

Energy: Post-legislation TV Script

Currently Approved TV Script	Ministry Suggested Edits to TV Script	Rationale/Flag for Image Change
V/O: Ontario has come a long way.	V/O: Ontario has come a long way.	Visual Change: Close-up of coffee pot making coffee. (replacing dumplings in frying pan on electric stove)
V/O: Upgrades to our electricity system...	V/O: Upgrades to our electricity grid's infrastructure...	No rationale provided
V/O: ...mean we no longer have to worry about outages and interruptions... SFX: lightning strike	V/O: ... have led to a more reliable system ...	Rationale: This is inaccurate – outages and interruptions are still common on the electricity system. We can refer to a system that is overall more reliable. Remove lightning strike
V/O: ...because our electricity grid can handle more demand.	V/O: ...for all Ontarians.	
V/O: And we now enjoy cleaner air... SFX: children's laughter	V/O: And now we can enjoy cleaner air... SFX: children's playing	SFX Change: Children playing sounds instead of laughter
V/O: ...thanks to the elimination of coal plants.	V/O: ...thanks to the elimination of coal plants.	
V/O: And now recent changes have made your bill more affordable... V/O: ...an average of 25% less.	V/O: Now recent changes have made electricity bills more affordable... starting in July, average electricity bills will be... V/O: ...an average of 25% less, than they would be without Ontario's Fair Hydro Plan.	Rationale/Changes: Note: by using "your" the ad is saying that a specific person's bill will be 25% less on average which is not technically correct. Implies that it will average out over time on each person's bill. Recommended change made for accuracy. As a large portion of the decrease is already in place, this language is required for accuracy.

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	Legal Super: Includes eight percent rebate introduced in January	Needs to include super that speaks to 8% rebate introduced in January * For pre-legislation script: Need to say “Pending legislative approval, starting in July, average electricity bills would be 25% on average less, than they would be without Ontario’s Fair Hydro Plan”
V/O: Learn more at ontario.ca/FairHydroPlan Paid for by the Government of Ontario	V/O: Learn more at ontario.ca/FairHydroPlan Paid for by the Government of Ontario	