



**Thank You for Joining Us,
The Webinar Will Begin Shortly.**

**E3 Training 120
Nuclear's Good Story: A Novel Presentation on
Nuclear Energy and How it Benefits You**

Nuclear's Good Story

*A Novel Presentation on
Nuclear Energy
And How It Benefits You*

*Ann Day Becker, Communications
Manager*

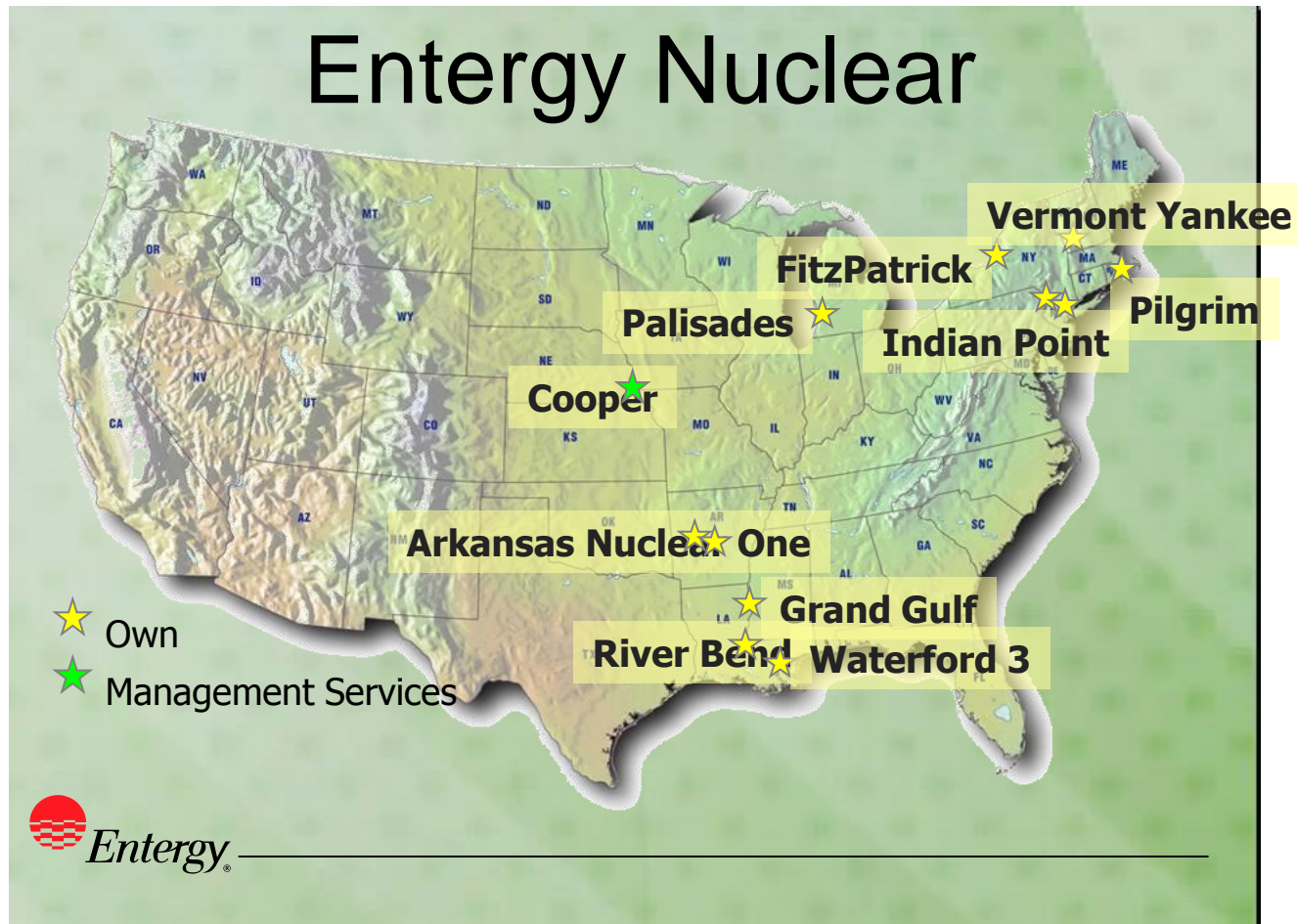
Entergy Nuclear Headquarters

Jackson, Mississippi

September 2011



Entergy Nuclear is the second-largest producer of nuclear energy in the U.S.



