

RE: Communications & Polling

From: "Katona, Keley (ENERGY)" <keley.katona@ontario.ca>
To: "Teliszewsky, Andrew (ENERGY)" <andrew.teliszewsky@ontario.ca>, "McGoey, Eric (ENERGY)" <eric.mcgoey@ontario.ca>
Cc: "Imbrogno, Serge (ENERGY)" <serge.imbrogno@ontario.ca>, "Moulton, Dan (ENERGY)" <dan.moulton@ontario.ca>, "Baker, Carys (ENERGY)" <carys.baker@ontario.ca>, "Berg, Denna (ENERGY)" <denna.berg@ontario.ca>
Date: Thu, 20 Oct 2016 15:42:58 -0400

Hi Andrew

We had allocated \$26k for the social media campaign and thought it would be most effective to direct to one media source (i.e. Facebook). If we want to spend more on this, our recommendation would be to buy additional newspaper ads rather than spending on social media.

We are looking into whether we can allocate additional resources, given we had only budgeted for the above.

Keley

From: Teliszewsky, Andrew (ENERGY)
Sent: October-19-16 3:07 PM
To: Katona, Keley (ENERGY); McGoey, Eric (ENERGY)
Cc: Imbrogno, Serge (ENERGY); Moulton, Dan (ENERGY); Baker, Carys (ENERGY); Berg, Denna (ENERGY)
Subject: RE: Communications & Polling

Good Afternoon:

Thank you for this, most helpful.

Wondering on #1, can we expand this to "Twitters" and "Instantgram" please?

Many thanks, in advance.

Andrew Teliszewsky

Chief of Staff | Office of Hon. Glenn Thibeault
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416-327-3550 (o)
416-436-6370 (m)

From: Katona, Keley (ENERGY)
Sent: October-19-16 2:28 PM
To: Teliszewsky, Andrew (ENERGY)
Cc: Imbrogno, Serge (ENERGY); Moulton, Dan (ENERGY); Baker, Carys (ENERGY); Berg, Denna (ENERGY)
Subject: RE: Communications & Polling

See below:

1. We decided to move forward with the digital / social media adverts. Have those begun?
What do they look like?

- Sponsored posts on Facebook will start the week of October 24th
- 2. We discussed moving forward with additional quantitative research this fall, to help inform the LTEP. Can we get a handle on when that would be in market and also discuss the questions? Are we using the same firm or a new vendor?
 - We are working with Cabinet Office, and their vendors of record, in order to put into the field new qualitative research that will follow-up on polling that we did in the spring of 2016; we will confirm the vendor, polling questions, launch date, etc., as soon as we have that information.
- 3. Would like to bring forward all Agencies for separate meetings to discuss their communications planning / medium term / advertising strategies at some point within the next month : OEB / OPG and IESO, please.
 - These are being scheduled per CoS requests for meetings

From: Teliszewsky, Andrew (ENERGY)
Sent: October-18-16 6:13 AM
To: McGoey, Eric (ENERGY); Imbrogno, Serge (ENERGY); Moulton, Dan (ENERGY)
Cc: Katona, Keley (ENERGY); Baker, Carys (ENERGY)
Subject: Re: Communications & Polling

Good Morning:

Regarding the social media ad buy. Please confirm this morning if this has begun.

If it has not started, please draft a NR to indicate we are suspending the LTEP consultations and would re-launch with new dates as soon as possible.

Many thanks, in advance.

Andrew Teliszewsky
416-327-3550

From: McGoey, Eric (ENERGY)
Sent: Monday, October 17, 2016 9:06 AM
To: Teliszewsky, Andrew (ENERGY); Imbrogno, Serge (ENERGY); Moulton, Dan (ENERGY)
Cc: Katona, Keley (ENERGY); Baker, Carys (ENERGY)
Subject: RE: Communications & Polling

Thanks Andrew – much of this is new to me, so let me get coordinated and connect with the Deputy, and we'll get back to you as soon as we have some updates.

E.

From: Teliszewsky, Andrew (ENERGY)
Sent: October-17-16 8:50 AM
To: McGoey, Eric (ENERGY); Imbrogno, Serge (ENERGY); Moulton, Dan (ENERGY)
Cc: Katona, Keley (ENERGY); Baker, Carys (ENERGY)
Subject: Communications & Polling

Hi.

Just reviewing my notes from past few weeks and wanted to double check on a few items:

1. We decided to move forward with the digital / social media adverts. Have those begun? What do they look like?
2. We discussed moving forward with additional quantitative research this fall, to help inform the LTEP. Can we get a handle on when that would be in market and also discuss the questions? Are we using the same firm or a new vendor?
3. Would like to bring forward all Agencies for separate meetings to discuss their communications planning / medium term / advertising strategies at some point within the next month : OEB / OPG and IESO, please.

Many thanks, in advance.

Andrew

Andrew Teliszewsky

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