

# Nuclear Physics Virtual Advocacy “Day” 2021

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# The Challenge:

With Congress focused on Infrastructure, Immigration, DC Statehood and myriad other pandemic and post-pandemic challenges, how do we effectively keep advocating for Nuclear Physics as the appropriations process proceeds behind the scenes?



# Two Objectives Today

- Background on current Congressional landscape
- Game plan for Nuclear Physics Community Advocacy in the Short Term



# American Rescue Plan Act (ARPA)— Enacted 3/11/21

## General:

- \$1.9 trillion in total
  - \$20 billion for vaccines, \$50 billion for additional testing
  - \$1400 payments to individuals (phased out above \$75,000/\$150,000 income)
  - Extension of \$400 per week federal unemployment benefits through August, lasting up to 48 weeks.
  - \$350 billion to state and local governments
  - Contains federal minimum wage increase to \$15 per hour
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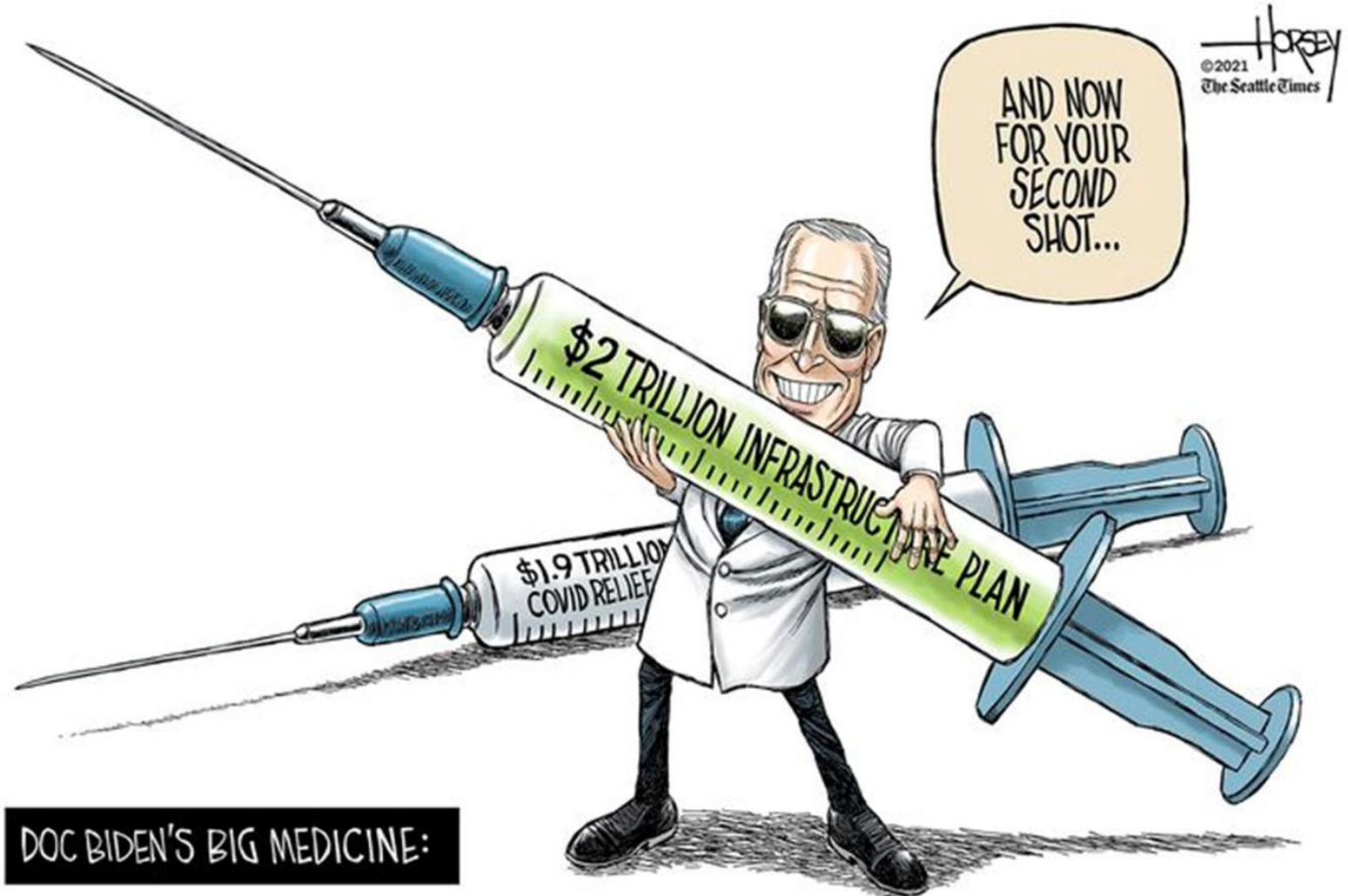
# What's Up Next?



