

RE: REWRITE: Response to Advertising Standards Canada re OFHP Radio Ad

From: "Bromm, William (CAB)" </o=govon/ou=ontario public sector - iserv
ems/cn=recipients/cn=brommwi">
To: "Robert, Melanie (CAB)" <melanie.robert@ontario.ca>, "Whytock, John (CAB)"
<john.whytock2@ontario.ca>
Cc: "Trew, Robyn (CAB)" <robyn.trew@ontario.ca>, "Wilton, Megan (CAB)"
<megan.wilton@ontario.ca>
Date: Thu, 18 May 2017 15:40:34 -0400

It's a good letter, so I won't cry myself to sleep over it.

From: Robert, Melanie (CAB)
Sent: May-18-17 3:40 PM
To: Bromm, William (CAB); Whytock, John (CAB)
Cc: Trew, Robyn (CAB); Wilton, Megan (CAB)
Subject: RE: REWRITE: Response to Advertising Standards Canada re OFHP Radio Ad

Sounds like there are going to go with the revised letter. Thanks for everything.

From: Bromm, William (CAB)
Sent: May-18-17 12:01 PM
To: Robert, Melanie (CAB); Whytock, John (CAB)
Cc: Trew, Robyn (CAB); Wilton, Megan (CAB)
Subject: RE: REWRITE: Response to Advertising Standards Canada re OFHP Radio Ad

As long as they understand it is not a legal opinion, I am fine with sharing.

From: Robert, Melanie (CAB)
Sent: May-18-17 12:00 PM
To: Bromm, William (CAB); Whytock, John (CAB)
Cc: Trew, Robyn (CAB); Wilton, Megan (CAB)
Subject: Re: REWRITE: Response to Advertising Standards Canada re OFHP Radio Ad

Thanks William. Should i/can I share your POV? They're interested in what you have to say. Of course! :)

From: Bromm, William (CAB)
Sent: Thursday, May 18, 2017 11:47 AM
To: Robert, Melanie (CAB); Whytock, John (CAB)
Cc: Trew, Robyn (CAB); Wilton, Megan (CAB)
Subject: RE: REWRITE: Response to Advertising Standards Canada re OFHP Radio Ad

Personally I liked the structure of the previous submission, which also questioned whether this type of ad was even covered. However that is a personal observation not a legal opinion. I am not an expert in this field and would have to defer to those who are familiar with the scheme. The argument in the letter is otherwise clear.

From: Robert, Melanie (CAB)

Sent: May-18-17 11:41 AM
To: Bromm, William (CAB); Whytock, John (CAB)
Cc: Trew, Robyn (CAB); Wilton, Megan (CAB)
Subject: FW: REWRITE: Response to Advertising Standards Canada re OFHP Radio Ad

Hello there

Just checking in – the response is due back today.

Thanks so much for taking the time to look at both versions.

Thanks
Melanie

From: Robert, Melanie (CAB)
Sent: May-17-17 3:15 PM
To: Bromm, William (CAB); Whytock, John (CAB)
Cc: Wilton, Megan (CAB); Trew, Robyn (CAB)
Subject: Fw: REWRITE: Response to Advertising Standards Canada re OFHP Radio Ad

Hello

Here is the updated re-write. I understand that they consulted with outside council that has relevant advertising experience.

Deadline is still tomorrow.

Thank you!