



Entergy®

SAFSTOR MATTERS

“TELLING THE VERMONT YANKEE
DECOMMISSIONING STORY THROUGH
CONTROLLABLE MEDIA”

SAFSTOR MATTERS

Goals

- Build comprehensive engagement mechanisms that anticipate public concerns and questions.
- Inform, educate, and empower key constituencies with accurate data and information about the process in advance;
- Communicate key updates as major milestones are reached; and
- Take proactive steps to limit misinformation through public discourse and transparency about the process.
- Build confidence in Entergy's competence to properly manage the process.
- Proactively tell the decommissioning VY story.
- Engage key stakeholders throughout development and implementation of plan.
- Reassure the public that decommissioning is a process conducted through a highly structured protocol overseen by federal and state regulators.
- Clearly communicate Entergy's commitment to transparency, to the community and to providing a smooth transition for employees.
- Limit potential negative impacts arising from misinformation by responding to critics in a timely manner.
- Create a record of transparency and access.

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Opportunity

- One available resource available is Brattleboro's community cable, public access television station, BCTV.
- For the past eight months, BCTV has been televising the Nuclear Decommissioning Citizen Advisory Panel and the NRC Public Meeting on the Post Shutdown Decommissioning Activities Report.
- We have been offered a half-hour monthly program which will not only be broadcast in Brattleboro but also in many of the towns in our emergency planning zone. Additionally, we will be able to link the show to our web site.
- Since the program is distributed through public access cable television, there is no cost for airtime or set design.




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Episode 1



SAFSTOR MATTERS

Program

- Original intro and closing music was composed by a local musician. 
- Video featuring Entergy CEO Leo Denault was shown as the program's "commercial break"



- Joe Lynch, Manager, Government Affairs, Entergy Vermont Yankee answered questions based on previous public presentations about the decommissioning process.

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Our Messages, Delivered Directly to Our Community



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Coverage

- **BCTV** brings SAFSTOR Matters to their viewers in Brattleboro, Guilford, Dummerston, Jamaica, Newfane, Putney, Townshend and Vernon, Vermont. **Falls Area Community TV** expands the Vermont viewing area up to Bellows Falls and several Massachusetts stations have picked up the show including **Falls Cable** in Shelburne Falls, **Frontier Area Community Television** in Deerfield and **Greenfield Community Television**. Across the river in New Hampshire SAFSTOR Matters can be seen in Hinsdale and on **Cheshire TV** in the Keene area.
- Embedded in vydecommissioning.com website
- Uploaded to VY SharePoint home page
- Shared on social media

VY Decommissioning retweeted
Yes Vermont Yankee @yes_VY · Apr 29
#vy decommissioning program on community TV. Episode 1. #nuclear
fb.me/4sFssDSKD

Vermont Yankee News

Our Falcons are Famous

Vermont Yankee Decommissioning Cable Show, SAFSTOR Matters

Entergy continues to spend on area contractors

Entergy Grant Helps Pay Rescue Vehicle

No Trespassing at Vermont Yankee

bctv WATCH BCTV USE BCTV

Entergy THE POWER OF PEOPLE®

Available on YouTube®, via BCTV (*Entergy system restricts viewing at work.)

VY Decommissioning
April 28 at 10:24pm · 🌐

Inaugural episode of SAFSTOR Matters can be seen in Brattleboro and Deerfield. More stations on the way!

SAFSTOR Matters
bctv SERIES

SAFSTOR Matters
SAFSTOR Matters is a program featuring information about nuclear decommissioning, specifically activities at the Entergy Vermont Yankee plant site.
BRATTLEBOROTV.ORG

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👍 Meredith Joan Angwin, Meghan Leahy and Ruth Desjardins Bates like this.

🔗 2 shares

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Future Programs

- #2 – Recording May 20, 2015; begins airing week of May 25, 2015
 - Topic: SAFSTOR Emergency Planning
 - Guests: Mike McKenney, Manager, Emergency Planning, Entergy Vermont Yankee and Greenfield Fire Chief Robert Strahan

- #3 – Recording June 17, 2015; begins airing week of June 22, 2015
 - Topic: Spent Fuel Dry Cask Storage
 - Guest: Ken Swanger, Sr. Project Manager, Entergy Vermont Yankee

SAFSTOR MATTERS

Benefits

SAFSTOR MATTERS utilizes a tried and true communications channel – television – to inform, entertain, and speak out for ourselves, in our own words.

A professionally produced program can not only be replicated in any media market but can be rebroadcast on other media channels.

To view the program, visit www.vydecommissioning.com

Questions? Contact Marty Cohn at mcohn1@entergy.com or 802-451-3067

From: Couture III, Philip
Sent: Monday, May 04, 2015 7:40 PM
To: Cohn, Martin; **Subject:** SAFSTOR Matters

Marty,

I got positive feedback on the SAFSTOR Matters video from one of the NRC members of the 95002 inspection team at Pilgrim. It shows that people in the Region I office are taking note of your efforts. Good job.

Phil