

Re: OFHP Advertising Complaint Response

From: "MacKenzie, Rebecca (OPO)" <"o=govon/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=mackenzie, rebecca (opo)7a8">
To: "Berry, James (ENERGY)" <james.berry5@ontario.ca>
Cc: "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>
Date: Fri, 19 May 2017 08:55:16 -0400

Thanks again James

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Berry, James (ENERGY)
Sent: Thursday, May 18, 2017 6:24 PM
To: MacKenzie, Rebecca (OPO)
Cc: Bossin, Bryan (OPO)
Subject: Re: OFHP Advertising Complaint Response

He's reviewed and felt the argument was clear. Ministry will send the correspondence to ASC.

Will keep you updated on the ASC's decision/response.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: MacKenzie, Rebecca (OPO)
Sent: Thursday, May 18, 2017 1:14 PM
To: Berry, James (ENERGY)
Cc: Bossin, Bryan (OPO)
Subject: Re: OFHP Advertising Complaint Response

Thx. I want to make sure he reviews before it goes. But looks good to me

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Berry, James (ENERGY)
Sent: Thursday, May 18, 2017 1:08 PM
To: MacKenzie, Rebecca (OPO)
Cc: Bossin, Bryan (OPO)
Subject: RE: OFHP Advertising Complaint Response

Yes, it was sent to him yesterday afternoon according to ministry comms. CO comms is following up on

the status, I'm told.

From: Berry, James (ENERGY)
Sent: May-18-17 10:38 AM
To: MacKenzie, Rebecca (OPO)
Cc: Bossin, Bryan (OPO)
Subject: RE: OFHP Advertising Complaint Response

That was the direction given. I'll confirm

From: MacKenzie, Rebecca (OPO)
Sent: May-18-17 10:37 AM
To: Berry, James (ENERGY)
Cc: Bossin, Bryan (OPO)
Subject: RE: OFHP Advertising Complaint Response

Thanks. Has it been run by William Bromm?

From: Berry, James (ENERGY)
Sent: May-17-17 3:35 PM
To: MacKenzie, Rebecca (OPO)
Cc: Bossin, Bryan (OPO)
Subject: OFHP Advertising Complaint Response

Hi Rebecca,

Attached is the ministry response to the ASC re: the complaint from a member of the public about the radio script ad. This was just sent via ministry to CO, but wanted to share a copy directly with you. The ASC was looking for gov't response no later than May 18 (tomorrow).

For your reference, the argument being made from our end is three-fold:

- 1) The ASC has no jurisdiction and should deny the complaint
- 2) The ad is no longer in market
- 3) The consumer is incorrect

Thanks,
James