

Re: For Review: ASC Letter

From: "Bromm, William (CAB)" </o=govon/ou=ontario public sector - iserv
ems/cn=recipients/cn=brommwi">
To: "McMichael, Rhonda (CAB)" <rhonda.mcmichael@ontario.ca>, "van der Valk, Jennifer (CAB)"
<jennifer.vandervalk3@ontario.ca>
Date: Mon, 30 Oct 2017 21:12:34 -0400

I just got an email from MAG and they are reviewing as well.

W

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: McMichael, Rhonda (CAB)
Sent: Monday, October 30, 2017 8:04 PM
To: van der Valk, Jennifer (CAB); Bromm, William (CAB)
Subject: RE: For Review: ASC Letter

I have reviewed and agree William's feedback. If we don't think it's problematic to include the fact we're continuing to communicate with Ontarians ... we could suggest leaving out that entire line is it even relevant.

Thanks
Rhonda

From: van der Valk, Jennifer (CAB) <Jennifer.vanderValk3@ontario.ca>
Date: Monday, Oct 30, 2017, 7:40 PM
To: Bromm, William (CAB) <William.Bromm2@ontario.ca>, McMichael, Rhonda (CAB)
<Rhonda.McMichael@ontario.ca>
Subject: RE: For Review: ASC Letter

Perfect thank you.

From: Bromm, William (CAB) <William.Bromm2@ontario.ca>
Date: Monday, Oct 30, 2017, 7:02 PM
To: van der Valk, Jennifer (CAB) <Jennifer.vanderValk3@ontario.ca>, McMichael, Rhonda (CAB)
<Rhonda.McMichael@ontario.ca>
Subject: Re: For Review: ASC Letter

I would just drop the last phrase and leave the remaining intact.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: van der Valk, Jennifer (CAB)
Sent: Monday, October 30, 2017 6:42 PM
To: Bromm, William (CAB); McMichael, Rhonda (CAB)
Subject: RE: For Review: ASC Letter

Thanks William,

Yes that was the same sentence that I questioned. Instead should we state that the government plans to continue to communicate with the public about the program but does not intend to run these advertisements again. Or was that adequately covered in the last letter?

From: Bromm, William (CAB) <William.Bromm2@ontario.ca>
Date: Monday, Oct 30, 2017, 5:44 PM
To: van der Valk, Jennifer (CAB) <Jennifer.vanderValk3@ontario.ca>, McMichael, Rhonda (CAB) <Rhonda.McMichael@ontario.ca>
Subject: Re: For Review: ASC Letter

Thanks Jennifer, I do not have any substantive comments. Because of the detailed nature of the submission, I would need to defer to the Ministry on whether it is all accurately described.

I do have one relative minor comment. In the opening paragraph, the highlighted sections says the government intends to continue to communicate "once the matter is resolved". Is there a reason why the last part is there - would it not be preferable to simply say the government intends to continue to communicate with Ontarians about the changes?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: van der Valk, Jennifer (CAB)
Sent: Monday, October 30, 2017 4:49 PM
To: McMichael, Rhonda (CAB); Bromm, William (CAB)
Subject: For Review: ASC Letter

Rhonda and William,

Please find attached for review the ministry's letter in response to the complaints over the Fair Hydro Plan advertisement. This has been drafted by their legal counsel.
I have added two comments and a proposed revision to the last sentence of the intro paragraph.

William, we would greatly appreciate your review of this new draft.

Please let me know if you'd like to discuss,
Jen

Jennifer van der Valk
Managing Director, Marketing and Digital Strategy
Cabinet Office
W: 416 314-4740
C: 416 843-8312

From: Lyon, Sam (ENERGY)
Sent: October 30, 2017 3:30 PM
To: van der Valk, Jennifer (CAB)
Cc: Barbaro, Rachel (ENERGY); Berg, Denna (ENERGY); Cusimano, Jo-Anne (ENERGY); Schlaepfer, Martin (ENERGY)
Subject: ASC Letter
Importance: High

Hi Jennifer,

I am sharing with you the letter that is proposed to go from Blakes to the ASC with regard to the FHP advertising complaints. There is one comment in there from our MO which they wanted to flag.

Could you let us know if CO is comfortable with this going across to the ASC?

As you are aware, the deadline for response is tomorrow (October 31st) and so we are extremely pressed for response. Do you think that we will get the ok to share by tomorrow morning? If not, we believe it is best for Blakes to contact the ASC ASAP today to inform them of the fact that we will need some additional time to respond. Please let us know your thoughts on that.

Regards,

Sam

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