

FLIP THE SWITCH



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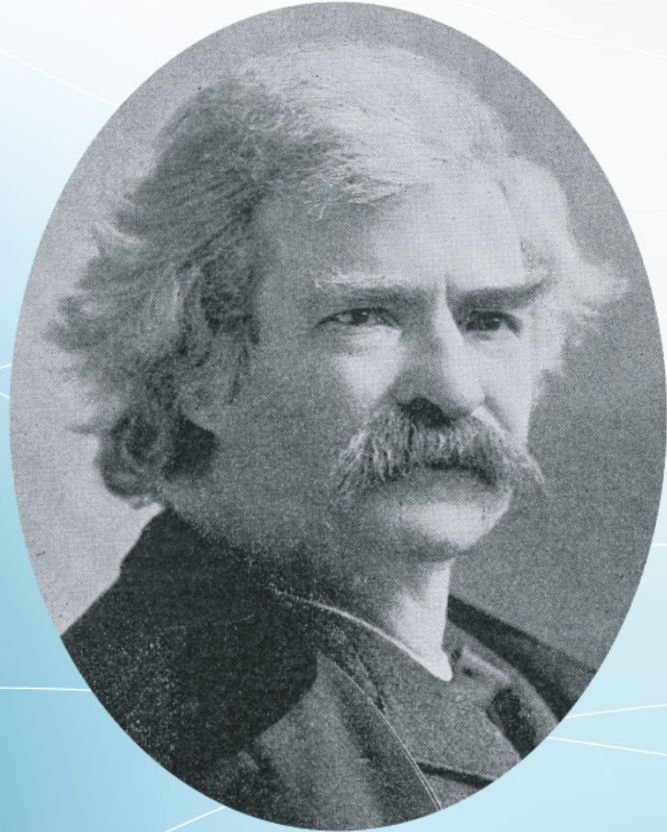
SILVER MEDALIST

"I'm fooled."

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“How easy it is to make people believe a lie
and how hard it is to undo that work again.”

MARK TWAIN

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Entergy Ratepayers:

**Will foot the secret deal
through their power bills.**



THE SECRET DEAL

- Senate Bill 2001 – 2 days to pass
- \$16B Investment by Amazon
- \$5B spending by Entergy

**Result will be higher rates for
residential customers and small
businesses**

PERFECT STORM. GUARANTEED PROFIT.

- Fast growing demand
- Slow growing, less reliable, more expensive supply of solar power.
- Mississippi is part of the MISO grid (**already unstable**)

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THE BIG QUESTION

When power runs short on a hot day...

Who pays for emergency power?

- Amazon?
- Or Entergy's residential and small business customers?

We don't know.

The deal is secret.



THE BIGGER QUESTION

Who pays for Entergy's spending
on non-emergency power
if Amazon doesn't?

**The secret deal removed the
Public Service Commission's (PSC)
oversight.**

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RESIDENTIAL CUSTOMERS

- Focused on **paying their electric bills.**
- **Trust leaders** to do the right thing.



PREMIUM CONTENT - FOR SUBSCRIBERS ONLY
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ENTERGY, AMAZON AND A DISAPPEARED REGULATOR

By KELLEY WILLIAMS - Guest Columnist
Fri, 09/05/25-8:00AM , **937 Reads 3,708 Statewide**

It looks like a carnival shell game. The pea is the Mississippi Public Service Commission (PSC). The hustler is the Legislature. Entergy is the barker. Economic development boosters are the shills. And the

Jackson Jambalaya

A website of news, commentary, culture, & jackassery in the Jackson, Mississippi area.

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Monday, July 7, 2025

Bigger Pie Forum: The Publisher v. the CEO

Picture a cage match: The Publisher of the *NorthSide Sun* versus the CEO of Entergy Mississippi. No holds barred. Odds favor the CEO. My money's on the underdog Publisher (think Charles Bronson in *Hard Times*). Last week's *NorthSide Sun* reported the face-off in dueling editorials: "Tell it like it is and go for the gut" versus "spin it for the public and rope-a-dope."

Magnolia Tribune

Secret rates and subsidies

By: Kelley Williams - August 24, 2025

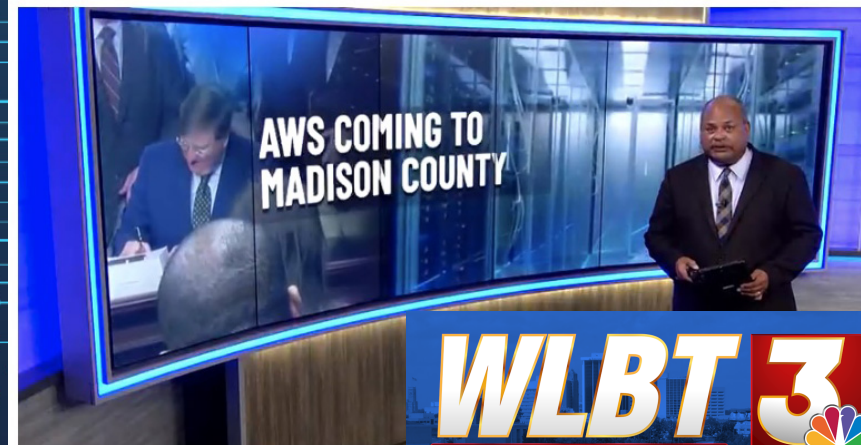


(Photo from Entergy Mississippi)

