

John Bozzo

From: John Bozzo
Sent: October 19, 2016 8:59 AM
To: ##Executive Team; Christine Long; Ken Quesnelle
Cc: Martine Band; Elisabeth DaSilva; Nancy Mintz
Subject: Daily summary of the clippings- Wednesday, October 19, 2016

Good morning,

Here is the OEB media summary for Oct. 19.

OVERVIEW

The Canadian Press story on the OESP was updated by Keith Leslie yesterday evening following Question Period and includes remarks from the Minister and opposition. Most outlets across Ontario ran the CP stories and did not do original reporting on it. CBC and the National Post used the CP story but changed the original headline to factually incorrect headlines suggesting \$12 million was the entire budget for the program. These headlines were both corrected immediately by OEB communications. AM640 Toronto published a short online brief of its own on the OESP, but also made a similar error in the story which we will be correcting as well. That brief can be viewed here: http://www.640toronto.com/2016/10/18/175609/?sc_ref=direct

The Toronto Star's Rob Ferguson did write a lengthy original piece on the OESP issue, which was fairly balanced and include more context and detail around the nearly \$12 million spent to design and launch the project.

The Ontario PC's posted Patrick Brown's Question Period clip on the OESP on YouTube and tweeted it (tweet captured below). The video can be watched here: <https://www.youtube.com/watch?v=1iAFUir1zzA>

FLAGGED FOR DISCUSSION

**The following items will be discussed by the communications team on the daily media and issues call.*

- OESP Coverage Recap
- AM640 OESP Story

SOCIAL MEDIA

The following are a collection of tweets from Tuesday's OESP coverage. Most other social media activity was focused on article sharing and there was some commentary from angry residents who disapproved of the spending. CBC's incorrect headline for the Canadian Press story was first shared by Queen's Park reporter Mike Crawley and later by other CBC outlets. This headline was quickly and frequently tweeted and retweeted by other users, including some media, but has since slowed down after the headline was corrected by OEB communications.



Mike Crawley @CBCQueensPark

Wynne govt pledged \$12M to help low-income hydro customers then spent \$11.7M on publicity. Story by @CPnewsboy <https://t.co/HrNltTqX4W>

[Reply](#) / [Retweet](#) / [Like](#)

[2016-10-18 11:32:41](#)



Addison Cameron-Huff ([@aCameronhuff](#))

[2016-10-18, 8:14 PM](#)

Ontario Energy Board's low-income rebate form must be printed & mailed at end of online process.
\$9m in consulting: [thestar.com/news/queenspar...](#)



Keith Leslie ([@CPnewsboy](#))

[2016-10-18, 12:17 PM](#)

Energy Minister [@GlennThibeault](#) says Ontario has given low-income families \$21 million in rebates on electricity bills since Jan. 1. [#onpoli](#)



Keith Leslie ([@CPnewsboy](#))

[2016-10-18, 11:39 AM](#)

. [@LaurieScottPC](#) calls Ontario's electricity bill rebate program "laughable," and says rural hydro customers worse off than before. [#onpoli](#)



Ontario PC ([@OntarioPCParty](#))

[2016-10-18, 6:37 PM](#)

. [@brownbarrie](#) asks Energy Minister why he paid consultants \$9M to figure out how to provide hydro relief to families [youtube.com/watch?v=1iAFUi...](#)



Ontario PC ([@OntarioPCParty](#))

[2016-10-18, 10:47 AM](#)

"For example, the Ontario Energy Board spent nearly \$12 million on the Ontario Electricity Support Program." [@brownbarrie](#) [#onpoli](#)

Thanks

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