

Energy: Post-legislation TV Script

Currently Approved TV Script	Ministry Suggested Edits to TV Script	Rationale/Flag for Image Change	PO comments
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)	No visual change
V/O: Upgrades to our electricity system...	V/O: Upgrades to our electricity grid’s infrastructure...	No rationale provided	Unless there is a legal rationale we’re keeping original language
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	Fine with language change. Keeping lightning strike
V/O: ...because our electricity grid can handle more demand.	V/O: ...for all Ontarians.		fine
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	Keeping original SFX
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.	Our strong preference is to use the following. Now recent changes have made electricity bills more affordable... starting in July, average electricity bills will be an average of 25% less. NO super

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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		