Entergy Nuclear's headquarters are in Jackson, Mississippi.

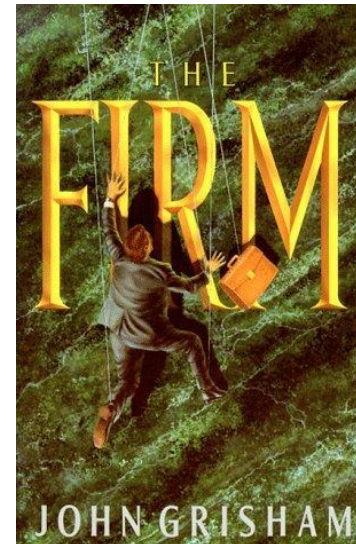
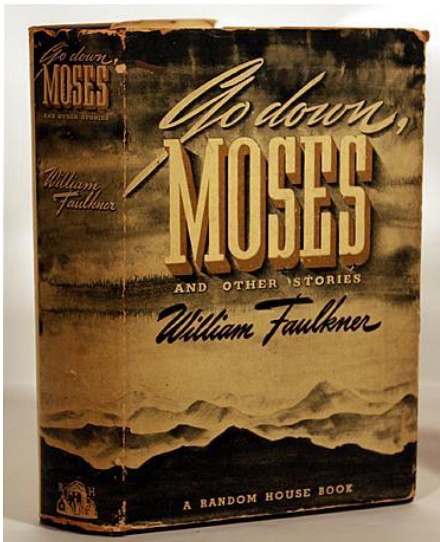


Mississippi's Famous Novelists

Mississippi is better known for its **literary heritage** than for being a leader in the nuclear power industry.

William Faulkner

Nobel Prize Winner

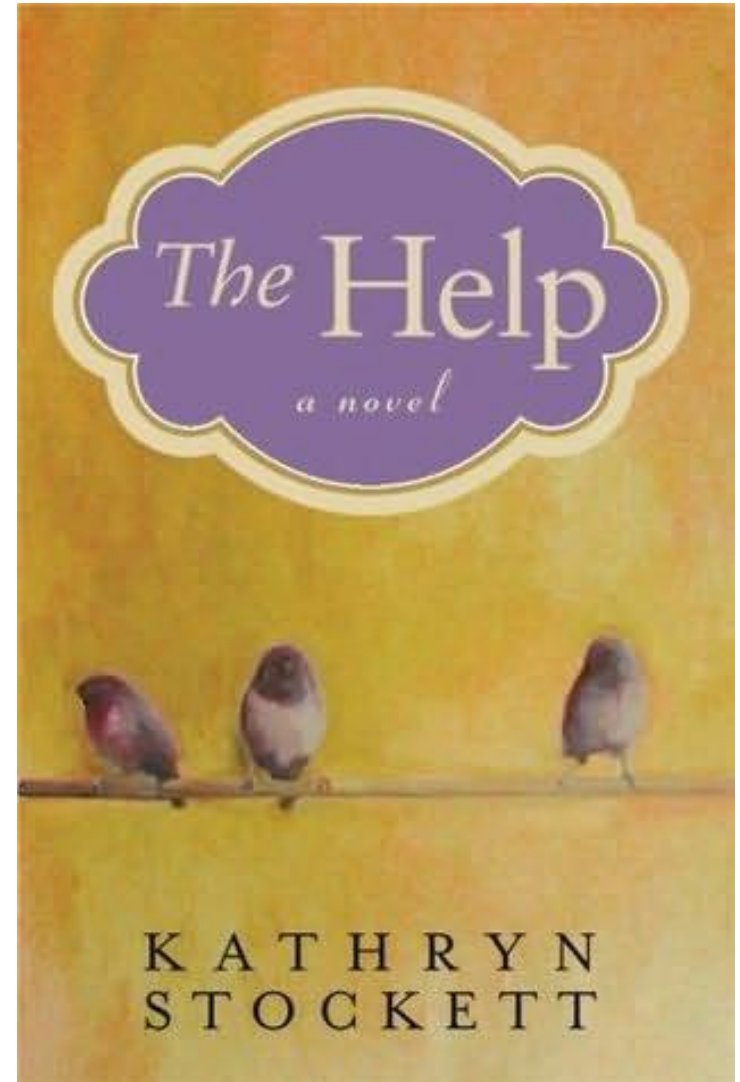


John Grisham

Best-Selling Legal Mystery Novelist

And now, **Kathryn Stockett**

- Stockett shares the same **hometown** as **Entergy Nuclear** — Jackson, Mississippi.
- ***The Help*** is Stockett's first novel.
- She has sold more than **5 million** copies.
- Spent more than **100 weeks** on the *New York Times* Bestseller List.
- And now a **major motion picture**.

