

RE: For Review: LTEP Announcement Materials

From: "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>
To: "Bevan, Andrew (OPO)" <andrew.bevan@ontario.ca>, "McEachern, Gillian (OPO)" <gillian.mceachern@ontario.ca>, "Jancik, Mike (OPO)" <mike.jancik@ontario.ca>, "Donelson, Philip (OPO)" <philip.donelson@ontario.ca>, "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Killorn, Bill (OPO)" <bill.killorn@ontario.ca>
Cc: "Forgione, Andrew (OPO)" <andrew.forgione@ontario.ca>, "McPhail, Blane (OPO)" <blane.mcphail@ontario.ca>, "Beaudry, Jennifer (OPO)" <jennifer.beaudry@ontario.ca>, "Tomney, Genevieve (OPO)" <genevieve.tomney@ontario.ca>
Date: Wed, 25 Oct 2017 09:20:58 -0400

Thanks.

Yes we expect price to dominate much of the coverage.

Will work with energy to ensure they are up front about it and have a tight clip line in the Minister's remarks as you mention.

BB

From: Bevan, Andrew (OPO)
Sent: October 25, 2017 9:12 AM
To: Bossin, Bryan (OPO) <Bryan.Bossin@ontario.ca>; McEachern, Gillian (OPO) <Gillian.McEachern@ontario.ca>; Jancik, Mike (OPO) <Mike.Jancik@ontario.ca>; Donelson, Philip (OPO) <Philip.Donelson@ontario.ca>; MacKenzie, Rebecca (OPO) <Rebecca.MacKenzie@ontario.ca>; Killorn, Bill (OPO) <Bill.Killorn@ontario.ca>
Cc: Forgione, Andrew (OPO) <Andrew.Forgione@ontario.ca>; McPhail, Blane (OPO) <Blane.McPhail@ontario.ca>; Beaudry, Jennifer (OPO) <Jennifer.Beaudry@ontario.ca>; Tomney, Genevieve (OPO) <Genevieve.Tomney@ontario.ca>
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Looks fine thanks.

Seems to me that price is obviously the most interesting thing. Strange how it's not always the first thing talked about. Almost appear defensive...

Also We need a short form line.

Is it: 25% off, four years at no higher than inflation, and no more double digit increases?

From: Bossin, Bryan (OPO)
Sent: October 24, 2017 5:05 PM
To: Bevan, Andrew (OPO); McEachern, Gillian (OPO); Jancik, Mike (OPO); Donelson, Philip (OPO); MacKenzie, Rebecca (OPO); Killorn, Bill (OPO)
Cc: Forgione, Andrew (OPO); McPhail, Blane (OPO); Beaudry, Jennifer (OPO); Tomney, Genevieve (OPO)
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Hi all,

Energy has come back with some changes to the language in the news release based on fact check. Most changes are not overly significant and I have included an updated tracked version here.

The backgrounder has been substantially updated to include further details on supply, demand, GHG

emissions reductions, and pricing.

Also attached here for the first time are copies of the technical briefing deck and Q&A.

Please let me know if there is any additional feedback on any of these documents by 9:00am tomorrow morning .

Thanks,
Bryan

From: Bossin, Bryan (OPO)
Sent: October-23-17 10:27 AM
To: Bevan, Andrew (OPO); McEachern, Gillian (OPO); Jancik, Mike (OPO); Donelson, Philip (OPO); MacKenzie, Rebecca (OPO); Killorn, Bill (OPO)
Cc: Forgione, Andrew (OPO); McPhail, Blane (OPO); Beaudry, Jennifer (OPO); Tomney, Genevieve (OPO)
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Hi all,

Following up here.

I have revised the NR/BG, including more specifically referencing the trajectory of rates post Fair Hydro Plan.

Please let me know if this framing works.

Thanks,
Bryan

From: Bossin, Bryan (OPO)
Sent: October-20-17 5:13 PM
To: Bevan, Andrew (OPO); McEachern, Gillian (OPO); Jancik, Mike (OPO); Donelson, Philip (OPO); MacKenzie, Rebecca (OPO); Killorn, Bill (OPO)
Cc: Forgione, Andrew (OPO); McPhail, Blane (OPO); Beaudry, Jennifer (OPO); Tomney, Genevieve (OPO)
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Hi all,

Attached for review please find the following LTEP announcement materials:

- Media advisory
- News release
- Backgrounder
- Postcard copy

Products I am still waiting on from the Ministry/MO include

- Technical backgrounder
- Tech briefing deck
- Q&A

I will send these along as soon as possible.

Please flag any feedback or concerns with the attached products at your earliest convenience.

Best,
Bryan

Bryan Bossin

Director, Communications Planning

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