

FW: Media products for panel announcement and panel Chair

From: "MacIntyre, Kyle (TBS)" <kyle.macintyre@ontario.ca>
To: "Ostergard, Matt (TBS)" <matt.ostergard@ontario.ca>, "Wesley, Jason (TBS)" <jason.2wesley@ontario.ca>, "Balgobin, Sueanne (TBS)" <sueanne.balgobin@ontario.ca>, "Cusumano, Josephine (TBS)" <josephine.cusumano@ontario.ca>, "Habib, Zahra (TBS)" <zahra.habib@ontario.ca>, "MacIntyre, Kyle (TBS)" <kyle.macintyre@ontario.ca>, "Simone, Nicole (TBS)" <nicole.simone@ontario.ca>, "Prins, Sebastian (TBS)" <sebastian.prins@ontario.ca>, "Tedesco, Lauren (TBS)" <lauren.tedesco@ontario.ca>, "Smith, Emilie (TBS)" <emilie.smith@ontario.ca>
Cc: "Sullivan, Bryant (TBS)" <bryant.j.sullivan@ontario.ca>, "Jackson, Sarah (TBS)" <sarah.jackson@ontario.ca>, "Thompson, Mark (TBS)" <mark.thompson@ontario.ca>, "Miller, Amanda (TBS)" <amanda.miller@ontario.ca>, "Morris, David (TBS)" <david.morris@ontario.ca>, "DiMuzio, Sofie (TBS)" <sofie.dimuzio@ontario.ca>, "Laughton, Patrick (TBS)" <patrick.laughton@ontario.ca>, "Hosick, Sarah (TBS)" <sarah.hosick@ontario.ca>, "White, Alexander (TBS)" <alexander.white@ontario.ca>, "Pichelli, Jason (TBS)" <jason.pichelli@ontario.ca>, "Nelson, Dane (TBS)" <dane.nelson@ontario.ca>
Date: Thu, 10 Nov 2016 11:02:45 -0500
Attachments: Media protocol-pension panel-Nov 10-2016-MO approved FINAL.docx (24.14 kB); Media Qs Expert Panel November 10 2016 Clean Copy.docx (28.19 kB)

Including Dane, the DMO lead.

From: Smith, Emilie (TBS)
Sent: November-10-16 10:41 AM
To: Ostergard, Matt (TBS); Wesley, Jason (TBS); Balgobin, Sueanne (TBS); Cusumano, Josephine (TBS); Habib, Zahra (TBS); MacIntyre, Kyle (TBS); Simone, Nicole (TBS); Prins, Sebastian (TBS); Tedesco, Lauren (TBS)
Cc: Sullivan, Bryant (TBS); Jackson, Sarah (TBS); Thompson, Mark (TBS); Miller, Amanda (TBS); Morris, David (TBS); DiMuzio, Sofie (TBS); Laughton, Patrick (TBS); Hosick, Sarah (TBS); White, Alexander (TBS); Pichelli, Jason (TBS)
Subject: RE: Media products for panel announcement and panel Chair

Thanks Matt.

I've attached clean copies of both the media protocol and the media Q&A. As Jason mentioned below, OTB will be in touch with the Chair today and will be providing her with a package of materials. As part of that, the communications portion will include – a copy of the NR, BG, TBS media QA, media protocol document and all the background media analysis.

Sarah Jackson from our Branch will be providing the news release and backgrounder as soon as they are approved.

Many thanks,
Emilie

From: Ostergard, Matt (TBS)
Sent: November-10-16 10:31 AM
To: Smith, Emilie (TBS); Wesley, Jason (TBS); Balgobin, Sueanne (TBS); Cusumano, Josephine (TBS);

Habib, Zahra (TBS); MacIntyre, Kyle (TBS); Simone, Nicole (TBS); Prins, Sebastian (TBS); Tedesco, Lauren (TBS)

Cc: Sullivan, Bryant (TBS); Jackson, Sarah (TBS); Thompson, Mark (TBS); Miller, Amanda (TBS); Morris, David (TBS); DiMuzio, Sofie (TBS); Laughton, Patrick (TBS); Hosick, Sarah (TBS); White, Alexander (TBS); Pichelli, Jason (TBS)

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Looks good to me. Thanks.

Matt

From: Smith, Emilie (TBS)

Sent: Thursday, November 10, 2016 10:21 AM

To: Ostergard, Matt (TBS); Wesley, Jason (TBS); Balgobin, Sueanne (TBS); Cusumano, Josephine (TBS); Habib, Zahra (TBS); MacIntyre, Kyle (TBS); Simone, Nicole (TBS); Prins, Sebastian (TBS); Tedesco, Lauren (TBS)

Cc: Sullivan, Bryant (TBS); Jackson, Sarah (TBS); Thompson, Mark (TBS); Miller, Amanda (TBS); Morris, David (TBS); DiMuzio, Sofie (TBS); Laughton, Patrick (TBS); Hosick, Sarah (TBS); White, Alexander (TBS); Pichelli, Jason (TBS)

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Thanks Matt. We'll make those changes to the products.

We've also had some further changes to the Q&A document. I've made them in the version you just sent with track changes. Can you confirm if you're ok with the changes in the attached?

Many thanks,
Emilie

From: Ostergard, Matt (TBS)

Sent: November-10-16 10:06 AM

To: Wesley, Jason (TBS); Balgobin, Sueanne (TBS); Cusumano, Josephine (TBS); Habib, Zahra (TBS); MacIntyre, Kyle (TBS); Simone, Nicole (TBS); Prins, Sebastian (TBS); Tedesco, Lauren (TBS)

Cc: Sullivan, Bryant (TBS); Jackson, Sarah (TBS); Thompson, Mark (TBS); Miller, Amanda (TBS); Smith, Emilie (TBS); Morris, David (TBS); DiMuzio, Sofie (TBS); Laughton, Patrick (TBS); Hosick, Sarah (TBS); White, Alexander (TBS); Pichelli, Jason (TBS)

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Jason –

Adding Jason and Alexi from the policy shop so they're aware.

Thanks for this. I've made some changes that are tracked.

Thanks,

Matt

From: Wesley, Jason (TBS)

Sent: Thursday, November 10, 2016 8:41 AM

To: Balgobin, Sueanne (TBS); Cusumano, Josephine (TBS); Habib, Zahra (TBS); MacIntyre, Kyle (TBS); Simone, Nicole (TBS); Ostergard, Matt (TBS); Prins, Sebastian (TBS); Tedesco, Lauren (TBS)

Cc: Sullivan, Bryant (TBS); Jackson, Sarah (TBS); Thompson, Mark (TBS); Miller, Amanda (TBS); Smith, Emilie (TBS); Morris, David (TBS); DiMuzio, Sofie (TBS); Laughton, Patrick (TBS); Hosick, Sarah (TBS)

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Hello MO and DMO,

Attached are a few of the TB and Comms approved media documents to support today's announcement:

1. Media QA.
2. Media protocol document which also includes a brief media statement the Chair can use reactively as needed as well as a set of QA to help her address any media questions she may get.
3. Three media scan documents which collectively provide a synopsis of related media to date on this issue as well as the actual articles themselves. This is just hard information.

We understand that OTB will be in touch with the Chair today and will likely be providing her with a package of materials. As part of that, the communications portion will include – a copy of the NR, BG, TBS media QA, media protocol document and all the background media analysis.

Pls note that the NR and backgrounder will follow later in a separate email as soon as they are approved.

Can you pls let us know asap if you are okay with the documents attached here and sharing them with the Chair as noted?

With thx,

Jason

Jason Wesley
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