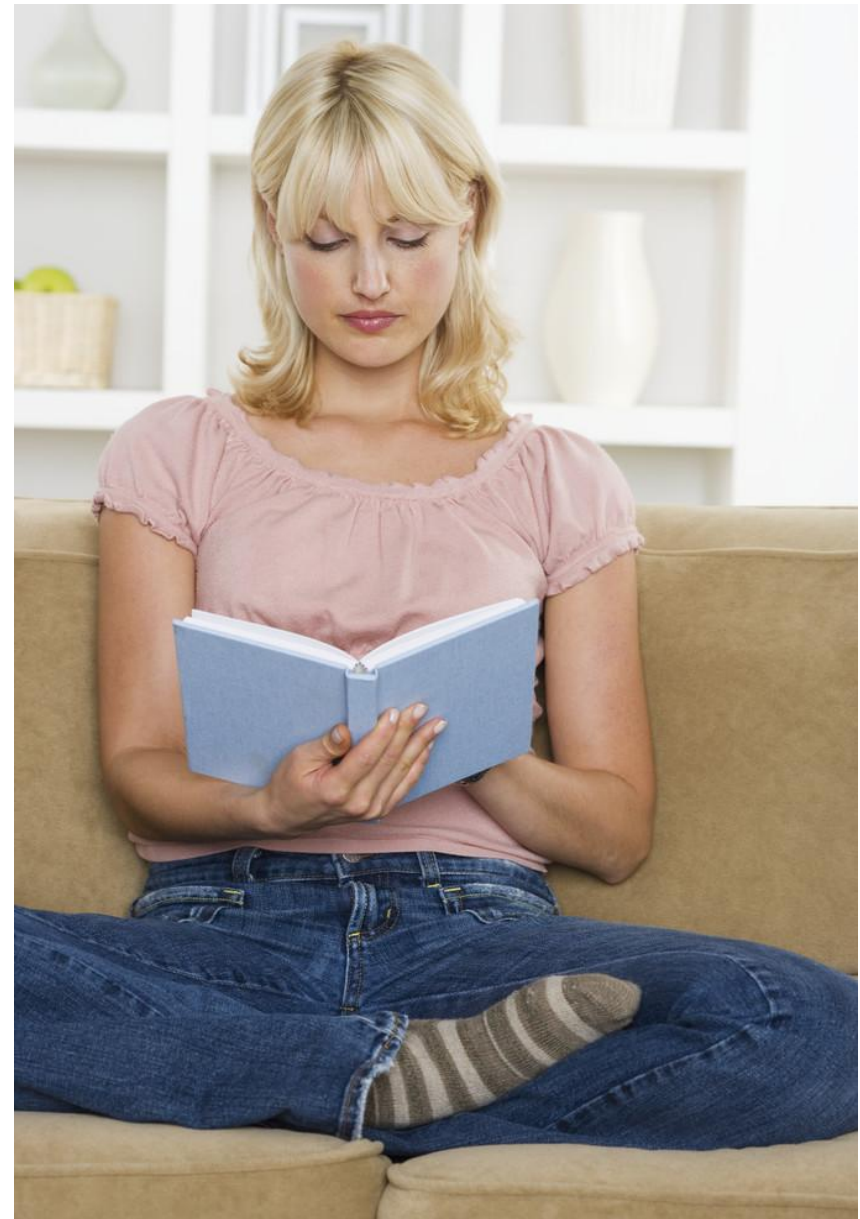


A True Story

While stories like
The Help are **fiction**....

Nuclear energy's story
is **factual**.

