State activity
 - a. NY
 - i. Came out with print ad and targeted digital banner ads and TV commercial to attack opposition
 - b. Go to plants to work on plant mobilization
 - i. Make it easy for constituents to contact legislators
5. Real message – all working towards the same thing and preserve plants and bring some new plants online
- iv. Organization
 1. Funded by NEI – annual budget
 2. How many people?
 - a. 10 in DC, 10 in NY
 - b. DC more policy-side and coalition building
- v. Question - work with Suzie Jabaworski on nuclear is cool campaign?
 1. Answer - Not as of yet, NEI however is working on it
- vi. Question - looking at nuclear advocates – on the other hand, what does the opposition look like?
 1. There are more against nuclear than for nuclear
 2. API with lots of resources and budget – OH and PA opposing nuclear
 3. Opportunity to start with new demographic
 4. Influence those with no opinion about nuclear and make them understand the benefits
- vii. Is it possible that we would meet our climate obligations with nuclear?
 1. The President won't cut coal, as it was one of his campaign promises
- viii. Question - Nuclear Matters have been in a lot of conflicts in some states - CINTAC as advisory committee to SWR, how can you see CINTAC and Nuclear Matters working together?
 1. Goal is similar – protect nuclear fleet
 2. How we come to it may not be exactly the same, nevertheless we can support each other
 3. NEI nuclear imperatives – Identify pro-nuclear army
 - a. Pro-climate people
 - b. National security people
 - c. Jobs and infrastructure
 - i. All for nuclear, but for very different reasons
 - ii. Arm them with the right information so they can influence other people
 - iii. Pinpoint where support exists and what motivates individuals to take action



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- ix. How do the subcommittees reach out to Nuclear Matters?
 - 1. Contact Casey directly
- II. Conclusion & Next Steps
 - a. Recognition – Bill’s last CINTAC meeting
 - b. Adjourn