

Modified Energy Fitness

| AUDIO | TIME | VIDEO | LOCATION |
|---|------|---|--|
| Want to lower your power bills? | 2 | B-Roll: Joy paying bills or KY Power bill with the mail, or open; KY Power logo in corner | Inside at a table/desk |
| At Kentucky Power, we offer home energy audits for qualifying customers to help them identify areas in their home that may be wasting energy and costing money. | 13 | Jim standing outside of Lloyd's home; Jim's name and title on the screen B-Roll: Inspector with clipboard in home talking to homeowner | Outside Lloyd's home Done – Hayes footage with Joy |
| These audits identify air leaks and provide weatherization services to improve energy efficiency throughout your home. | 19 | B-Roll Montage: (1) contractor testing for air leaks (2) Energy star Water heater and/or CFL light bulb | (1) Done – Checking weather stripping (2) Done – water heater |
| To learn more about this money saving program, visit our website or call for more information today. | 27 | Jim standing in front of Lloyd's home (close up of Jim); Phone number and website on bottom of screen | Outside Lloyd's home |
| Music | 30 | B-Roll: blurry image of energy audit going on in the background; Screen shows KentuckyPower.com and program phone number (for Honeywell). | Done – Use footage of Hayes and Joy |

Residential High Efficiency Heat Pump

| AUDIO | TIME | VIDEO | LOCATION |
|---|------|---|--|
| Hi, I'm Jim Mullins of Kentucky Power. If you're looking to upgrade your electric heating system, we may be able to help. | 8 | Jim in foreground in front of electric furnace | EJ's garage by electric furnace |
| Right now, qualifying customers can earn a cash incentive when they upgrade their home's central heating system to a high efficiency heat pump. | 17 | B-Roll Montage: (1) handing over \$400 check to homeowner; or pulling check out of the mail (2) Footage of air vents (3) Close-up of energy star heat pump | (1) Woman at mailbox (2) Airvents (Richmond) (3) Heat pump |
| Money spent on the upgrade now can save energy and may save money over the long run. | 24 | B-Roll Montage: (1) technician installing new heat pump system (2) hand putting money back in wallet or purse | (1) On site of installation (2) Wallet (Richmond) |
| So call us or visit our website to learn more. | 28 | Jim standing outside of Lloyd's home; Screen displays phone number and website address | Outside Lloyd's home |
| Music | 30 | B-Roll: Go to a screen with blurry background of something and show website and phone number | Model Home |