

Re: Letter from Brown

From: "Ostergard, Matt (TBS)" <matt.ostergard@ontario.ca>
To: "Pichelli, Jason (TBS)" <jason.pichelli@ontario.ca>, "Tedesco, Lauren (TBS)" <lauren.tedesco@ontario.ca>
Date: Fri, 17 Mar 2017 16:07:54 -0400

Thanks. Got a call from issues and they told us to stand down on this.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Pichelli, Jason (TBS)
Sent: Friday, March 17, 2017 4:04 PM
To: Ostergard, Matt (TBS); Tedesco, Lauren (TBS)
Subject: RE: Letter from Brown

I'm sure you guys are on this. We'll need ENE to confirm the # from p1.
In P2 – last sentence “what the changes mean FOR them”, not “TO them”

The rest of it seems correct to me.

Jason Pichelli
Director of Policy
Office of the Hon. Liz Sandals
President of the Treasury Board
(416) 327-6619

From: MacKenzie, Rebecca (OPO)
Sent: March 17, 2017 3:57 PM
To: Forgione, Andrew (OPO); Ostergard, Matt (TBS); Tedesco, Lauren (TBS)
Cc: @OPO-Media Relations and Issues Management; Nekolaichuk, Colin (ENERGY); Berry, James (ENERGY); Pichelli, Jason (TBS)
Subject: RE: Letter from Brown

TBS, can you guys fact check this draft pls?

From: Forgione, Andrew (OPO)
Sent: March-17-17 3:56 PM
To: Ostergard, Matt (TBS); Tedesco, Lauren (TBS)
Cc: @OPO-Media Relations and Issues Management; Nekolaichuk, Colin (ENERGY); Berry, James (ENERGY); Pichelli, Jason (TBS)
Subject: RE: Letter from Brown

Sorry for the delay here's our edited version

Dear Mr. Brown:

Thank you for your letter about Ontario's Fair Hydro Plan, which will lower electricity bills by 25 percent on average for all residential customers across the province and also benefit half a million small businesses and farms.

The Ontario government has a responsibility to raise awareness and communicate information about programs and services that affect Ontarians. This includes informing Ontarians of changes to their electricity so they can plan for the future as they manage their household budgets. The government is communicating these changes over a variety of channels, including these informational advertisements which drive Ontarians to a dedicated website (www.Ontario.ca/fairhydroplan) where they can learn more about what these changes mean to them.

On March 13, 2017, the Auditor General approved these advertisements, and found them to be in compliance with the *Government Advertising Act*

I'll also take this opportunity to remind you that Ontario was the first jurisdiction in Canada to enact legislation that bans government-paid, politically partisan advertising and we remain the only one to have done so to date. Our government also strengthened legislation to provide a clearer definition of partisan advertising, requiring the government to submit a preliminary version of the ad to the Auditor General for review, and reinforce rules around government advertising during general elections. Under the legislation, a government ad can't include the name, voice or image of a member of the Executive Council or a member of the Assembly, include the name or logo of a party, or directly identify and criticize a recognized party or member of the assembly. This is to prevent the situation under Mike Harris, where your party spent over \$400 million on highly partisan advertising, including government ads starring Mike Harris that attacked teachers and health care workers. Our legislation will also prevent the types of inappropriate advertising that occurred during your time as a member of Stephen Harper's government.

Unlike Conservatives, we will deliver relief for electricity users, and we will advertise in a responsible way that promotes the public interest.

Thank you,

Hon. Liz Sandals
President of the Treasury Board

From: Ostergard, Matt (TBS)
Sent: March-17-17 3:19 PM
To: Forgione, Andrew (OPO); Tedesco, Lauren (TBS)
Cc: @OPO-Media Relations and Issues Management; Nekolaichuk, Colin (ENERGY); Berry, James (ENERGY); Pichelli, Jason (TBS)
Subject: RE: Letter from Brown

[Here's a draft:](#)

Dear Mr. Brown:

Thank you for your letter about Ontario's Fair Hydro Plan, which will lower electricity bills by 25 percent on average for all residential customers across the province and also benefit many small businesses and farms.

The Ontario government has a responsibility to raise awareness and communicate information about programs and services that affect Ontarians. This includes informing Ontarians of changes to their electricity so they can plan for the future as they manage their household budgets. The government is communicating these changes over a variety of channels, including these informational advertisements which drive Ontarians to a dedicated website (www.Ontario.ca/fairhydroplan) where they can learn more about what

these changes mean to them.

Our government has a plan with substantial relief starting this summer. Your party is trying to distract from the fact that it has no plan to help Ontarians.

I'll also take this opportunity to remind you that Ontario was the first jurisdiction in Canada to enact legislation that bans government-paid, politically partisan advertising and we remain the only one to have done so to date. This is to ensure another Mike Harris situation can't happen, where your party spent over \$400 million on highly partisan advertising, including government ads starring Mike Harris that attacked teachers and health care workers.

Mr. Brown, you were a backbencher in Stephen Harper's government for almost ten years, which spent the following on government advertising:

- **Over \$100 million advertising the Economic Action Plan including \$14.8 million in 2013 – long after the program had ended;**
- **\$2.5 million advertising a jobs program that didn't exist yet;**
- **\$7 million on health ads that were condemned by the Canadian Medical Association, the College of Family Physicians of Canada, and the Royal College of Physicians and Surgeons of Canada;**
- **Spent an additional \$13.5 million on a single ad campaign promoting their budget which favours Canada's richest.**

Where was your outrage then?

Unlike Conservatives, we will deliver relief for electricity users, and we will only advertise in a responsible way that promotes the public interest.

Thank you,

**Hon. Liz Sandals
President of the Treasury Board**

**From: Forgione, Andrew (OPO)
Sent: Friday, March 17, 2017 2:37 PM
To: Tedesco, Lauren (TBS); Ostergard, Matt (TBS)
Cc: @OPO-Media Relations and Issues Management; Nekolaichuk, Colin (ENERGY); Berry, James (ENERGY)
Subject: Letter from Brown
Importance: High**

How quickly could you guys work up a strong response via letter? Think we could get something out by 330? Would be great to get in the stories w/ the statement energy sent summarized but also saying because brown has no plan he's choosing to deflect and take cheap political shots. Could also say AG reviewed and approved the ads (to push back on her).

Could be a very brief letter in response to him - strongly worded. Can you work it up and then we can discuss using it?

A. Forgione

(647)-205-3475