

## Full On: Helping Nuclear Energy Reach Its Potential

### Key Facts

- Full On Communications helps the world's leading nuclear energy organizations solve their communications challenges and achieve their strategic goals.
- Our principals have delivered outstanding results in every facet of the nuclear energy sector, from uranium mining and enrichment to plant construction and operation to used fuel management and government contracting.
- Full On Communications offers a wide range of strategic services, including employee engagement, media relations, crisis management, government and regulatory affairs, as well as digital and marketing strategies.
- We are international in scope and have worked with nuclear energy companies, organizations and governments in dozens of countries on four continents.



### Nuclear Sector Experience

**Uranium Mining:** Our experience includes working with uranium mining enterprises and their particular range of stakeholders and public challenges.

**Enrichment & Fuel Fabrication:** Full On's principals have unique experience supporting sensitive enrichment and fuel fabrication operations with strategic public affairs activities.

**Nuclear Plant Construction & Operation:** Our collective expertise is uniquely tailored to developing and executing public relations strategies for the successful construction and operation of nuclear power plants.

**Used Fuel Management:** We have extensive backgrounds managing public affairs issues relating to on-site storage, transportation, centralized storage and used fuel recycling.

**Advanced Nuclear:** We are experienced advising companies developing cutting-edge technologies, such as advanced nuclear fuel and next-generation reactors.



Photo: Cameco

## Our Capabilities

**Employee Engagement:** *Everything begins with your employees.*

**Corporate Communications:** *Good communication depends on good writing.*

**Media Relations:** *Helping tell your story in the media.*

**Crisis Management:** *Sometimes things go less than perfectly.*

**Government and Regulatory Affairs:** *Achieve their support with the right messages.*

**Digital Communications:** *Social media allows organizations and individuals to connect in new ways.*

**Marketing Communications:** *Creating high-quality marketing materials to help sell what you produce.*

**Corporate Responsibility and Sustainability:** *Responsible organizations take the long view.*



Photo: MOX Project

## About Us

### **Jarret Adams, Founder and CEO**

Adams is an MBA-educated corporate communications executive with more than 20 years of international experience in communications. He has worked for AREVA, world leader in nuclear energy, where he served as Vice President of Communications and Director of Media Relations and Online Communications. He also worked as Senior Communications Consultant/Senior Writer for the Nuclear Energy Institute.

### **Jasper Smith, Ph.D., Executive Vice President**

Dr. Smith is a senior public affairs professional with experience in project administration, campaign management, communication research and strategic planning. He manages public affairs and communication campaigns and projects for corporate, governmental, and political clients. Dr. Smith previously served as Associate Dean in the College of Communication at Boston University.

### **James Yu, Vice President**

Yu is a seasoned public affairs professional with 20 years of political, legislative and government relations experience. At AREVA, he helped procure a \$2 billion Department of Energy loan guarantee and won special tax exemption bills for the Eagle Rock Enrichment Project, recognized by *Site Selection* magazine as among the Top Deals of the Year. Previously, he was Deputy Legislative Director to U.S. Senate Judiciary Committee Chairman Arlen Specter.