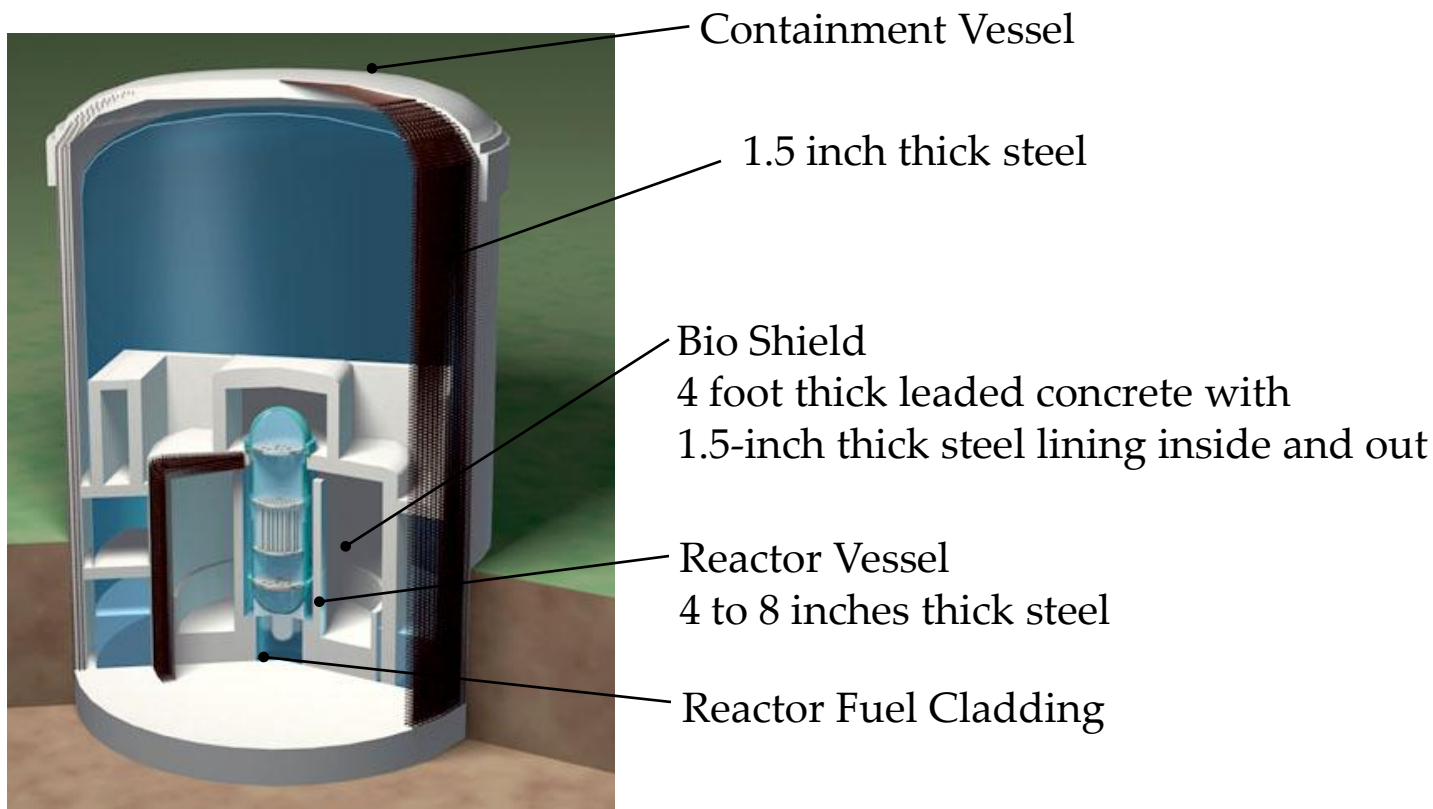
And it's a **good one**.



“To **understand** the world, you must first understand a place like Mississippi.” – William Faulkner

To understand **nuclear energy**, you must first understand how it makes a difference for **you**, every single day.

