

Fw: DRAFT Communications Products | Fair Hydro Plan Act

From: "Teliszewsky, Andrew (ENERGY)" <"o=govon/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=teliszewsky, andrew (energy)4fe">
To: Andrew Teliszewsky <telandrew@gmail.com>
Date: Sat, 06 May 2017 08:23:24 -0400
Attachments: NR - FHP - DRAFT - May 5.doc (76.29 kB); ATT00001.htm (216 bytes); Media QA - FHP - MO.docx (46.26 kB); ATT00002.htm (216 bytes); HBN - FHP - MO - May 5.docx (32.16 kB); ATT00003.htm (216 bytes); EN - FHP Legislation Presser - DRAFT - May 5.docx (50.84 kB); ATT00004.htm (216 bytes); Minister Thibeault - Presser Remarks - Draft - FHP - May 5.docx (27.41 kB); ATT00005.htm (1.5 kB)

From: Teliszewsky, Andrew (ENERGY) <Andrew.Teliszewsky@ontario.ca>
Sent: Friday, May 5, 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

Chief of Staff | Office of Hon. Glenn Thibeault
Ministry of Energy
andrew.teliszewsky@ontario.ca
416-327-3550 (o)
416-436-6370 (m)

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