

PUBLIC DIPLOMACY STRATEGY
FOR U.S. INITIATIVES TO PROMOTE
THE RESPONSIBLE GLOBAL EXPANSION OF CIVIL NUCLEAR ENERGY

Purpose and Objectives of this Public Affairs/Public Diplomacy Strategy

The purpose of this PD/PA strategy is to:

- (1) Serve as a mechanism for guiding, coordinating and rationalizing ISN resources devoted to this issue.
- (2) Provide a focal point for coordinating interagency PD/PA efforts on this issue (by encouraging other agencies to develop similar plans, and/or to coordinate similar efforts).
- (3) Consolidate key themes, objectives, criticisms, and plans for disseminating and responding to these.

Objectives for our PD/PA efforts include:

- (1) To promote foreign and domestic support for U.S. policy goals and priorities with respect to the responsible expansion of civil nuclear energy.
- (2) To encourage the widest possible participation of states who aspire to develop civil nuclear energy in U.S.-sponsored efforts to ensure the highest standards of safety, security, and nonproliferation.
- (3) To dispel misperceptions and distortions of U.S. policy with respect to the responsible expansion of civil nuclear energy.
- (4) To ensure that the United States receives recognition for its efforts to promote the safe, secure, and responsible growth of nuclear energy, and for its leadership in nonproliferation.

Key Themes and Objectives of U.S. Policy to Promote the Responsible Expansion of Civil Nuclear Energy

- Nuclear power is a clean and proven source of electricity that will be an important component of the national energy mix in many countries over the next few decades.

PD Strategy for Responsible Expansion of Nuclear Energy

- The U.S. supports the development of nuclear power worldwide, provided this takes place with the highest standards of safety, security, and nonproliferation.
- The U.S. (along with other major suppliers) is working to put together a package of incentives to encourage the responsible development of nuclear power while discouraging the domestic acquisition of enrichment and reprocessing technologies (initiatives include GNEP, the Joint Declaration, and a mechanism for Reliable Access to Nuclear Fuel).
- We are particularly interested in showing that there is an attractive and responsible path to the development of nuclear energy (in contrast to that chosen by Iran).

Misconceptions and Our Response

(1) Myth: The United States opposes the rapid growth in global efforts to develop nuclear energy.

Reality: The United States supports creating a viable alternative to the development of complete enrichment and reprocessing technologies for states seeking to develop or expand their civil nuclear energy capability.

(2) Myth: Promoting the global spread of nuclear energy will necessarily lead to proliferation of latent nuclear weapons capability.

Reality: [tbd]

(3) Myth: The United States is seeking to monopolize global trade in nuclear energy technology.

Reality: [tbd]

Audiences

- U.S. media (including an interview with the Post reporter who authored the rather unhelpful front page article last Monday)
- NGOs / think tanks / academia (and the nonproliferation community journals)
- FSOs overseas who will ultimately serve as the public face of our policy (notably EST officers, economic officers, and commercial attaches)
- Foreign governments and foreign media
- Capitol Hill

General Tools and PD/PA Products

- Direct contact with media (interviews).
- An off-the-shelf speech, composed of “building blocks” from which we can assemble something for any given audience.
- Fact sheet(s) that could be posted on websites and broadly distributed.
- FAQ-type fact sheet, in particular to counter misconceptions.
- General briefing, for widespread dissemination (also in part to counter misconceptions).
- Off-the-shelf building block talking points.
- Outreach to NGOs through PA’s NGO outreach office, including inviting representatives from NGO’s to a roundtable discussion at the State Department.
- Encourage IIP Speakers’ Program to initiate a series of speaking tours. (I would prefer linking these up with State speakers.)

Event-Specific PD/PA Tools and Products

In addition, the following resources were identified to be used selectively or in association with important milestones or other events:

- Media notes (such as those released with the recent nuclear cooperation MOUs) describing the background and significance of the event.
- Press guidance to be used for questions at the Spokesman’s daily briefing following the event.
- Foreign Press Center – briefings, televised roundtable discussions, keynote presentations (must be linked to a news-worthy event or announcement).
- International Information Programs (in particular, the monthly e-Journal and “speakers program”) - “America.gov”.

Miscellaneous

Eventually, we will want to hold an interagency meeting on this, bringing in DOE in particular

It will be helpful to draw up a list of experts who could be helpful in promoting our cause

It will also be helpful to have a good feeling for where the NGO/academic community stands on U.S. civil nuclear energy policy

We should also look to see if we can't identify an economic study on the benefits or drawbacks of domestic enrichment. If none exists, we may want to commission one.