

Re: FHP Advertising Final Campaign Presentation

From: "Davidson, Steven (CAB)" <steven.davidson@ontario.ca>
To: "Betzner, Lynn (CAB)" <lynn.betzner@ontario.ca>, "Greenberg, Martha (CAB)" <martha.greenberg@ontario.ca>
Cc: "Foster, Robert (CAB)" <robert.foster@ontario.ca>, "Scott-Vickers, James (CAB)" <james.scott-vickers@ontario.ca>, "Farrow, Alicia (CAB)" <alicia.farrow@ontario.ca>
Date: Mon, 26 Jun 2017 08:35:43 -0400

Great. Thanks.

From: Lynn Betzner <Lynn.Betzner@ontario.ca>
Date: Monday, June 26, 2017 at 8:32 AM
To: "Davidson Steven (CAB)" <steven.davidson@ontario.ca>, Martha Greenberg <Martha.Greenberg@ontario.ca>
Cc: Robert Foster <Robert.Foster@ontario.ca>, "Scott-Vickers, James (CAB)" <James.Scott-Vickers@ontario.ca>, "Farrow, Alicia (CAB)" <Alicia.Farrow@ontario.ca>
Subject: RE: FHP Advertising Final Campaign Presentation

Hi – We will run the deck through coms approvals with PO so they are aware that it would be in the green folders – thanks - Lynn

From: Davidson, Steven (CAB)
Sent: June 26, 2017 7:22 AM
To: Betzner, Lynn (CAB); Greenberg, Martha (CAB)
Cc: Foster, Robert (CAB); Scott-Vickers, James (CAB)
Subject: RE: FHP Advertising Final Campaign Presentation

Yes, plan is to show ads at end of meeting. Deck is helpful background. As binders have gone out, I suggest we put the deck in green folders tomorrow.

Steven Davidson

Deputy Minister and

Associate Secretary of the Cabinet,

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From: Betzner, Lynn (CAB)
Sent: June-25-17 8:50 PM
To: Greenberg, Martha (CAB)
Cc: Davidson, Steven (CAB); Foster, Robert (CAB); Scott-Vickers, James (CAB)
Subject: Re: FHP Advertising Final Campaign Presentation

Hi - I also understood that they were just going to play the ads at the end of Cabinet without a presentation. The deck is helpful background and could be used for Qs and As. Lynn

On Jun 24, 2017, at 7:00 PM, Greenberg, Martha (CAB) <Martha.Greenberg@ontario.ca> wrote:

Hi,

Energy has put together the attached slide deck to compliment the ads to be shown at cabinet this week. I had thought the idea was no presentation just right to ads but not sure if that has changed. That said, the attached seems to just explain the comms plan for when/where ads will run so doubt it will take much time if any.

Thanks,

Martha

From: Hindmarch-Watson, Tim (CAB) <Tim.Hindmarch-Watson2@ontario.ca>

Sent: Saturday, June 24, 2017 6:19 PM

To: Scott-Vickers, James (CAB)

Cc: Moore, Karen (CAB); Greenberg, Martha (CAB)

Subject: Fw: FHP Advertising Final Campaign Presentation

Fyi

Sent from my mobile.

From: Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca>

Sent: Saturday, June 24, 2017 6:15 PM

To: Hindmarch-Watson, Tim (CAB)

Cc: Moore, Karen (CAB)

Subject: FHP Advertising Final Campaign Presentation

Hi Tim,

I understand that our MO has requested that the OFHP advert be shown at Cabinet on Tuesday. They have also asked that the attached comms presentation be included in the Cabinet binders for members to provide context. This will be included in our submission.

Happy to discuss.

Thanks,

Martin

<Minister June 27 FHP Comms Campaign Rev1 KE.pptx>