Kelley Williams Sr. says Entergy is adding more solar power to satisfy Amazon's virtue signaling demands. That makes the imbalance worse and reduces marginal resilience even more.

THE LOCAL NEWS

Non-profit research group raises red flags on Amazon Web Services deal with the state



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- Rapid reversal of public consensus
- Triggered by revealed dissent
- Fueled by realizing “I’m not the only one.”

PREFERENCE CASCADE





SOUND THE ALARM

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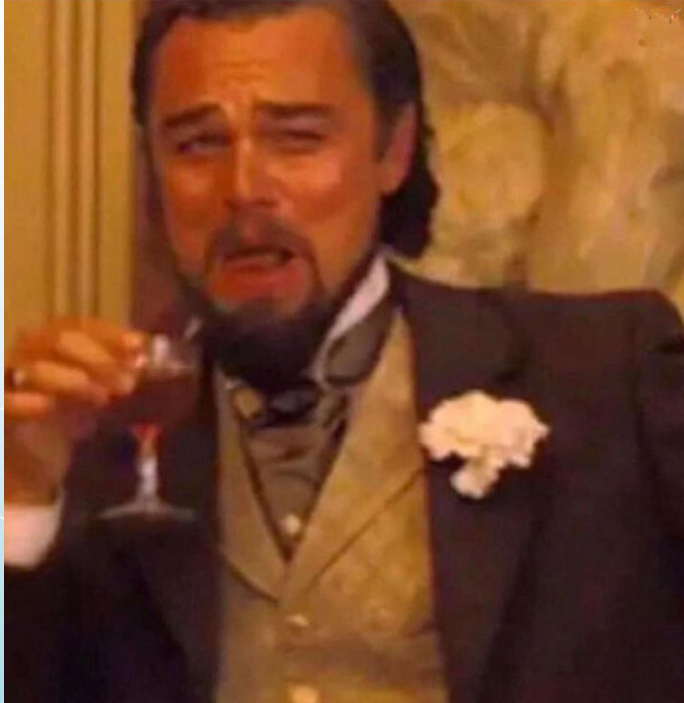
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GOOD FOR MISSISSIPPI?

The secret deal benefits one of the largest companies in the world and enriches shareholders of one of the largest electric utilities in the country.

But it hurts small customers and small businesses.



DON'T BELIEVE THE LIE

- Kemper County Lignite Plant
- Taxpayer and shareholder dollars disappeared
- **Residential rates went up**

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A CLEVER PITCH?

Promises jobs that
may **never** materialize.

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THE SHELL GAME



THE PLAYERS:

- **SHELL MAN** – Legislature (made PSC disappear)
- **BARKER** – Entergy (sells the dream)
- **SHILLS** – No-bid contractors, suppliers, boosters
- **MARKS** – Small customers (foot the bill)

THE DATA CENTER EFFECT

- VIRGINIA: **+29% residential rates** since 2020, expected to **double** by 2030
- GEORGIA: **+27% residential rates**
- OTHER STATES: same story
- **Little guys subsidize big guys**

Source: Jack Kemp Foundation

WHY WILL MS RATES BE WORSE?



- Other states did not sideline their PSCs
- Entergy's poor customers have the highest energy burden in the US already – and it will only get worse.



SPEAK UP

Tell Your Legislator to:

- **Reveal how much electricity rates will go up**
- **Restore PSC oversight**
- **Create a Consumer Advocate**

A Few Questions

- Why was PSC sidelined?
- Is this Kemper all over again?
- Does Public Utilities Staff really represent customers?
- Why is Mississippi not learning from other states?



SEE FOR YOURSELF

Compare the language of
SB 2001 with what
you have heard and
decide for yourself.

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FINAL TAKEAWAY

- Entergy is a **cost-plus-10% monopoly**
- Entergy prioritizes big economic development projects over projects for small customers
- Entergy Corp's market value has increased **over 50% in the last 18 months**

Source: Stock Analysis

FINAL TAKEAWAY

PSC regulators are supposed to see that monopoly utility spending:

- **Is needed and reasonable**
- **Works**
- **Is prudent**
- **Assures all customers get affordable, reliable electricity**



**Mississippi's Brave New
Data Center World...**

**Where Small Customers
Are Just Collateral Damage.**

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