

The Critical Role of Communications in Fusion

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Fusion Energy Cannot Always be 30 Years Away

How do we counter
one of the most
commonly held
conceptions about
fusion?



Fusion Is Accelerating

- Unprecedented effort to bring cohesiveness and broad support to a U.S. domestic plan for fusion
- Public investment in fusion is at an all-time high and ITER has surpassed 70% construction
- Private industry has invested more than \$1 billion in private fusion enterprises

At its core, this is a messaging and communications challenge



One Potential Solution



Mission

To raise the public profile of fusion energy and plasma science with stakeholder groups, including elected officials, funding agencies, and the general public, through coordinated messaging and outreach. The CFC will work with the fusion and plasma science community to leverage the momentum of the ongoing U.S. strategic planning process and other conversations around clean energy towards positioning fusion as a critical element in the future U.S. energy portfolio.

COUNCIL FOR

FUSION

COMMUNICATIONS



Council for Fusion Communications
Inaugural Meeting
June 16, 2020



FESAC Provides a Starting Point

- Strategic communication plan
- Key talking points
- Adaptable news release
- Social media posts
- Op-Eds



**We Need a Concise, Impactful,
and Repeatable Message**

Limitless Carbon-Free Fusion Energy by 20xx?

Fusion Energy: Clean or Carbon Free?

Fusion energy needs to be established as part of the carbon-free energy portfolio of the future

How do we Own Our Own Messaging?

- Bridge the gap between effective communications and precise technical detail
- Find a way to deliver these messages with a unified voice
- Create a definitive source for fusion resources and information (to include job opportunities and internships)

COMING
SOON!

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