

PA Update - FYI

From: "DiMuzio, Sofie (TBS)" <sofie.dimuzio@ontario.ca>
To: "Betzner, Lynn (CAB)" <lynn.betzner@ontario.ca>
Cc: "Heitshu, Tania (CAB)" <tania.heitshu2@ontario.ca>, "Farrow, Alicia (CAB)" <alicia.farrow@ontario.ca>
Date: Thu, 31 Aug 2017 15:37:50 -0400
Attachments: PA 2016-17_Release Options_v2_20170828 SD edits (BS).docx (26.62 kB)

Good afternoon Lynn,

By way of update on PA, we briefed our Minister this morning and walked her through the attached release day options. Her preference is for a **high-profile, proactive** approach. This means going ahead with a technical briefing, followed by a media avail and a province-wide paper release.

We continue to work on the tech briefing deck and all the logistics. A number of details are still to be confirmed but release day would look something like this:

1:00 p.m. Public Accounts backdoor tabled

- TBS delivers hard copies to Clerk's Branch office
- Hardcopies and USBs are distributed

1:15 p.m. Technical Briefing begins in the Media Studio - The focus is on presenting all four accounting changes, with an emphasis on Ontario's position on accounting for pension assets and IESO's market accounts in a factual, neutral manner.

- Moderator sets out the rules of the briefing and introduced the presenters
 - o Presenters TBC
 - o Moderator TBC

1:45 p.m. Technical Briefing ends, room is set up for media avail

2:00 p.m. Media avail for Ministers Sandals and Sousa (TBC based on availability) begins in the Media Studio

- Each Minister does 1-2 mins opening remarks and takes media's questions
- Press kit would include the news release, backgrounder(s), Minister's Foreword, option to include

Technical Briefing Deck TBC

NOTE: Press Gallery will receive copies of the Public Accounts at 1:00 p.m.

2:20 p.m. Media avail ends (Minister Sandals has meeting at 2:30 p.m.)

Supporting products will include:

- Media Advisory with details of Tech Briefing
- News Release
- Backgrounder(s) on
 - o Option A: One on Accounting Changes (what is currently tracking through approvals)
 - o Option B: One on Accounting Changes and one on Reasons for a Qualified Opinion
 - o Option C: Amalgamate Options A & B into one Backgrounder
- Event Plan/Day of Release Rollout/Annotated Agenda
- Technical Briefing Deck
- Moderator Script
- Minister's Remarks
- Media Qs
- Web content

- HBN

I understand our MO will be discussing this today/tomorrow at their integration meeting with PO so I'm sure things can still shift but we are ready for all options at this point.

Happy to chat if you have any questions or wish to discuss further.

Sofie