

RE: Letter from Brown

From: "Forgione, Andrew (OPO)" <andrew.forgione@ontario.ca>
To: "Ostergard, Matt (TBS)" <matt.ostergard@ontario.ca>, "Tedesco, Lauren (TBS)" <lauren.tedesco@ontario.ca>
Cc: "@OPO-Media Relations and Issues Management" <opo-mediarelationsandissuesmgmt@msgov.gov.on.ca>, "Nekolaichuk, Colin (ENERGY)" <colin.nekolaichuk@ontario.ca>, "Berry, James (ENERGY)" <james.berry5@ontario.ca>, "Pichelli, Jason (TBS)" <jason.pichelli@ontario.ca>
Date: Fri, 17 Mar 2017 15:45:09 -0400

Awesome thx. We're making small edits – Rebecca will send a new version through very shortly!

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
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