Nuclear: A Great Story



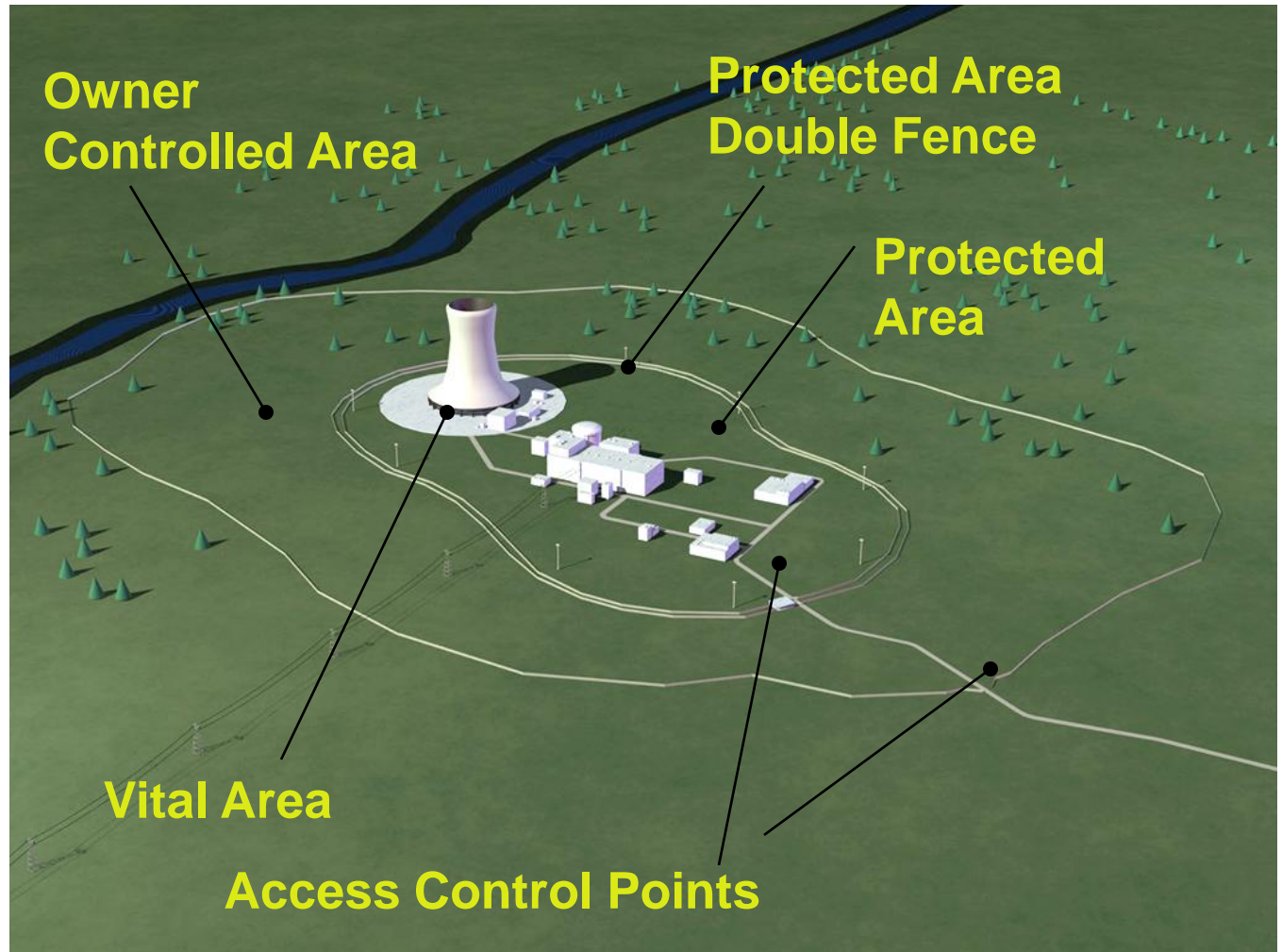
Nuclear energy is **safe**.

There are many protective layers around the reactor.

Nuclear: A Great Story

Nuclear energy is secure.

There are many additional layers of protection around the site.



