

RE: Media QA

From: "Berg, Denna (ENERGY)" <denna.berg@ontario.ca>
To: "Imbrogno, Serge (ENERGY)" <serge.imbrogno@ontario.ca>
Cc: "Schlaepfer, Martin (ENERGY)" <martin.schlaepfer@ontario.ca>
Date: Tue, 29 Aug 2017 16:44:18 -0400

Martin – this is an urgent Media request, if you could flag for the DM.

Thanks!

From: Berg, Denna (ENERGY)
Sent: August-29-17 4:33 PM
To: Imbrogno, Serge (ENERGY)
Cc: Schlaepfer, Martin (ENERGY)
Subject: Media QA

Hi Deputy,

TBS has forwarded a request to us from *Hamilton Spectator* regarding advertising costs. Below is our proposed response, OK to share?

Proposed responses:

1. What is the cost of the hydro reduction ads?

Our government has a responsibility to raise awareness and communicate information about programs and services that affect the daily lives of Ontarians.

This includes informing Ontarians of changes to their electricity bills so that they can use this information to plan for the future as they manage their household budgets.

We're communicating changes under the Ontario Fair Hydro Plan (OFHP) over a variety of channels, including advertisements, to help spread this information to people who are managing their electricity costs.

We regularly use ads like these to communicate changes that will impact people's lives, in order to keep them informed and ensure they can take advantage of the services available to them. Advertising is crucial for raising awareness about government programs and to ensure that all Ontarians are aware of how these programs will impact them.

Some of the programs under the OFHP require applications. These programs include the Industrial Conservation Initiative and Ontario Electricity Support Program. By advertising the OFHP, we are raising awareness of these programs amongst eligible participants who may not have previously known about them.

This is an ongoing initiative, and the total amount spent on advertising for the OFHP will be made available in the Government of Ontario's public accounts, and will also be reported by the Auditor General.

Our government will continue to work hard on communicating to Ontarians about changes important to them.

2. What is the date the campaign commenced?

Phase 1 of the campaign ran from March 2, 2017 through to April 28, 2017.

Phase 2 ran from July 5, 2017 to August 13, 2017.

Denna Berg

Senior Policy & Strategic Communications Advisor
Office of the Deputy Minister | Ministry of Energy

4th Floor, Hearst Block, 900 Bay Street

Toronto, ON, M7A 2E1

T: 416-327-4334 | M: 647-308-8763

denna.berg@ontario.ca