- DC Statehood under consideration
- H.R. 1 and federal voting rights legislation
- Immigration is also in play
- Earmarks are back (sort of) – “community funding projects”
- Broad workforce and workplace policy changes are being contemplated within Administration
- When does 2022 midterms focus take over?
- Remember, the reconciliation process used for ARPA can also be used for Healthcare Reform and **Infrastructure...**



# Second “Dose” of Relief



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# ...Made possible with Budget Reconciliation

- What's Budget Reconciliation?
  - Process created to reduce spending by making it easier to change mandatory programs
  - Instead, Republicans use it to cut taxes, Democrats to increase discretionary spending
  - Benefit: Only 51 votes (simple majority) to pass the Senate – Filibuster-proof.
- FY21 Reconciliation Package: COVID Relief (ARPA)
- FY22 Reconciliation Package: Infrastructure/Jobs
  - The American Jobs Plan
  - Roads, bridges, ports, but also research and lab infrastructure
  - Climate change, energy innovation, and environmental equity



# The American Jobs Plan: Research

- **R&D and Industries of the Future:** Biden's plan allocates **\$180 billion** to upgrade the country's research infrastructure and labs at universities and federal agencies.
  - **\$40 B** to upgrade research infrastructure, including DOE
  - **\$50 B** to create a new technology directorate at NSF (modeled after Endless Frontier Act)
  - **\$30 B** in additional funding for R&D that spurs innovation and job creation, including in rural areas
  - **\$35 B** to establish the US as a leader in climate science, innovation, and R&D
    - Launching ARPA-C & demonstration projects for R&D priorities





## Our Objective:

- **Maintain Engagement of the Nuclear Physics Community in the Appropriations Process in a Time of Great “Noise”**
- House and Senate Appropriators have publicly announced their commitment to continue the federal budget process, but timeline and deadlines have become moving targets.
- Some Congressional offices are open and staffed, but grassroots advocacy is now primarily by videoconference.
- We need to appropriately recognize the current landscape as a condition shaping our collective advocacy, but not stifling it.

