

FILED³

DEC 4 2008

Missouri Public
Service Commission

AMEREN UE
POWER ON RADIO
TITLE LINEMAN
:60

ANNCR Meet the people behind Power On

EMPLOYEE Hey there This is Damon Whitfield I'm a lineman for Ameren UE

Normally, I'm working high atop power poles. But I'm here to talk to you about a new project called Power On

Reliability takes commitment So we're upping the ante with a billion dollar plan of action to increase reliability and environmental stewardship across Missouri.

Power On focuses on 4 areas:

- We're trimming trees before they can interfere with connections
- We're inspecting lines on a regular basis to identify poles and equipment that needs replacing or repair.
- We're increasing the number of lines buried underground so they're better protected from the elements
- And we're taking immediate steps to lessen our plants' impact on the environment, way ahead of federal mandates

We're working hard with one specific goal in mind to ensure the power is there when you need it

ANNCR To learn more about the Power On project, including where investments are being made, visit us online at ameren.com/poweron

Radio Spots

\$ 283,638 Air Time
12,149 Production
\$ 295,787

Exhibit No. 72
Case No(s). EL 2008-0381
Date 11/25/08 Rptr MV

AMEREN UE
POWER ON RADIO
TITLE: TROUBLEMAN
.60

ANNCR Meet the people behind Power On

EMPLOYEE Hello. This is Chuck Lafore and I'm a troubleshooter for Ameren.

If a storm spoils the day, I'm the guy that arrives first on the scene. I assess the situation, then work fast to get things back up and running as quickly as possible.

But reacting to a problem isn't always the best way to solve it. And Ameren UE is working hard to limit these situations.

The project is called Power On. And it's our billion-dollar plan of action to increase reliability and environmental stewardship across Missouri.

So how are we preparing for our battle with the elements?

- By trimming trees
- Running lines underground
- Upgrading the power grid
- And lessening our plants' impact on the environment, well ahead of federal mandates

We know that our progress will be graded with the arrival of every storm. So we've focused our efforts in these four areas to ensure the power is there when you need it.

ANNCR To learn more about the Power On project, including where investments are being made, visit us online at ameren.com/poweron

AMEREN UE
POWER ON RADIO
TITLE: PLANT MANAGER
'60

ANNCR Meet the people behind Power On

EMPLOYEE Hey there I'm Karl Blank, plant manager for Ameren UE

While I'm usually overseeing operations over at our Sioux power plant, I'm here to let you know about Power On, Ameren UE's project focused on improving the way we deliver electricity to your home or business.

To ensure we're successful, we're focusing our efforts in four areas:

- By trimming trees before they cause trouble
- Running lines underground to protect them from the elements.
- Hitting the streets to strengthen the power grid long before the arrival of bad weather.
- And lessening our plants' impact on the environment, well ahead of federal mandates

This represents a billion dollar plan of action to increase reliability and environmental stewardship across Missouri. All to make good on our most vital promise: to ensure the power is there when you need it.

ANNCR To learn more about the Power On project, including where investments are being made, visit us online at ameren.com/poweron



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AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE: Engineer
.60

ANNCR Meet the people behind Power On, Ameren UE's billion dollar plan of action

EMPLOYEE Hey there. This is <name>. I'm an Engineer for Ameren UE

Normally, I'm out in the field checking the power grid to make sure it's performing its best. But I'm here with some updates on our project.

Over the past few months, you may have seen the crews around town, trimming trees near power lines. Or burying lines under ground.

And since the power grid is only as strong as its weakest link, a portion of the billion dollars is committed to preventive maintenance.

It's an ongoing battle – so dedicated teams are checking our equipment for wear-and-tear or corrosion.

They're looking for loose or rusty connections.

Or poles that are ready to be retired.

And when a crew spots a problem, it will be fixed then and there. Or marked for a team of specialists following close behind. All to make the system stronger through replacement or repair.

We're working hard to improve reliability and environmental stewardship across Missouri. And strengthening the power grid is just one way we're getting it done.

ANNCR To learn more about the ways the billion dollars is being invested, visit Ameren.com/PowerOn



DATE: 8/10/2014

AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE: Tree Trimmer
60

ANNCR Meet the people behind Power On, Ameren UE's billion dollar plan of action

EMPLOYEE This is <name>. I supervise a tree trimming crew contracted by Ameren UE. And I'm here with some updates on our project

One phase focuses on strengthening the power grid. Burying lines underground is another

And since trees tend cause the most trouble, a portion of the billion dollars is committed to limit their ability to do so

While most new housing developments are now built with the power lines buried, it wasn't always the case.

Over the years, the pines and oaks and maples that were planted have grown tall enough to mess with the lines supplying power throughout the neighborhood

The overgrowth can loosen or damage connections. And when a storm hits, those are the locations most likely to falter.

That's why we're focusing our efforts to make sure the power lines have plenty of room to operate

We're working hard to improve reliability and environmental stewardship across Missouri. And trimming trees near power lines is just one way they're getting it done.

ANNCR To learn more about the ways the billion dollars is being invested, visit Ameren.com/PowerOn



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AMEREN UE
POWER ON
PHASE 2 RADIO
TITLE Lineman 2
:60

ANNCR

Meet the people behind Power On, Ameren UE's billion dollar plan of action.

EMPLOYEE

Hey This is <name> I'm a lineman for Ameren UE and I'm here with some updates on our project, Power On.

Trimming trees near power lines and strengthening the power grid are two phases of the project.

And since overhead lines leave the reliability of the system exposed to the elements, a portion of the billion dollars is committed to relocating the lines below ground

See, at some point in the delivery from the power plant to your home or business, electricity has to run through overhead lines. It's simply a matter of how far

We have crews digging with backhoes. Drills Even hand shovels. But wherever feasible, it's their job to minimize the distance that the electricity has to run above ground

And while I'm partial to working up in the bucket truck, sometimes the best protection for power lines is a healthy layer of dirt.

We're working hard to improve reliability and environmental stewardship across Missouri. And burying power lines under ground is just one way we're getting it done

ANNCR

To learn more about the ways the billion dollars is being invested, visit Ameren.com/PowerOn.