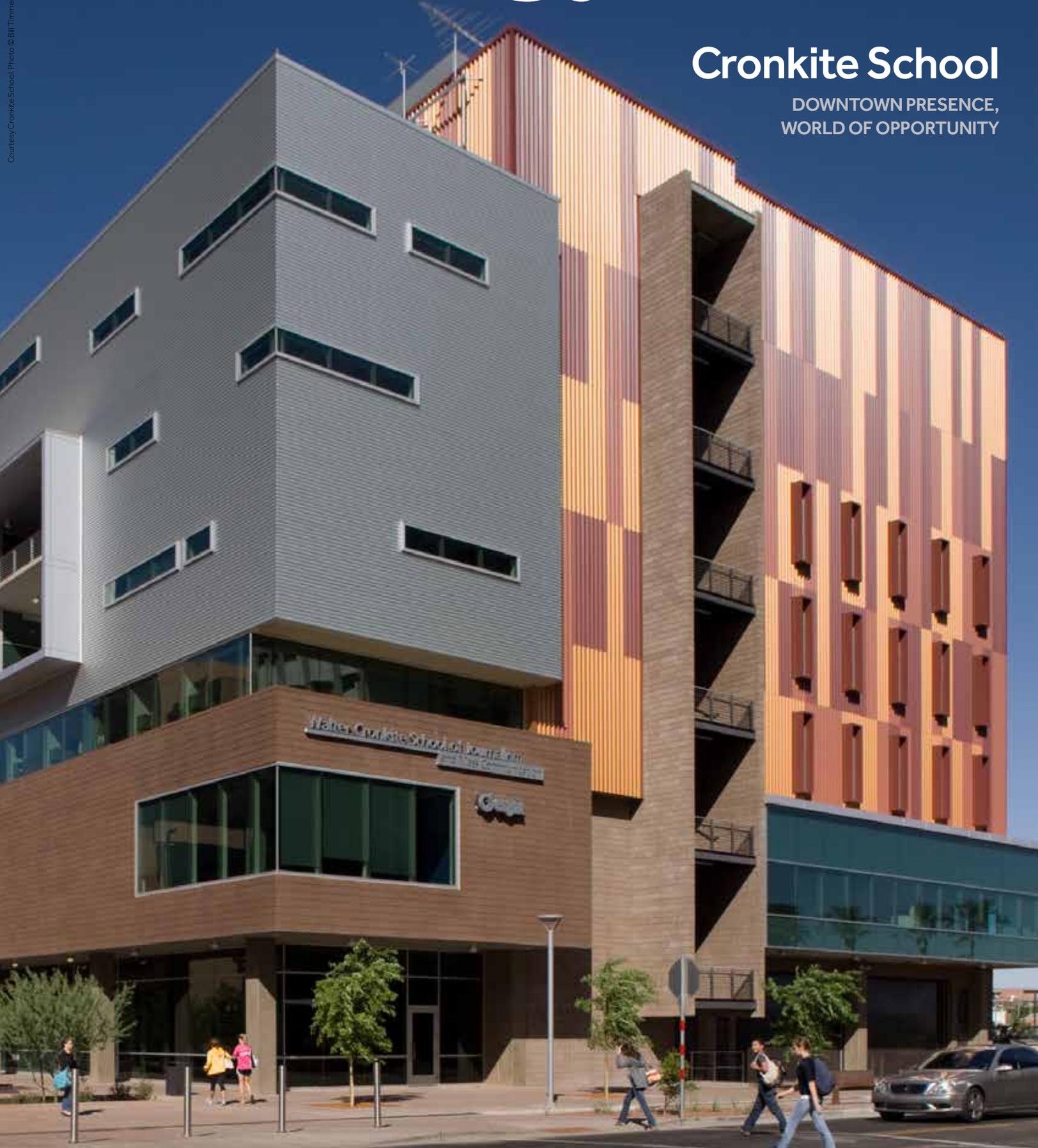


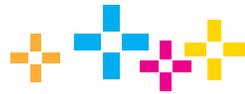
Cronkite School

DOWNTOWN PRESENCE,
WORLD OF OPPORTUNITY

Courtesy Cronkite School. Photo © Bill Timmerman.



