

# FW: MOE/Ad Standards - Options, Pros/Cons

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**From:** "McMichael, Rhonda (CAB)" <[rhonda.mcmichael@ontario.ca](mailto:rhonda.mcmichael@ontario.ca)>  
**To:** "MacKenzie, Rebecca (OPO)" <[rebecca.mackenzie@ontario.ca](mailto:rebecca.mackenzie@ontario.ca)>  
**Cc:** "van der Valk, Jennifer (CAB)" <[jennifer.vandervalk3@ontario.ca](mailto:jennifer.vandervalk3@ontario.ca)>  
**Date:** Wed, 17 Jan 2018 20:25:25 -0500  
**Attachments:** MOE - Ad Standards Letter (January 17, 2018).pdf (781.84 kB)

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Hi Rebecca.

Energy is comfortable with the changes Jennifer and I made — attached. They would like to send tonight. MO is comfortable with that approach. If you're okay we will have them send.

Thanks  
Rhonda

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**From:** Lyon, Sam (ENERGY) <[Sam.Lyon@ontario.ca](mailto:Sam.Lyon@ontario.ca)>  
**Date:** Wednesday, Jan 17, 2018, 7:39 PM  
**To:** McMichael, Rhonda (CAB) <[Rhonda.McMichael@ontario.ca](mailto:Rhonda.McMichael@ontario.ca)>, van der Valk, Jennifer (CAB) <[Jennifer.vanderValk3@ontario.ca](mailto:Jennifer.vanderValk3@ontario.ca)>  
**Cc:** Whytock, John (ENERGY) <[John.Whytock@ontario.ca](mailto:John.Whytock@ontario.ca)>  
**Subject:** RE: MOE/Ad Standards - Options, Pros/Cons

That one small change mentioned below is incorporated into the attached.

Please let us know,

S.

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**From:** Lyon, Sam (ENERGY)  
**Sent:** January 17, 2018 7:25 PM  
**To:** McMichael, Rhonda (CAB); van der Valk, Jennifer (CAB)  
**Cc:** Whytock, John (ENERGY)  
**Subject:** RE: MOE/Ad Standards - Options, Pros/Cons

Not sure if it's of interest, but I've also attached a more detailed email with the pros/cons on the various approaches from Blakes, which gives you more context on why the proposed approach is to submit this evening.

Thanks,

S.

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**From:** Lyon, Sam (ENERGY)  
**Sent:** January 17, 2018 7:18 PM  
**To:** McMichael, Rhonda (CAB); van der Valk, Jennifer (CAB)  
**Cc:** Whytock, John (ENERGY)  
**Subject:** FW: MOE/Ad Standards - Options, Pros/Cons  
**Importance:** High

Hi Rhonda, Jen,

Attached is an updated draft based on what you sent. While Blakes still thinks the previous draft they sent presents a stronger argument, they think that the best option at this point is to send the attached to the ASC tonight. We are requesting one wording change to the letter, which would be rolled in - on the first sentence on page 3 of the letter we need to add "an average of" before 25%.

I understand our MO is comfortable with this approach.

Please can you let us know if you are comfortable with this approach?

S.