

## COPY

NIPSCO // IRP VIDEO // 1207-1106

9.23.13

**Length:** Approximately 2:15

VIDEO	AUDIO
<p><b>SFX:</b> Music in and under</p> <p><b>B-roll of a sunrise</b> near transmission lines or some other energy infrastructure</p> <p><b>Time-lapse B-roll footage</b></p> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Night shots of 'Main St.'</li><li><input checked="" type="checkbox"/> Line workers</li><li><input checked="" type="checkbox"/> Control room</li><li><input checked="" type="checkbox"/> Bucket truck</li></ul> <p><b>NIPSCO B-roll</b></p> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Clean energy resources B-roll</li><li><input checked="" type="checkbox"/> Wind farm</li><li><input checked="" type="checkbox"/> Hydro station</li><li><input checked="" type="checkbox"/> Sunlight</li><li><input checked="" type="checkbox"/> Possible graphic overlays</li> <li><input checked="" type="checkbox"/> NIPSCO workers/trucks</li><li><input checked="" type="checkbox"/> Landscape shots/large industrial locations</li><li><input checked="" type="checkbox"/> Someone arriving at work (clocking in? Grabbing helmet off rack?)</li></ul>	<p><b>ANNCR:</b> There's no better time to think about tomorrow...  Than today.</p> <p>And while NIPSCO has built a strong history of safely and reliably serving customers, we're equally focused on the future.</p> <p>On the changing energy demands of five, 10, even 20 years from now. And our plans to meet those demands with smarter and more sustainable resources.</p> <p>Not to mention job creation and economic development across our service territory and beyond.</p> <p>Because it's <i>our</i> future. And <i>our</i> job to make sure it's bright.</p>

<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> House lights or city lights go on</li> <li><input checked="" type="checkbox"/> NIPSCO logo overlays footage on screen</li> </ul>	
<p><b>SUPER:</b> Integrated Resource Plan</p> <p><b>Visual/Animation:</b> Chart/graphic that illustrates energy needs growing (similar to page 9 in IRP)</p> <p><b>Visual/Animation:</b> Today's mix of resources changes into tomorrow's mix (chart similar to page 5 or 7 in IRP)</p> <p><b>NIPSCO B-roll</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Meeting in a conference room</li> <li><input checked="" type="checkbox"/> NIPSCO employee presenting (public meeting feel)</li> </ul>	<p><b>ANNCR:</b> So how exactly do we plan for up to two decades from now?</p> <p>It's called an Integrated Resource Plan. Completed every two years, it's our comprehensive evaluation of what energy usage needs will look like in the future, and what options will be available to best meet those needs.</p> <p>As resources evolve, so too do our plans for using them, such as adjusting our mix of traditional and more renewable resources and finding ways for customers to use less energy overall.</p> <p>Throughout the planning process, we keep an open mind, knowing there is no single, perfect approach to addressing all these challenges.</p> <p>But what we never compromise on is finding you the most reliable, cost-effective, and sustainable solutions.</p>
<p><b>SUPER:</b> How the plan affects you</p> <p><b>NIPSCO B-roll</b></p>	<p><b>ANNCR:</b> In both the short and the long term, the effects of our Integrated Resource Plan will be easy to spot.</p> <p>Our first and most pressing task is</p>

<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Power lines</li> <li><input checked="" type="checkbox"/> Exterior lights going on</li> <li><input checked="" type="checkbox"/> Lit highway</li> </ul> <p><b>B-roll</b> of wind/solar technology</p>	<p>ensuring customers have the power they need. And better planning can mean fewer power interruptions and more energy conservation.</p> <p>The addition of cleaner technologies and renewable resources will also mean cleaner air, and a more sustainable environment. And while these new resources come at a cost, you can rest assured that finding the most valuable solution is always our top priority.</p>
<p><b>Misc. B-roll</b></p> <p><b>Sunrise footage</b> with NIPSCO logo overlaid (so the flare in the logo emulates the sun)</p> <p><b>SFX:</b> <i>Music up and out</i></p> <p><i>-END-</i></p>	<p><b>ANNCR:</b> At NIPSCO, forward thinking isn't a philosophy. It's a necessity.</p> <p>Both energy demands and energy resources continue to evolve at a rapid pace. And there's no better time to start planning for these changes than right now.</p> <p>Because at NIPSCO, tomorrow starts today.</p> <p><i>-END-</i></p>