The Cronkite School



Putting collaboration to work

IT MAY BE ONLY FIVE YEARS since its completion, but it seems as though the Cronkite School has always stood at the corner of Central Avenue and Taylor Mall. It has become an integral part of our downtown community in just a short time.

Perhaps that's because the school is a welcome contrast to the parking lot that existed previously on the site. Or because its striking architecture reflects the energy inside. Quite likely it's because of the exciting collaboration between the public and private sectors that has transformed the learning process and introduced students to real-world working environments right next door.

Collaboration was the byword even before the first spade of dirt was turned. Arizona State University President Michael Crow shared his vision for an ASU presence in downtown Phoenix with then-Mayor Phil Gordon in 2002. By 2004, the two had a plan in place to relocate several ASU schools downtown that could benefit from nearby business resources. The Walter Cronkite School of Journalism and Mass Communication was in the plan. Officials broke ground and began building the 223,000-square-foot Cronkite School in 2007.

"We used the design-build process, which worked extremely well for us," says Cronkite Dean Christopher Callahan. "We held dozens of meetings with the project's



Photos Courtesy Cronkite School, Photo © Bill Timmerman

Sony Studio provides a professional setting for students to practice their on-air delivery, plus serves as the base for Fox Sports Arizona's pregame shows for the Phoenix Suns.

contractors, subcontractors, design architects and structural engineers to talk about what we wanted the building to look like and how it needed to function for the optimal student experience. Clearly they listened, as today we have one of the best facilities—if not the best—in the country. And it was completed in just 17 months."

The resulting six-story structure, an NRG Energy Center Phoenix chilled-water customer, is known for its state-of-the-art technology. It houses seven state-of-the-art professional newsrooms and media incubators, eight other digital computer labs, the Sony TV Studio, the Cronkite NewsWatch Studio, two KAET/Eight TV studios, a KBAQ radio studio, 17 fully mediated classrooms, nearly 1,000 classroom seats and 300 digital workstations for students.

While the school's on-site technology is impressive, without careful planning and design it could have created a huge demand for energy within the building. But throughout the process, all parties focused on sustainability—and it showed. The building earned LEED® Silver certification from the U.S. Green Building Council, a testament to its sustainable design and construction practices. (See sidebar.)

But sustainability isn't confined to bricks and mortar. It is reflected in creating

a powerful learning experience that ensures the school's graduates have a sustained future in an ever-changing work force.

"Our students have access to real-world experiences, technology and partnerships both inside and outside the school," says Callahan. "They can walk to the Arizona Republic (newspaper) or see Fox Sports Arizona produce shows right in our own studios. We have a news bureau in Washington, D.C., and we offer courses on entrepreneurial journalism. Our students need to be innovative change agents out in the world. We're dedicated to offering those transformative opportunities."



The school's multi-tiered First Amendment Forum often serves as a classroom during the day and a public forum space at night.

Building Sustainability

- ✦ 77-kilowatt rooftop solar system
- ✦ East-west orientation for solar control
- ✦ Exterior overhangs and sunscreens for shading windows
- ✦ Energy-saving materials to optimize energy performance
- ✦ Low- or non-water landscaping
- ✦ Low-flow plumbing fixtures
- ✦ Occupancy sensors for lighting control
- ✦ 10% of building material made from recycled materials

Sun Shines on Solar Power

NRG eyes continued growth

NRG ENERGY CENTER PHOENIX has an inside view on what's new in the solar business. That may be because we share offices with NRG Solar right here in downtown Phoenix!

Our district cooling system continues to grow. So does NRG Solar's portfolio in Arizona. It now has 323 megawatts (MW) of solar generation already in operation in Arizona and more than 2,000 MW of commercial and utility solar projects in development nationwide.

Not surprisingly, Arizona is a hotbed for solar project activity. NRG Solar is a co-owner of Agua Caliente, a project just east of east of the city of Yuma that's under construction by Tempe-based First Solar.

With a planned capacity of 290 MW, Agua Caliente is already delivering more than 200 MW to the electric grid. The remainder of the project will be built in phases and completed by the end of 2014,

right on schedule. The Agua Caliente project is the world's largest operating photovoltaic (PV) power plant.

