

Message

From: Andrew Dow [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DOWA]
Sent: 2017-03-21 6:39:37 PM
To: Jordan Penic [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Penic]
Subject: Market Renewal Comms

Hi Jordan,

Do you think it's worth putting together a mini comms plan for Market Renewal until the new person is hired? For example, Ryan King says they still hope to release the final benefits case by the end of this month. That's a significant milestone in the project. We had said we would have a low-key communications approach... but has that changed with the release of the Fair Hydro Plan? It seems like it if we are actively seeking media attention. If that's the case would this warrant a press release? And aside from that, we should consider other communication support (ie. weekly bulletin, website updates—we might want to have the benefits case on the actual market renewal page for example and not just on the SE page, which will require accompanying text—social media, etc...).

And also identify what other comms materials are required for when the new person is hired, depending on how long that takes. Such as the previously discussed expansion of the market renewal webpage or stream-specific backgrounders.

Let me know what you think.

(and I haven't forgot about the updated messaging for the Energy stream/efficiencies, which is on my to-do list!)

Andrew

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