

### Speech 1

**Scenario:** Legislation for used fuel disposal is about to be considered on the floor of the House of Representatives. The vote is expected to be close. You see a Member walking toward you in the Rayburn Building. You identify that Member as someone that you don't know how she will vote.

**You:** Lobbyist for the nuclear industry.

**Your audience:** House Member from Rhode Island, a state that only has one research reactor and no commercial nuclear energy facilities. The member has been in the House for 8 years and has never voted on a used fuel disposal bill. She is known as being influential in the Democratic caucus.

### Speech 2

**Scenario:** A job has opened up unexpectedly at your company. The job means more responsibility, better title, higher visibility with management, and more money. You have been told that they are trying to fill the job right away and that they will only post the job for one week. You have the technical background to fill the job. The job reports to the Chief Health Physicist and will involve implementing improvements in the radiation protection program at the nuclear plant site. You do not know the CHP, but on this day you see her in the cafeteria.

**You:** Job candidate at a nuclear plant site.

**Your audience:** Chief Health Physicist at a nuclear plant site. The CHP is known as a no-nonsense manager. She has been in the job for 5 years. In the last year she has begun to implement changes in the radiation protection program for all the nuclear plants in the company. She is married, has one child and lives near the plant. Her direct reports say she is being groomed for senior management.

### Speech 3

**Scenario:** A major utility has just released an RFP for work on the local nuclear power plant. The work is something that your company does well but the potential client does not know your capabilities. Your company has an expertise in manufacturing quality pipe. You are at the local golf club waiting for your tee time and see the potential client at the clubhouse.

**You:** President of a Pipe Manufacturing Company

**Your audience:** CEO of utility company. The CEO is a sixty-something woman who has been CEO of the utility for 10 years. She is a VIP in the community. She has a reputation as a tough negotiator with contractors. Her latest initiative is cost-cutting on replacement parts.

#### Speech 4

**Scenario:** The utility has decided it needs to improve internal communications between staff for the next plant outage. There was a meeting yesterday where your boss, the Vice President of Corporate Communications, asked everyone in your division to think of new ways to improve communications throughout the company located in several states. You believe developing an app on everyone's phone is a good solution. You see your boss waiting for the elevator on her way out at the end of the day.

**You:** Communications Manager

**Your audience:** Vice President of Communications. The VP of Communications is a woman who does not like to waste anyone's time, including her own. She has been VP for just a couple of years and works hard to maintain an excellent relationship with the CEO. She has asked her staff to develop a solution to a problem that has the attention of the CEO and other senior managers. The right solution could mean recognition for her and her team.

#### Speech 5

**Scenario:** The Office of Nuclear Energy is developing its budget for fiscal year 2017 and the White House Office of Management and Budget has directed the federal agencies to cut programs by 25%. Your manager has directed her staff to come up with ideas on how to cut the \$900 million annual budget. She does not like to sit down for meetings with staff, she prefers email. You think your three ideas are better explained in person. You see her heading back to the office from another meeting.

**You:** Deputy Director for Advanced Nuclear Plant R&D

**Your audience:** Assistant Secretary for Nuclear Energy. The Assistant Secretary's nomination was approved by the Senate six months ago. She is a former DOE lab director and has held numerous other appointments in academia and in industry. She is familiar with federal government budgeting. She expects to be in her job for the next four years.

### Speech 6

**Scenario:** The town you grew up in has fallen on hard times. The Mayor has asked residents to consider a plan to host an interim used fuel storage site for the jobs and economic benefits. You think the corporation proposing the site has not fully disclosed all of the risks associated with its development. You see the company's public relations manager at the local coffee shop.

**You:** Local resident concerned about interim used fuel storage site.

**Your audience:** Public Relations Manager. The public relations manager for a national company developing an interim used fuel storage site is a 25 year veteran of public relations. She has worked on waste to energy plants, landfill energy solutions, pipeline projects and others. The used fuel storage project is backed by the nation's utilities that own and operate nuclear power plants. The site would be developed to store used fuel while the federal government continues to try to site a national disposal facility.

### Speech 7

**Scenario:** You are in town to help convince local residents that an interim used fuel storage facility should be sited near where they live. The town has fallen on hard times. The Mayor has asked residents to consider a plan to host an interim used fuel storage site for the jobs and economic benefits. The used fuel storage project is backed by the nation's utilities that own and operate nuclear power plants. The site would be developed to storage used fuel while the federal government continues to try to site a national disposal facility. You see the one of the local opponents of the site at the local coffee shop.

**You:** Public Relations Manager for a national company developing a used fuel storage site

**Your audience:** Local resident concerned about interim used fuel storage site. She thinks the corporation proposing the site has not fully disclosed all of the risks associated with its development.

### Speech 8

**Scenario:** A hurricane has just hit the Gulf Coast and incapacitated a nuclear plant. The federal government has deployed a team from FEMA to come and assess the plant's emergency response. As a member of the team you have expertise in risk assessment but local authorities are unhappy with your initial report. You are looking for another opportunity to explain your recommendations. You see one of the local Members of the town Council at the drug store.

**You:** FEMA risk assessment manager

**Your audience:** Member of the Town Council. She is a five-term member of the town council and the local librarian. She is considered a moderate on the council, sometimes voting with members who want more progressive laws and sometimes with those who have a conservative voting record. She is distraught over the damage caused by the hurricane. She has questions about the impact of the hurricane on the nuclear plant.

### Speech 9

**Scenario:** Legislation to enact a renewable portfolio standard is about to be considered in the State House. Your company is supporting an amendment that would include nuclear energy as a compliance technology in meeting the state's clean air goals. The anti-nuclear community has lobbied legislators against the amendment. The vote is expected to be close. You have made an appointment with a Member to discuss the benefits of the amendment to your company. Her appointment secretary has just told you you have just a couple of minutes with her before she needs to go vote.

**You:** Local utility company CEO

**Your audience:** State House Member from Kentucky, a state that only has no commercial nuclear energy facilities and a ban on building new nuclear power plants until a federal disposal facility is built. She is long serving conservative member of the House and has usually supported the local utility company on votes that are important to electricity production. However, her staff is recommending that she vote against the amendment.

### Speech 10

**Scenario:** Your company has decided to license a small reactor for a site in a Western state. You are responsible for the pre-application review at the Nuclear Regulatory Commission. The Commission has taken the position that small reactor applicants must closely adhere to the licensing process developed for large reactors. Small reactors have different attributes and your company believes the design they have chosen should be considered under a simpler, more efficient process. You have decided to discuss these views with the NRC EDO. The EDO is visiting the regional headquarters and has only a short amount of time to meet with you and discuss the issue.

**You:** Licensing Manager for a utility

**Your audience:** NRC EDO. The EDO has been with the NRC for more than 20 years. She began her career with the agency in the new plants division. She is very familiar with the regulations governing large plants. She believes that small plants are essentially just a smaller version of a large plant.

### Speech 11

Make up your own.