

KMs for Silvia Jones PMB

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Morning Bill,

See below for our KMs on Silvia Jones' PMB. Also, note that Matt will be working on a reactive statement this morning. He'll be able to provide more context on that.

Warm Regards,

Sebastian.

Jones PMB Debate Notes

- Ontario was the first jurisdiction in Canada to enact legislation that bans government-paid, politically partisan advertising
- We remain the only one to have done so to date.
- All Ontario government advertising has always complied with our legislation, and has been in line with approved budgets.
- In addition, the Speaker confirmed we are compliant with the rules of the House on the Fair Hydro advertising.
- This legislation was specifically introduced to ensure that Mike Harris –style highly partisan advertising can never happen again.
- Advertising that your party spent over \$400 million on.
- Advertising that including government ads starring Mike Harris, attacking teachers and health care workers.

PC ATTACK

- What was the PC response in 2004, when we first introduced our advertising act?
 - o You voted against it!
 - o And now, you're trying to change legislation to a bill that you originally voted against in the first place!
 - o This PC government has flip-flopped so many times; it's hard to know where they stand.
- The leader of the opposition was an MP in Stephen Harper's government for almost ten years,
- They spent the following on government advertising;
 - o Over \$100 million advertising the Economic Action Plan including \$14.8 million in 2013 – long after the program had ended;
 - o \$2.5 million advertising a jobs program that didn't exist yet;
 - o \$7 million on health ads that were condemned by the Canadian Medical Association, the College of Family Physicians of Canada, and the Royal College of Physicians and Surgeons of Canada;
 - o And they spent an additional \$13.5 million on a single ad campaign promoting a budget which favoured Canada's richest.
- Where was your outrage then?
- Unlike Conservatives, who don't have a plan, we will deliver relief for electricity users, and we will only advertise in a responsible way that promotes the public interest.

2015 Change clarifying what “partisan” means:

- Ontario remains the only jurisdiction in Canada to enact legislation that bans government-paid partisan advertising.
- We passed this historic legislation because we are against government using taxpayer dollars for partisan advertising.
- We have clarified what is meant by the term partisan by setting out clear, objective, legislated criteria.
- Specifically, we clarified that an ad is partisan if it includes the name, voice or image of a member of the Executive Council or the Legislative Assembly;
 - o This PC Legislation would remove that as a requirement.
- We specifically put this in so we would never again have Harris-style attacks ads targeting teachers, and health care workers.
 - o We clarified that an ad is partisan if it includes the name or logo of a recognized party.
 - o Your PC legislation would remove that as a requirement!
 - o I think that having a party logo should qualify as partisan, why don't the members opposite?
- We added clarification that an ad is partisan if it identifies and criticizes a recognized party or a member of the Assembly.
 - o This PC legislation would remove that as a requirement!
- Could you imagine if an elected party could criticize a member of the opposition, and have Ontarians pay?
- You want to talk partisan advertising, let's talk about how the PCs distributed 13,000 copies of a letter — in English and Chinese, signed by Brown — which promised to “scrap” our government's sex-education curriculum.
- We define that as a Partisan advertisement. The changes this PC legislation proposes would no longer clearly define that as partisan, relying on others to make that determination

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