

RE: DRAFT Communications Products | Fair Hydro Plan Act May 8

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Date: Mon, 08 May 2017 12:46:35 -0400
Attachments: HBN - FHP - MO - May 8 edit.docx (33.65 kB); Media QA - FHP - MO May 8 edit.docx (46.91 kB); EN - FHP Legislation Presser - DRAFT - May 8 edit.docx (51.28 kB); Minister Thibeault - Presser Remarks - Draft - FHP - May 8 edit.docx (29.33 kB)

Hi all, please see attached the following products with tracked slight edits:

Housebook Note
Qs&As
Event Note (timing shifted to 2 pm, instead of 2:30)
Press Conference Remarks
(News release going through regular channels)

Thank you,
James

From: Teliszewsky, Andrew (ENERGY)
Sent: May-05-17 9:39 PM
To: Bevan, Andrew (OPO); McEachern, Gillian (OPO); MacKenzie, Rebecca (OPO); Killorn, Bill (OPO); Forgione, Andrew (OPO); Beaudry, Jennifer (OPO); Codd-Downey, Beckie (GHLO); Bossin, Bryan (OPO); Donelson, Philip (OPO)
Cc: Berry, James (ENERGY); Campbell, David (ENERGY); Nekolaichuk, Colin (ENERGY); Marangoni, Emily (OPO)
Subject: DRAFT Communications Products | Fair Hydro Plan Act

Good Evening:

Please find enclosed for weekend / concurrent review some of the communications products in the works for Thursday's legislative introduction.

From a strategic (tactical) perspective, I appreciate that we have all been pondering how best to position this to balance our overall goal to a) set and define the tone & narrative before media or opposition get the occasion and b) avoid risks of "over sharing" or confusing media.

To that end, our delivery approach is going to matter, I think. Suggested Thibeault + Lyash (only) for media studio to provide a factual and non-defensive presentation along with full

Q&A.

I'm going to spend some time on the Minister's opening statement this weekend, personally, but I like the tone that James / David and Colin (Energy Issues and Communications miracle workers) have crafted here.

We have a wildly credible and publicly supported plan, and the opposition have nothing.

Asking folks on the chain help us by mulling this frame as well, but Legislative introduction might provide more opportunity for contrast with opposition than I had initially even considered possible (??)

Anyway, as we evolve these products and anticipate several turns and drafts, hope you all find this a launching off point helpful.

Many thanks, in advance.

Andrew

Andrew Teliszewsky

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