

OFHP TV Script Revisions

From: "Schlaepfer, Martin (ENERGY)" <martin.schlaepfer@ontario.ca>
To: "Teliszewsky, Andrew (ENERGY)" <andrew.teliszewsky@ontario.ca>
Cc: "Imbrogno, Serge (ENERGY)" <serge.imbrogno@ontario.ca>, "Whittington, Matt (ENERGY)" <matt.whittington@ontario.ca>, "Baker, Carys (ENERGY)" <carys.baker@ontario.ca>
Date: Tue, 09 May 2017 17:37:23 -0400
Attachments: 142128 Government of ON Hydro Rates Reduced by 25% Radio Ad - 2Wk.Ltr....pdf (187.36 kB)

Hi Andrew,

In response to PO's request to make changes to the TV script for the Ontario Fair Hydro Plan, we wanted to confirm your direction to reference the 25% rate reduction without acknowledging that the 8% reduction, which came into effect on January 1, 2017, is part of the overall 25% total. We also wanted to remind you of the recent request we received from the Advertising Standards Council to respond to a complaint that the previous radio advertisements were misleading (see attached). While we are still developing our response, the complaint alleges that the advertisement is misleading because it claims that rates are being reduced by 25% without acknowledging that the already announced 8% is part of this reduction.

Please let us know how you would like to proceed.

Thanks,
Martin