Nuclear Plant Security Zones

Nuclear: A Great Story

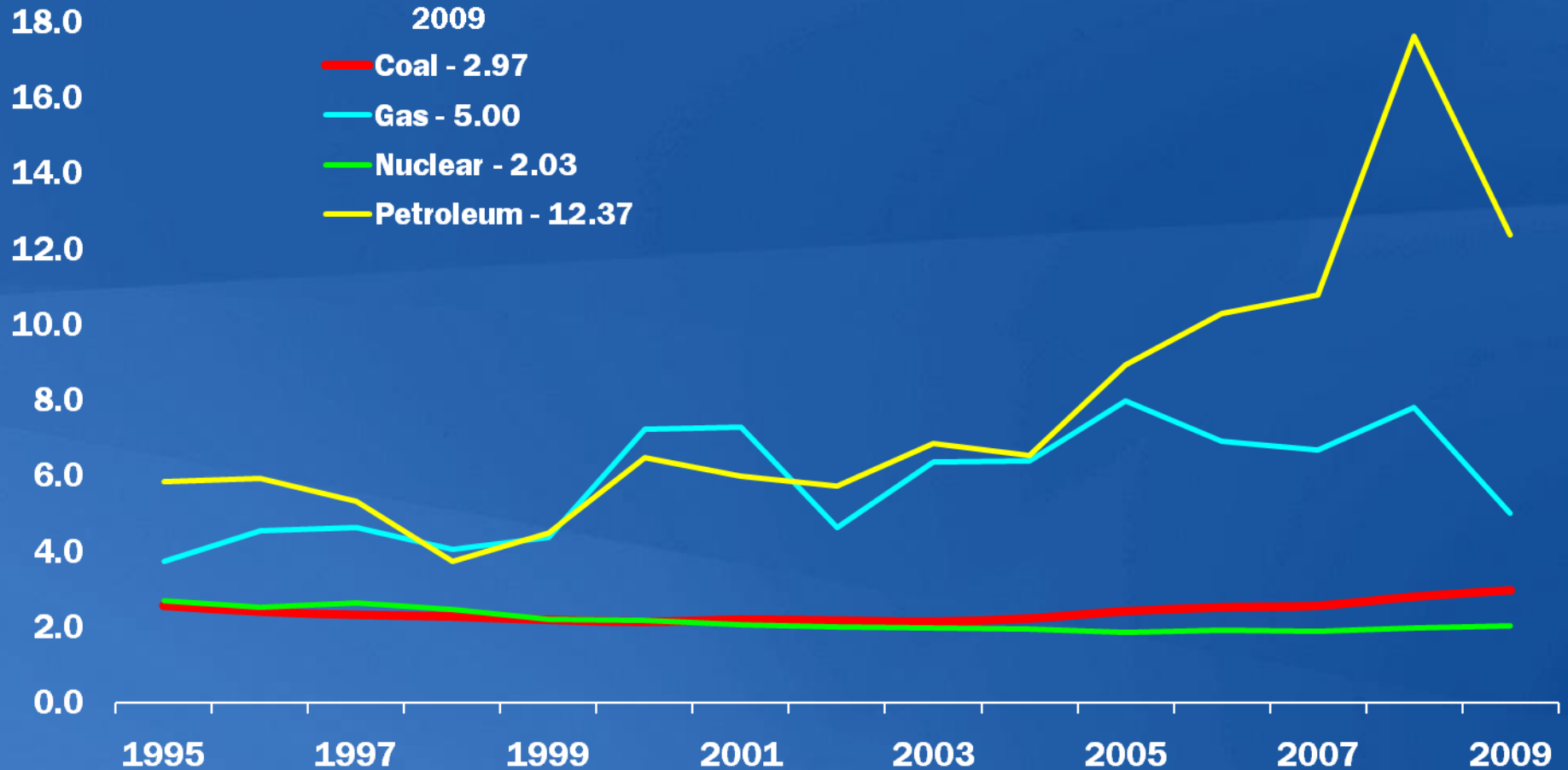
Nuclear Energy saves you **money**.

Nuclear energy generates electricity at a **fraction** of the cost of other fuel sources such as natural gas.



U.S. Electricity Production Costs

1995-2009, *In 2009 cents per kilowatt-hour*



Production Costs = Operations and Maintenance Costs + Fuel Costs. Production costs do not include indirect costs and are based on FERC Form 1 filings submitted by regulated utilities. Production costs are modeled for utilities that are not regulated.



