

Project: Fair Hydro Plan TV Script

Date: April 17, 2017

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Client: Ministry of Energy

Last Edited: June 16, 2017

Docket #: MOE 274

Post-Legislation of Fair Hydro Plan – TV
V1 (incl. Inflation Line) AS RECORDED:

Audio	Visual
Music: Quiet, minimalist and unobtrusive SFX: click of switch being turned on	Thumb turns vacuum cleaner on.
SFX: vacuum running	Woman pushes vacuum cleaner across carpet.
V/O: Ontario has come a long way. SFX: a dog barks in the distance	An outdoor light turns on at farm.
SFX: door creaking in background	Coffee maker brewing.
V/O: Upgrades to our electricity system... SFX: Dumplings sizzling in a pan	Close-up shot of delicious dumplings in a frying pan on an electric stove.
SFX: water from the shower splashing the bottom of the tub	Shot of a foggy bathroom with steam flowing out of the shower curtains.
V/O: ...have made it more reliable... SFX: lightning strike	A lightning flash illuminates a hallway. A little girl runs down the hall and we see a nightlight.

V/O: ...for all Ontarians. SFX: dryer sounds	A toddler watches a front-loading dryer go round and round.
SFX: phone vibrating on table	Close-up of hands plugging in a phone; the phone buzzes to indicate it's charging.
V/O: And we now enjoy cleaner air... SFX: wind in the leaves	Shot of blue sky and trees blowing in the wind.
V/O: ...thanks to the elimination of coal plants. SFX: balloon letting out air	A boy blows up a balloon and lets it go.
By this summer... SFX: keys being played	A little girl plays with her electric keyboard.
V/O: ...household electricity bills will be more affordable. An average of 25% less.	A woman and her toddler play with a stuffed toy on a bed in front of a fan.
V/O: And electricity rates won't increase beyond the rate of inflation for four years. SFX: paper shuffling together, an envelope being torn open	A woman opens her hydro bill and looks a pleasantly surprised.
SFX: children playing	Aerial shot of kids playing in a cul-de-sac as the lights come on.
V/O: Learn more at ontario.ca/FairHydroPlan	Arc and logo appear Super: Learn more at ontario.ca/FairHydroPlan Paid for by the Government of Ontario