

FW: Letter to Ad Standards

From: "van der Valk, Jennifer (CAB)" <jennifer.vandervalk3@ontario.ca>
To: "Bromm, William (CAB)" <william.bromm2@ontario.ca>
Date: Wed, 17 Jan 2018 14:51:07 -0500
Attachments: Letter to Ad Standards - For review and sign off - Energy - 20180117.docx (2.9 MB)

Hi William,

If you have a moment could you please review the attached letter - another round with the ASC. If you'd like to discuss I'm happy to hop on a call.

Thank you!
Jen

Jennifer van der Valk
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From: Whytock, John (ENERGY) <John.Whytock@ontario.ca>
Date: Wednesday, Jan 17, 2018, 1:34 PM
To: van der Valk, Jennifer (CAB) <Jennifer.vanderValk3@ontario.ca>
Cc: Lyon, Sam (ENERGY) <Sam.Lyon@ontario.ca>
Subject: Letter to Ad Standards

Hi Jenn. Attached please find our recommended edits to the Blakes letter to ASC. This has been through MAG, TBS Legal and all of Energy.

The sticking point, in our view, had been the legal language related to the Code that referred to "political advertising" in a way that was different than the vernacular use of that term. Our solution was to include a section that explains the GAA and the applicability therein. That context, we feel, allows the letter to continue with legal precision without allowing the language to be misinterpreted later.

I assume you'll seek out William Bromm's comfort. Happy to chat.

jw