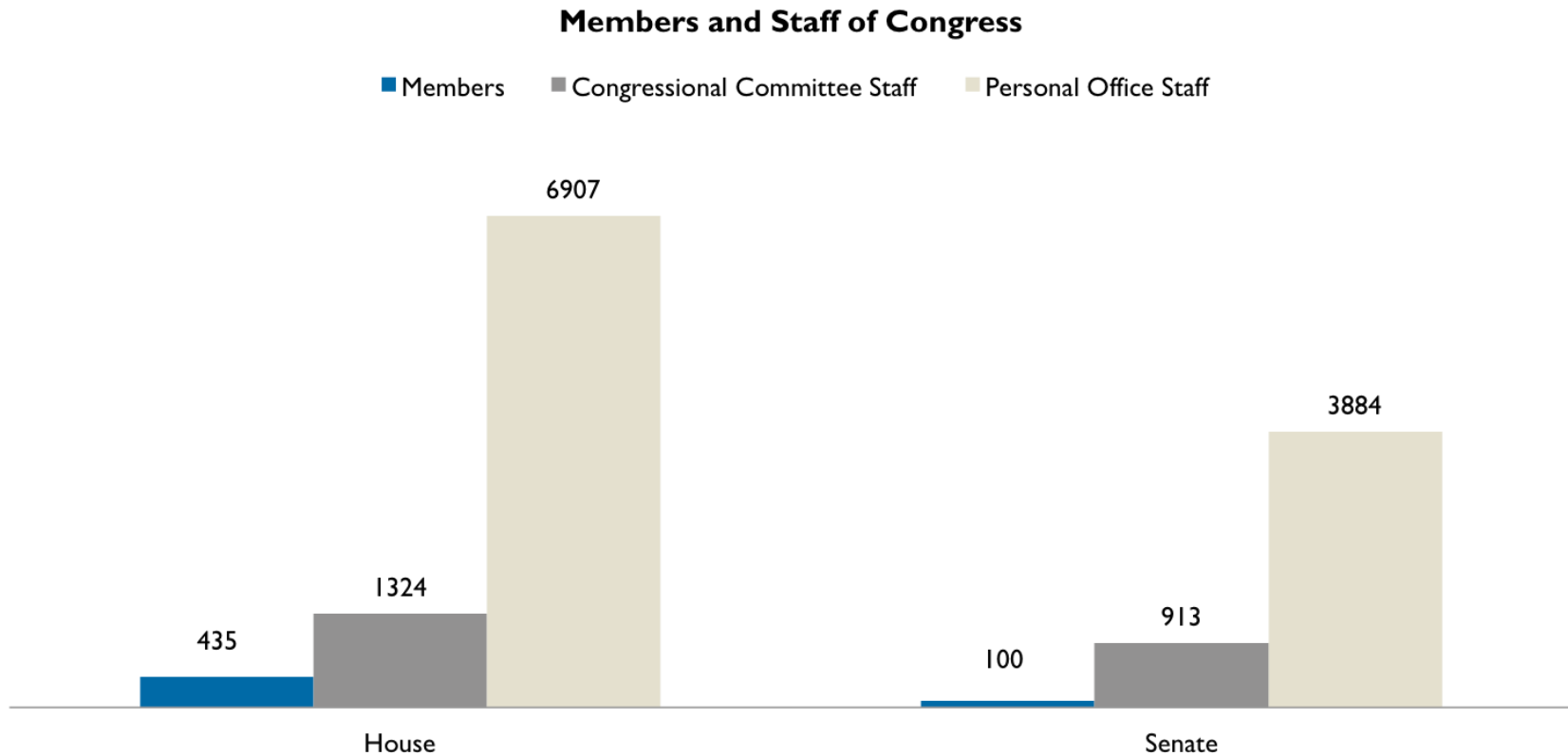


# The Ten Commandments of Advocacy

1. *Thou shalt know thy Congressperson*
2. *Thou shalt know about thy Congressperson*
3. *Thou shalt acknowledge the pandemic respectfully, but not let it stop your thoughtful advocacy.*
4. *Thou shalt know the Congresspersons's staff people (more on that later)*
5. *Thou shalt have a focused and concise message*
6. *Thou shalt not commit effrontery toward someone else's project*
7. *Thou shalt reach out to the Congressperson in their district*
8. *Thou shalt get to know who the key Congresspersons are*
9. *Thou shalt accept a turn-down or set-back graciously*
10. *Thou shalt not do thy lobbying like a lobbyist \**



# Staffers Significantly Outnumber Members of Congress



## Analysis

- The 535 members of Congress are supported by a larger infrastructure of over 13,000 staffers
- While most staffers are far less powerful than any member, the most trusted and effective aides of the most senior members may be extremely influential in their own right, and as a conduit to their member

Source: Norm Ornstein and Thomas Mann, "Vital Statistics on Congress," AEI/Brookings, Chapter 5.