The inherent benefits of solar energy will continue to accrue as more projects become operational. In December 2012, NRG Solar announced that its 25 MW Avra Valley Solar Photovoltaic facility near Tucson was completed and had begun operation. Tucson Electric Power is purchasing the electricity, which is enough to serve 5,000 homes.

NRG Solar also has solar arrays on the campus of Arizona State University, at many other Arizona locations, on several sports facilities across the country—and on our very own light-rail station in downtown Phoenix. The possibilities seem endless, and we're excited to see the promise of solar energy being fulfilled. Learn more at www.nrgsolar.com.

Once completed, Agua Caliente will have 5.2 million PV modules that generate zero-carbon electricity. That means 5.5 million metric tons of carbon that won't be emitted into the atmosphere over 25 years, the equivalent of taking more than 40,000 cars off the road annually.



The Stuff That Dreams Are Made Of

NRG Phoenix receives downtown honor

THE DOWNTOWN PHOENIX that we know today is possible because of those who had a dream for what the city could become. The Downtown Phoenix Partnership has recognized those organizations and individuals at its annual *Dreamr Awards Banquet* since 1994.

The Partnership bestows five awards each year, and this year chose NRG Phoenix to receive the Organization *Dreamr Award*. The Partnership cited our significant contributions to downtown via the light rail solar cooling station, the seasonal ice rink at CityScope and our growing district cooling system.

"It's always an honor to win an award," says NRG Phoenix General Manager Jim Lodge. "But the *Dreamr Award* is special because it symbolizes hope for the future. We've invested in downtown infrastructure, signifying our commitment to a vibrant, growing and sustainable downtown. We extend our thanks to the Downtown Phoenix Partnership and the other award winners for continuing to promote the health and vitality of downtown. We're all in this together."



President and CEO David Roderique, Downtown Phoenix Partnership, right, presents the Organization *Dreamr Award* for 2012 to NRG Phoenix General Manager Jim Lodge during ceremonies in February.

Courtesy/ NRG Solar

Courtesy Downtown Phoenix Partnership, Photo Damien Serafine



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FROM THE GENERAL MANAGER

NRG's Sustainable Energy Footprint

IN DECEMBER 2012, NRG Energy, Inc., merged with Houston-based GenOn Energy, Inc., creating the largest competitive power generator in the United States. NRG is also the nation's largest developer of solar power and built the country's first privately funded electric vehicle infrastructure, eVgo™. NRG is truly a 21st century energy company, and we're pleased NRG Energy Center Phoenix is a part of it.

NRG Phoenix distributes energy-efficient chilled water for air conditioning to more than 35 buildings—more than 12 million square feet—in downtown Phoenix. We also provide chilled water and electricity to Arizona State University's Tempe campus and chilled-water service to the Mesa campus.

ASU has a significant presence downtown, too. As featured in this issue, NRG Phoenix connected ASU's Cronkite School of Journalism and Mass Communication to our system in 2008. It's an honor for us to collaborate with ASU as well as the City of Phoenix and the State of Arizona to create sustainable environments for this and future generations.

NRG has long supported a sustainable culture and has an active repowering

program that makes investments in cleaner, more competitive energy choices for its customers. In fact, many readers may be familiar with NRG Solar. This wholly owned subsidiary of NRG not only installs solar panels at elementary schools, it also co-owns Agua Caliente Solar Power plant in Yuma County, the world's largest operating photovoltaic power plant. Read

more about NRG Solar on page 3.

Following in NRG's footsteps, NRG Phoenix is committed to being an innovative leader in providing clean and sustainable energy to our customers and our community.

Jim Lodge
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Photos: Larry Russell

Third Year and Going Strong. Riders felt welcome relief in May when NRG Energy Center Phoenix re-activated the solar cooling system at the Convention Center's light-rail station at Washington and 3rd streets. The station's cooling system runs annually from May through September. It began operation in summer 2011, just before Major League Baseball's All-Star Game. It's proving to be a popular station, with riders asking for more cool locations. Here's how it works: NRG Phoenix provides district cooling service to the station, Green Mountain Energy offsets the district cooling electricity with wind power, and NRG Solar's solar panels generate electricity to run the cooling fans.