Source: Ventyx Velocity Suite
Updated: 5/10

Nuclear: A Great Story

Nuclear Energy is there when you **need it.** Nuclear power plants run 24 hours a day so you can:

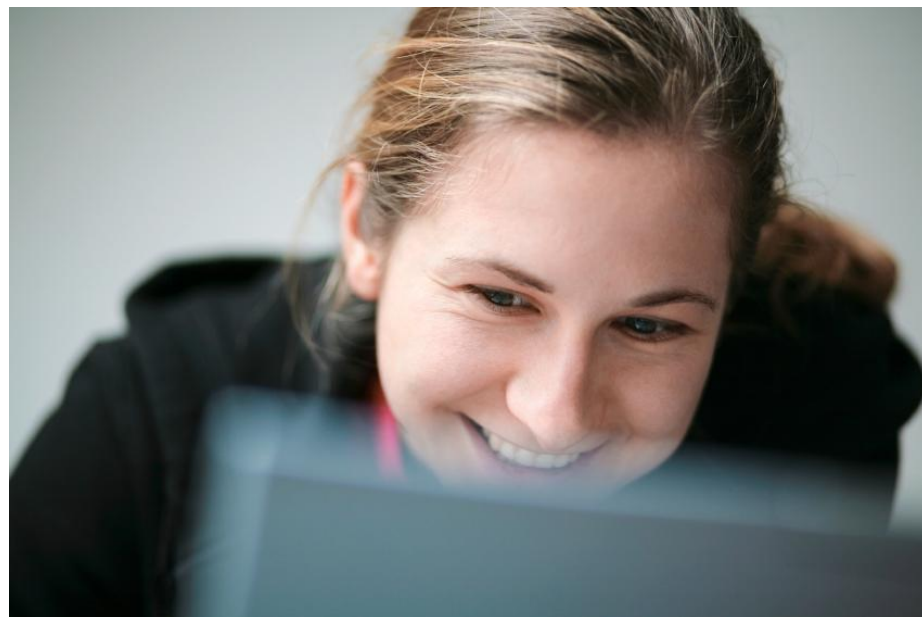
Keep your **lights** on

Keep your home **comfortable**

Charge your **computers** and
cell phones

Watch your **big-screen** tv

Keep your **kitchen** and
other appliances running



U.S. Nuclear Industry Capacity Factors

1971 – 2009, Percent



Source: Energy Information Administration

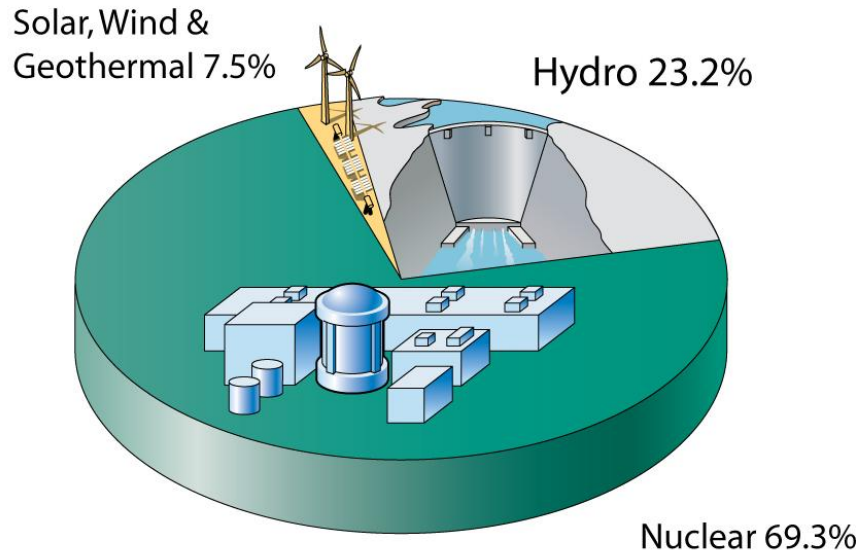
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Nuclear: A Great Story

Nuclear Energy helps protect your **environment**.

Generating electricity using nuclear energy results in virtually no **greenhouse** gases.

