

Re: DRAFT Communications Products | Fair Hydro Plan Act

From: "Zeifman, Clancy (OPO)" <clancy.zeifman@ontario.ca>
To: "McEachern, Gillian (OPO)" <gillian.mceachern@ontario.ca>, "Tomney, Genevieve (OPO)" <genevieve.tomney@ontario.ca>
Cc: "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>
Date: Mon, 08 May 2017 09:38:36 -0400

I'll follow up with energy.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: McEachern, Gillian (OPO)
Sent: Monday, May 8, 2017 9:23 AM
To: Zeifman, Clancy (OPO); Tomney, Genevieve (OPO)
Subject: FW: DRAFT Communications Products | Fair Hydro Plan Act

Hi guys,

Not sure who is holding the pen on these with ENE, but can you please request a detailed technical backgrounder as per below exchange?

Thanks,
Gillian

From: Bevan, Andrew (OPO)
Sent: May-08-17 6:28 AM
To: McEachern, Gillian (OPO); MacKenzie, Rebecca (OPO); Bossin, Bryan (OPO); Killorn, Bill (OPO); Rowe, Mary (OPO)
Subject: Re: DRAFT Communications Products | Fair Hydro Plan Act

Yes I agree

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: McEachern, Gillian (OPO)
Sent: Monday, May 8, 2017 6:14 AM
To: Bevan, Andrew (OPO); MacKenzie, Rebecca (OPO); Bossin, Bryan (OPO); Killorn, Bill (OPO); Rowe, Mary (OPO)
Subject: FW: DRAFT Communications Products | Fair Hydro Plan Act

Hi all,

PO only on this chain.

I'm concerned that we don't have a technical backgrounder for this that lays out some of the potentially contentious pieces and provide our rationale, like the 4-year commitment being in regs not the bill and 'new DRC' as the opposition will label it. Also something to break down the flow of money and repayment - a verbal version of that byzantine chart in the deck that they've been using.

My inclination is to get these pieces out there proactively rather than wait for the opposition to pull them out of the bill and frame them. Even the answers to these points in the Q&A are fairly vague.

What do others think?

Gillian

Gillian McEachern
Executive Director of Policy
Office of the Premier of Ontario
416.325.7038

From: Teliszewsky, Andrew (ENERGY)

Sent: Friday, May 05, 2017 9:38 PM

To: Bevan, Andrew (OPO); McEachern, Gillian (OPO); MacKenzie, Rebecca (OPO); Killorn, Bill (OPO); Forgione, Andrew (OPO); Beaudry, Jennifer (OPO); Codd-Downey, Beckie (GHLO); Bossin, Bryan (OPO); Donelson, Philip (OPO)

Cc: Berry, James (ENERGY); Campbell, David (ENERGY); Nekolaichuk, Colin (ENERGY); Marangoni, Emily (OPO)

Subject: DRAFT Communications Products | Fair Hydro Plan Act

Good Evening:

Please find enclosed for weekend / concurrent review some of the communications products in the works for Thursday's legislative introduction.

From a strategic (tactical) perspective, I appreciate that we have all been pondering how best to position this to balance our overall goal to a) set and define the tone & narrative before media or opposition get the occasion and b) avoid risks of "over sharing" or confusing media.

To that end, our delivery approach is going to matter, I think. Suggested Thibeault + Lyash (only) for media studio to provide a factual and non-defensive presentation along with full Q&A.

I'm going to spend some time on the Minister's opening statement this weekend, personally, but I like the tone that James / David and Colin (Energy Issues and Communications miracle workers) have crafted here.

We have a wildly credible and publicly supported plan, and the opposition have nothing.

Asking folks on the chain help us by mulling this frame as well, but Legislative introduction might provide more opportunity for contrast with opposition than I had initially even considered possible (??)

Anyway, as we evolve these products and anticipate several turns and drafts, hope you all find this a launching off point helpful.

Many thanks, in advance.

Andrew

Andrew Teliszewsky

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