

RE: 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>, "Calwell, Carolyn (ENERGY/MEDEI/MRI)" <carolyn.calwell@ontario.ca>, "Evans, Karen (ENERGY)" <karen.evans@ontario.ca>, "Lyon, Sam (ENERGY)" <sam.lyon@ontario.ca>, "Barbaro, Rachel (ENERGY)" <rachel.barbaro@ontario.ca>
Date: Fri, 12 May 2017 11:28:24 -0400
Attachments: MOE_Creative Approach_May 12_V6.pdf (2.13 MB); TV Script RevMay11 +VO8.docx (24.16 kB)

Apologies. Attached is the script and Rain product for the meeting.

Thanks,
Martin

From: Teliszewsky, Andrew (ENERGY)
Sent: May 12, 2017 11:15 AM
To: Schlaepfer, Martin (ENERGY); Calwell, Carolyn (ENERGY/MEDEI/MRI)
Cc: Imbrogno, Serge (ENERGY); Whittington, Matt (ENERGY); Baker, Carys (ENERGY); Calwell, Carolyn (ENERGY/MEDEI/MRI); Evans, Karen (ENERGY); Lyon, Sam (ENERGY); Barbaro, Rachel (ENERGY)
Subject: RE: OFHP TV Script Revisions

Good Morning:

Wondering if those products are yet ready for review? I worry that walking something in might set up a sub-optimal result.

Sorry to be a pain here.

Andrew Teliszewsky

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

From: Teliszewsky, Andrew (ENERGY)
Sent: May-12-17 7:45 AM
To: Schlaepfer, Martin (ENERGY); Calwell, Carolyn (ENERGY/MEDEI/MRI)
Cc: Imbrogno, Serge (ENERGY); Whittington, Matt (ENERGY); Baker, Carys (ENERGY); Calwell, Carolyn (ENERGY/MEDEI/MRI); Evans, Karen (ENERGY); Lyon, Sam (ENERGY); Barbaro, Rachel (ENERGY)
Subject: RE: OFHP TV Script Revisions

Good Morning:

Wondering on a few things –

1. Can we please get the new script scenarios' sent over before the meeting please?
2. Can we please get the Rain43 product sent over before the meeting please?
3. Senior PO will be attending this afternoon and the goal will be to come to a landing on the script, so can we please make sure that the meeting is staffed appropriately from ENE LSB / Communications / others.

Many thanks, in advance.

Andrew Teliszewsky

Chief of Staff | Office of Hon. Glenn Thibeault
Ministry of Energy
andrew.teliszewsky@ontario.ca
416-327-3550 (o)
416-436-6370 (m)

From: Teliszewsky, Andrew (ENERGY)
Sent: May-11-17 12:20 PM
To: Schlaepfer, Martin (ENERGY); Calwell, Carolyn (ENERGY/MEDEI/MRI)
Cc: Imbrogno, Serge (ENERGY); Whittington, Matt (ENERGY); Baker, Carys (ENERGY); Calwell, Carolyn (ENERGY/MEDEI/MRI); Evans, Karen (ENERGY); Lyon, Sam (ENERGY); Barbaro, Rachel (ENERGY)
Subject: Re: OFHP TV Script Revisions

Good Afternoon:

I'm not inclined to over-rule CO legal. They are typically among the sharpest legal minds going.

To that end, we should revise accordingly.

Perhaps we can develop some options for discussion at Friday's meeting?

Further - will Rain43 be preparing any products / AV for this Friday's conversation?

Many thanks, in advance.

Andrew Teliszewsky
416-327-3550

From: Schlaepfer, Martin (ENERGY)
Sent: Thursday, May 11, 2017 12:12 PM
To: Teliszewsky, Andrew (ENERGY)
Cc: Imbrogno, Serge (ENERGY); Whittington, Matt (ENERGY); Baker, Carys (ENERGY); Calwell, Carolyn (ENERGY/MEDEI/MRI); Evans, Karen (ENERGY); Lyon, Sam (ENERGY); Barbaro, Rachel (ENERGY)
Subject: RE: OFHP TV Script Revisions

Hi Andrew,

Yes, CO legal has been in contact with our legal. They have advised that the 8% overlay doesn't have to be included, but that the messaging around the 25% needs to be clear and not misrepresent what people are receiving. Given that it would be difficult from a script perspective to do so, we would recommend that

we still include the 8% overlay.

Please let us know how you would like to proceed.

Thanks,
Martin

From: Teliszewsky, Andrew (ENERGY)
Sent: May 11, 2017 7:29 AM
To: Schlaepfer, Martin (ENERGY); Lyon, Sam (ENERGY); Barbaro, Rachel (ENERGY); Calwell, Carolyn (ENERGY/MEDEI/MRI)
Cc: Imbrogno, Serge (ENERGY); Whittington, Matt (ENERGY); Baker, Carys (ENERGY)
Subject: RE: OFHP TV Script Revisions

Good Morning:

Apparently CO Legal (Bromm) has been in contact with ENE LSB (name unknown) and a compromise text has now been brokered.

If someone has access to this new script and could share with MO would be wonderful.

Many thanks, in advance.

Andrew Teliszewsky

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From: Schlaepfer, Martin (ENERGY)
Sent: May-09-17 5:37 PM
To: Teliszewsky, Andrew (ENERGY)
Cc: Imbrogno, Serge (ENERGY); Whittington, Matt (ENERGY); Baker, Carys (ENERGY)
Subject: OFHP TV Script Revisions

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