

FW: Ad Standards Council - Fair Hydro Plan

From: "Archer, Amy (MAG)" <amy.archer@ontario.ca>
To: "Berry, James (ENERGY)" <james.berry5@ontario.ca>, "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Francis, Melanie (OPO)" <melanie.francis@ontario.ca>
Cc: "Forgione, Andrew (OPO)" <andrew.forgione@ontario.ca>
Date: Fri, 12 Jan 2018 09:19:03 -0500
Attachments: TOR_2528-#23286637-v3-MOE_Ad_Standards_-_Letter_to_R_Engle_Re_Twitter_Matter - PJR.docx (2.91 MB)

Hello everyone,

Below are MAG's proposed changes to the Blakes ASC submission re the Fair Hydro tweet. I plan to give instructions to send these comments back to Blakes by end of day today. If you have any concerns or if you would like me to hold off on giving those instructions, please let me know.

From: Ryan, Padraic (MAG)
Sent: January 12, 2018 8:59 AM
To: McKenzie, Ashley (MAG); Phan, Cathy (MAG); Mallen, Jane (MAG)
Cc: Wright, Sarah (MAG); Basu, Robin (MAG)
Subject: Ad Standards Council - Fair Hydro Plan

Ashley, we have been asked by Energy LSB to comment on the draft submission to the Advertising Standards Council prepared by Blakes. We have prepared the attached with track changes and comments.

In addition we have two additional high-level strategic comments Michel asked us to pass on:

1. The draft does not raise the issue of whether tweets by the Premier are communications attributable to the Government of Ontario; only the latter is a member of the Advertising Standards Council. Distinguishing between government advertising and statements made from the Premier's twitter account may be the cleanest manner of responding to the suggestion that Ontario breached its settlement agreement with the Council, which provided that Ontario would cease advertising on the issue.
2. The draft also makes submissions on the merits of the accuracy of the 25% claim. The Premier's tweet raises an issue in this regard, because it asserts that "everyone" will enjoy the benefit of the 25% reduction (which is different from an average 25% reduction across the province). As a result, the submission on the merits invites a debate with the Council over the accuracy of the Premier's statement. We agree that emphasizing that the Premier's statement is outside the scope of the Code is the best strategy in this situation. Debating the merits muddies this strategy.

Please advise if we should pass these comments on to Energy.

--
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