

# Re: Media request: Hamilton Spectator

---

**From:** "Nekolaichuk, Colin (ENERGY)" <colin.nekolaichuk@ontario.ca>  
**To:** "McPhail, Blane (OPO)" <blane.mcphail@ontario.ca>, "@OPO-Media Relations and Issues Management" <opo-mediarelationsandissuesmgmt@msgov.gov.on.ca>  
**Cc:** "Berry, James (ENERGY)" <james.berry5@ontario.ca>, "Campbell, David (ENERGY)" <david.campbell2@ontario.ca>  
**Date:** Tue, 29 Aug 2017 17:53:56 -0400

---

Just spoke to Andrew, hoping we can get PO opinion and supply our response for 6pm.

Colin Nekolaichuk | Press Secretary  
Office of the Hon. Glenn Thibeault | Minister of Energy  
T: 416-325-2690 C: 647-504-4928  
colin.nekolaichuk@ontario.ca

Sent from my BlackBerry 10 smartphone on the Rogers network.

---

**From:** McPhail, Blane (OPO)  
**Sent:** Tuesday, August 29, 2017 5:36 PM  
**To:** Nekolaichuk, Colin (ENERGY); @OPO-Media Relations and Issues Management  
**Cc:** Berry, James (ENERGY); Campbell, David (ENERGY)  
**Subject:** RE: Media request: Hamilton Spectator

---

Rebecca – are you comfortable with this approach?

---

**From:** Nekolaichuk, Colin (ENERGY)  
**Sent:** August-29-17 5:25 PM  
**To:** @OPO-Media Relations and Issues Management  
**Cc:** Berry, James (ENERGY); Campbell, David (ENERGY)  
**Subject:** Media request: Hamilton Spectator  
**Importance:** High

Hi all,

Our Ministry got a request from Andrew Dreschel regarding FHP advertising costs, which we've answered below with their assistance. He does need this answer ASAP. We'll be issuing it from Energy MO. Please let us know if you have any edits or concerns.

## 1. What is the cost of the hydro reduction ads?

Our government has a responsibility to raise awareness and communicate information about programs and services that affect the daily lives of Ontarians.

This includes informing Ontarians of changes to their electricity bills so that they can use this information to plan for the future as they manage their household budgets.

We're communicating changes under the Ontario Fair Hydro Plan over a variety of channels, including advertisements, to help spread this information to people who are managing their electricity costs.

We regularly use ads like these to communicate changes that will impact people's lives, in order to keep them informed and ensure they can take advantage of the services available to them. Advertising is crucial

for raising awareness about government programs and to ensure that all Ontarians are aware of how these programs will impact them.

Some of the programs under Ontario's Fair Hydro Plan require applications. These programs include the Ontario Electricity Support Program, which helps low-income Ontarians and those that use medical devices that consume extra electricity. By advertising our Fair Hydro Plan, we are raising awareness of these programs amongst eligible participants who may not have previously known about them. That's why all advertisements direct people to the Fair Hydro Plan website, where people can learn more about programs available to them, as well as rate reductions that affect them.

The total amount spent on advertising for the OFHP is in line with similar government campaigns.

Reducing electricity rates and ensuring greater fairness is a priority for this government, and we will continue to work hard on communicating to Ontarians about changes important to them.

## **2. What is the date the campaign commenced?**

The Fair Hydro Plan advertising has included a number of media channels designed to reach all Ontarians, particularly those who may need to apply for programs. The first campaign ran from March 2, 2017 through to April 28, 2017 and the second phase ran from July 5, 2017 to August 13, 2017.

**Colin Nekolaichuk** | Press Secretary  
Office of the Hon. Glenn Thibeault | Minister of Energy  
T: 416-325-2690 C: 647-504-4928  
[colin.nekolaichuk@ontario.ca](mailto:colin.nekolaichuk@ontario.ca)