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# Knowing Your Audience

## Defining the Cultural Divide

### Scientists

**Numbers**

**Objective/Facts**

**Hate to make promises**

**Quantitative**

**Technical**

**Problem seekers**

**Ask why**

**Money = research**

**Think long term**

**Publicity avoiders**

**Science page**

**Specialists**

### Politicians/Policy makers

**Words**

**Subjective/Public Opinion**

**Love to make promises**

**Qualitative**

**Political**

**Issue seekers**

**Ask why they should care**

**Money = getting re-elected (& deficits)**

**Think short term**

**Publicity hounds**

**Front page**

**Generalists**



# The Nuclear Physics “Ask” for FY22

- **In FY 2022, the Nuclear Physics request is \$780 million.** The NP research agenda is best enabled through a balanced portfolio of facility operations, research, and construction of new capabilities. Therefore, the community requests support of responsible “modest growth” funding for the Nuclear Physics program, consistent with the recommendations of the 2015 DOE/NSF Nuclear Science Advisory Committee Long Range Plan, which highlighted the unique value of nuclear physics research to national innovation leadership. To further promote these goals, we also request clear guidance related to operations, research, facilities, and major equipment.
- **Support \$7.7 billion for the Office of Science in FY 2022, an 9.6% increase over FY 2021.**
- **Support strong funding increases for the National Science Foundation (NSF) – at least \$10 billion in FY 2022**

	FY 2021 Level	FY 2022 Budget Request	Community Request	Change vs. FY 21
DOE Office of Science	\$7.026 billion	\$7.4 billion	\$7.7 billion*	+9.6%
Nuclear Physics Program	\$712 million	TBD	\$780 million+	+9.6%
National Science Foundation	\$8.487 billion	\$10.17 billion	At least \$10 billion #	+19.8%

\* Energy Sciences Coalition recommendation

+ NSAC Recommendation for enacted +CPI +1.6%, does not include Isotopes Program

# Coalition for National Science Funding (CNSF) recommendation

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# Key Materials to Support Your Meetings

- Nuclear Physics “Ask” 2-pager
- 10 Things About Nuclear Physics
- Google Doc Spreadsheet with All Your Meeting Information **(VERY, VERY IMPORTANT!)**
- Two rounds of meetings: April 28-29 and May 19-20



# Messaging: Virtual Meeting Basics

- This is still an “official” meeting. Dress code is smart business casual.
  - **NO** sweatpants. **NO** eating.
- Pay attention to your background and lighting.
  - **DO** feel free to get creative & use images of the user facilities.
- Make use of the chat to share information on your lab, research, etc.
- **DO** show your video (unless you have a really slow connection) – the staffers want to see you!
- Don’t be surprised if there are video issues – it happens all the time.
- **DO** ask permission to take a screenshot of the meeting to share on social media!
- Reminder: the staffers are getting busy again and may be running late just like in the good ole’ days. There may be some day-of time adjustments.



# Messaging: Getting started

- Always Begin with Thank You (for the meeting, for past support, etc.)
- Briefly explain who you are, where you are from, and the institution with which you are affiliated
- Explain what you do – both the field of research and your specific research
- **Highlight the potential value of the field of research and your research, emphasizing any known or potential benefits to society or industry**
- Explain the importance of DOE research facilities to your work
- Be prepared with a specific “ask” / reiterate the ask from the materials





# Messaging: Nuclear Physics

- What is Nuclear Physics? Describe the field and the research you are doing.
- Why should they care about advancements in Nuclear Physics?
  - Among other things, federal investment in Nuclear Physics has saved lives thanks to modern medical imaging, more precise cancer treatments, radioisotopes for medical procedures. (VALUE)
  - Use other examples.
- The DOE Office of Science supports important Nuclear Physics research and facilities.
  - Major research facilities exist at BNL in NY, Jefferson Lab in VA, and MSU in MI, including the last operating collider in the U.S. (explain what a collider is).
  - Explain how user facilities are available to researchers from universities, industry, and government, and projects are selected based on merit.



# Messaging: Nuclear Physics

- Speak to why you took time away from your research to have this conversation about Nuclear Physics, your research, and the DOE Office of Science.
  - “I am one of x-thousands of scientists from universities across the U.S. and around the world who rely on RHIC and CEBAF, and eventually FRIB.”
  - “I could not do my research without these facilities...” (make the link to other scientists & research at your home institutions in the State or District of the office you are visiting which these facilities enable).
  - “Without RHIC, EIC, CEBAF or FRIB, the other place I could do this research is...” (speak to the *globally competitive* nature of the field)
  - “The research, and the facilities that enable it, are used to train the next generation of scientists...” (highlight the importance of our research pipeline)
- Be sure to **thank** the member or staff for their continued support of federally funded basic research, particularly in the most recent FY21 Omnibus



QUESTIONS

