

RE: Ad Standards Council - Fair Hydro Plan

From: "Berry, James (ENERGY)" <james.berry5@ontario.ca>
To: "Whittington, Matt (ENERGY)" <matt.whittington@ontario.ca>, "Tresise, Landon (ENERGY)" <landon.tresise@ontario.ca>
Date: Wed, 17 Jan 2018 10:34:48 -0500

There's another version with the Deputy now, so may as well hold on this for now.

James Berry
Director of Communications
Ministry of Energy | Office of the Hon. Glenn Thibeault
O: 416.327.3551 | C: 437.992.3824

From: Berry, James (ENERGY)
Sent: January-17-18 9:45 AM
To: Whittington, Matt (ENERGY); Tresise, Landon (ENERGY)
Subject: RE: Ad Standards Council - Fair Hydro Plan

This looks good to me, guys. I'll make sure PO/MAG are okay with it as well.

My only comments are whether or not "direct" is the best word in the sentence below and, as per a point I made before to DMO, if it should be revived and not revised when it comes to "It remains the case that the Ministry has not revised the same advertising campaign". Let me know if you have any comments.

On May 11, 2017, the Minister of Energy introduced the Fair Hydro Act, 2017 to **direct** the Ontario Energy Board to implement the reduction (see Appendix "B")

From: Schlaepfer, Martin (ENERGY)
Sent: January-16-18 5:55 PM
To: Berry, James (ENERGY); Whittington, Matt (ENERGY); Tresise, Landon (ENERGY)
Cc: Imbrogno, Serge (ENERGY); Berg, Denna (ENERGY); Perkins, Michael (ENERGY); Armstrong, Hillary (ENERGY); Baker, Carys (ENERGY)
Subject: Ad Standards Council - Fair Hydro Plan

Hi James, Matt and Landon,

Attached is an updated version of the ASC letter. Currently it is being reviewed by MAG and CO. We are hoping to have an updated version by tomorrow morning.

Let us know if you have any further comments or concerns.

Thanks,
Martin