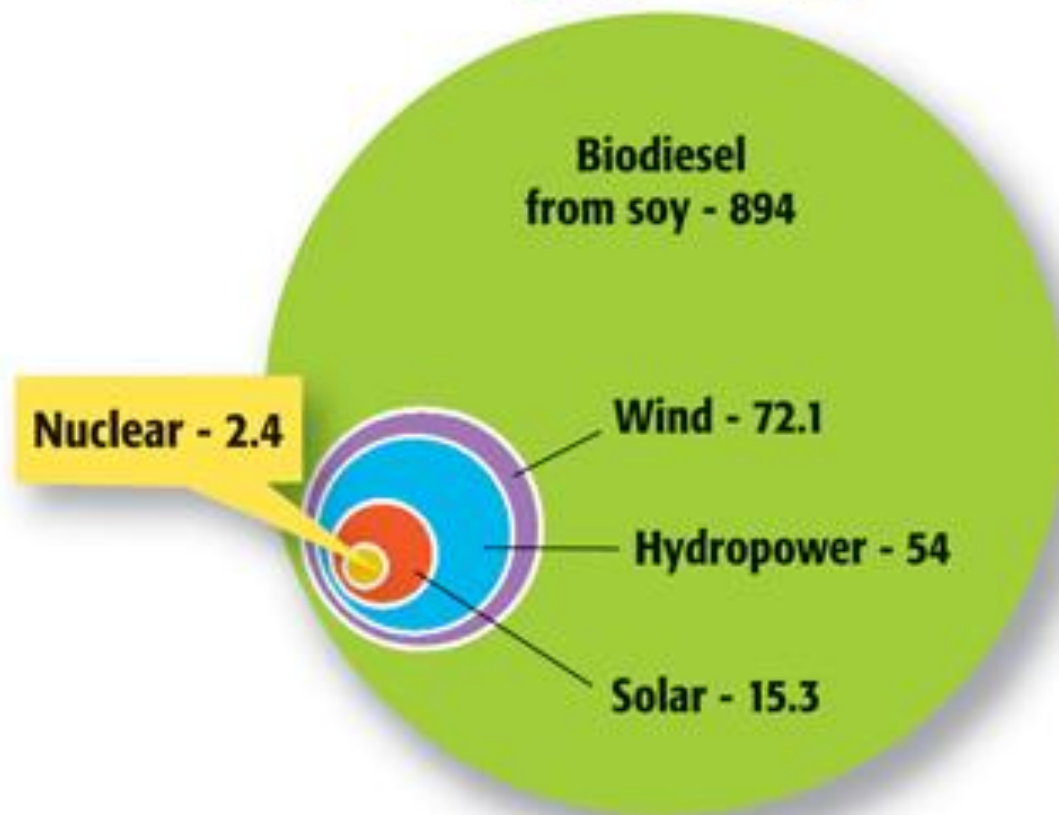
Sources of Emission-Free Electricity 2009



Nuclear: A Great Story

And the generation of electricity using nuclear energy results in a small **environmental footprint.**

Land Use Intensity by Energy Source



Nuclear: A Great Story

Help us tell **Nuclear's** Story:

- **Safe**
- **Affordable**
- **Reliable**
- **Clean**



Learn more:

- Nuclear Energy Institute (www.nei.org)
- NA-YGN (www.naygn.org)
- ANS (www.ans.org)
- U.S. Nuclear Regulatory Commission (www.nrc.gov)
- U.S. Department of Energy (www.energy.gov)
- International Atomic Energy Agency (www.iaea.org)
- Nuclear Clean Air Energy (www.nuclearcleanairenergy.com)
- Health Physics Society (www.hps.org)
- Japanese Nuclear and Industrial Safety Agency (<http://www.nisa.meti.go.jp/english/>)
- Japan Atomic Industrial Forum (www.jaif.or.jp/english/)
- Tokyo Electric Power Company
(<http://www.tepco.co.jp/en/index-e.html>)
- EEI (www.eei.org)
- Get Into Energy (<http://www.getintoenergy.com/>)
- EnergySolutions Foundation (www.energysolutionsfoundation.org)
- CASEnergy (www.casenergy.org)

Nuclear: A Great Story

- The End -





Get Involved!

- Energy & Environment, Procurement & Healthcare Committees
 - Local Instant Impact Teams
 - Weekly Policy Updates Relating to Your Business

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www.wipp.org

Questions? Contact WIPP Staff

Program Specialist: AnnaKate Kallay ▪ akallay@wipp.org ▪ (415) 434-4314

Small Business Policy Analyst: Matt Boyle ▪ mboyle@wipp.org ▪ (415) 434-4314

Membership Coordinator: Hannah Starkel ▪ hstarkel@wipp.org ▪ (415) 434-4314