

3.9.1.2. Radio Scripts



The IronWorks at High Falls
64 Commercial Street
Rochester, NY 14614
585.325.6000 585.325.6001 fax
roberts@robertscomm.com
www.robertscomm.com

**Maintenance Radio
September 27, 2004**

Steve: Hi, I'm Steve Smythe, an RG&E retiree with 32 years of service. I've been asked a lot of questions lately about *Voice Your Choice*, the new program that gives you the opportunity to choose your electricity supplier and a supply pricing option for all of 2005. But the question I hear most is: What happens if I don't choose by December 30th? The answer is pretty simple. You'll be automatically enrolled in the Variable Price Option. So it's important that you *Voice Your Choice* for your electricity supply. It's easy. Just send in the enrollment card from the *Voice Your Choice* enrollment kit, enroll at rge.com or call 1-800-RGE-VYCNOW, that's 1-800-743-8926. Voice Your Choice. It's electric!

VO: Customer choice is required by New York State Public Service Commission policy in order to further competition. Under the Voice Your Choice program, which is part of a new RG&E rate plan approved by the PSC in May, RG&E customers are being asked to select an electricity supply pricing option for all of 2005.



The IronWorks at High Falls
64 Commercial Street
Rochester, NY 14614
585.325.6000 585.325.6001 fax
roberts@robertscomm.com
www.robertscomm.com

Launch Radio
September 27, 2004

Steve: Hi, I'm Steve Smythe, an RG&E retiree with 32 years of service.

Something important is going on right now. It's an opportunity for you to *Voice Your Choice* for your electricity supply. What's this all about? Well, now you can buy your electricity supply from RG&E or an energy services company – and you must make your choice by December 30th. Just read the *Voice Your Choice* enrollment kit you'll be receiving in the mail. Then make your choice by mail, online or by phone. No matter which electricity supply option you choose, RG&E will still deliver your electricity, safely and reliably. So, watch for your enrollment kit, then *Voice Your Choice*. It's electric!

VO: Customer choice is required by New York State Public Service Commission policy in order to further competition. Under the *Voice Your Choice* program, which is part of a new RG&E rate plan approved by the PSC in May, RG&E customers are being asked to select an electricity supply pricing option for all of 2005.

3.9.1.3. TV Scripts



The IronWorks at High Falls
 64 Commercial Street
 Rochester, NY 14614
 585.325.6000 585.325.6001 fax
 roberts@robertscomm.com
 www.robertscomm.com

Voice Your Choice TV: 1. INTRODUCTORY

<i>Video</i>	Audio
<i>Spot opens on wide shot of suburban neighborhood.</i>	Music: In and under.
<i>Steve Smythe approaches mailbox. Onscreen Super: Steve Smythe (Retired), 32 years at RG&E</i>	Steve: Hi, I'm Steve Smythe.
<i>Steve stops at mailbox and talks to camera.</i>	Steve: Now that you can choose your electricity supplier,
<i>Steve opens mailbox.</i>	watch your mailbox for something important.
<i>Steve pulls enrollment kit out of mailbox and holds it so we can read the front.</i>	Steve: The Voice Your Choice enrollment kit.
<i>Establish interior shot of someone at a desk filling out enrollment form.</i>	Steve: It will help you choose your electricity supplier and your pricing option for 2005.
<i>Camera pushes in tighter on person completing forms. Close-up of pen checking box on postcard.</i>	Steve: No matter who you choose,
<i>Steve turns to walk toward house.</i>	you can still count on RG&E to deliver your electricity.
<i>Recycle man pulls up in recycling truck. He looks at Steve and asks whether he wants to recycle the mailer.</i>	Recycle Man: Hey, want to recycle that?
<i>Steve waving VYC mailer.</i>	Steve: Nah! This mail's not junk.
<i>Cut to CU of business reply card.</i>	Steve VO: Voice Your Choice.
<i>LOGO: Voice Your Choice. It's electric. Choose by Dec. 30.</i>	Music: Up and out.



The IronWorks at High Falls
 64 Commercial Street
 Rochester, NY 14614
 585.325.6000 585.325.6001 fax
 roberts@robertscomm.com
 www.robertscomm.com

Voice Your Choice TV: 2. MAINTENANCE

<i>Video</i>	Audio
<i>Spot opens on medium shot of Steve Smythe talking to lineman in RG&E bucket truck. Onscreen Super: Steve Smythe (Retired), 32 years at RG&E</i>	Music: Music in and under.
<i>Steve turns toward camera.</i>	Steve: Hi, I'm Steve Smythe.
<i>Steve holds up Enrollment Kit.</i>	Steve: By now, you've probably received a Voice Your Choice enrollment kit.
<i>He walks down the street. Camera follows him.</i>	Steve: Which shows you everything you need
<i>Cut to woman filling out forms at kitchen table.</i>	to choose your electricity supplier...
<i>Camera pushes in tighter on person completing forms.</i>	Steve: ...and your electricity supply pricing option for all of 2005.
<i>Close up of pen checking box on postcard.</i>	Steve: No matter who you choose,
<i>Cutaway shot of lineman and RG&E truck.</i>	you can still count on RG&E to deliver your electricity.
<i>Cut to Steve walking up to a hot dog vendor.</i>	Steve: But be sure you make a choice.
<i>Cut to CU shot of hot dog vendor. And then a CU reaction shot of Steve.</i>	Hot Dog Vendor: What'll it be, red or white?
<i>LOGO: Voice Your Choice. It's electric. Choose by Dec. 30.</i>	Steve VO: So, voice your choice.
	Music: Up and out.



The IronWorks at High Falls
 64 Commercial Street
 Rochester, NY 14614
 585.325.6000 585.325.6001 fax
 roberts@robertscomm.com
 www.robertscomm.com

Voice Your Choice TV: 3. FINAL PUSH

<i>Video</i>	Audio
<i>Spot opens with Steve walking through a Christmas store.</i>	Music: In and under.
<i>He stops in front of a display of snow globes. Onscreen Super: Steve Smythe (Retired), 32 years at RG&E</i>	Steve: With so much to do, it's easy to put things off.
<i>Steve picks up a snow globe and shakes it.</i>	Steve: Like deciding who's going to supply your electricity.
<i>CU of snow falling in globe.</i>	Steve: You have until December 30th to choose.
<i>Show newspaper insert.</i>	Steve: Respond to this newspaper insert,
<i>Super 1-800-RGE-VYCNOW and web address www.rge.com</i>	call us, or visit us on the web.
<i>We see Steve put his purchase on the counter and get ready to pay for it.</i>	Steve: No matter who you choose, you can still count on RG&E to deliver your electricity.
<i>Gift-wrap lady comes into view.</i>	Gift-wrap lady: Nice choice! Want that gift wrapped?
<i>LOGO: Voice Your Choice. It's electric. Choose by Dec. 30.</i>	Steve VO: Don't let someone else choose for you—voice your choice today.
	Music: Up and out.



PSC wording super (all three ads)

The Voice Your Choice program furthers the goals of the New York State Public Service Commission's (PSC) policy on competition. Under the Voice Your Choice program, which is part of a new RG&E rate plan approved by the PSC in May, RG&E customers are being asked to select an electricity supply pricing option for all of 2005.