

John Bozzo

From: John Bozzo
Sent: April 4, 2017 4:15 PM
To: Rosemarie Leclair
Cc: Neil Brodie
Subject: RE: Coms Plan for Charter etc
Attachments: OEB_Media Relations Rollout_April 2017_v3JBEdits.docx

Hey Rose. Attached is a revised plan and release which includes the edits from your note yesterday. No rush to get this back to me while you are away. Realistically we wouldn't release until April 12th or after the Easter break. Thanks...

-----Original Message-----

From: Rosemarie Leclair
 Sent: April-03-17 2:25 PM
 To: John Bozzo
 Cc: Neil Brodie
 Subject: Coms Plan for Charter etc

Hey John....How are you surviving day one without Karen???

I wanted to provide comments on the Coms plan you handed me at our last one on one...I only have hard copy..so I cant comment on the doc itself....Its about the Charter, web site and CS rules...

A few significant comments...first it says we are consulting on the Charter through an online survey....Not sure where that idea comes from but that is not the intent...We are putting the Charter out as an info tool for customers. That's it...It is the customer service rules that we will be consulting extensively on. So that needs to be fixed in this plan. So the on line survey should be scrapped as well...and revisited as part of engagement approach to the CA rules review.

It also says that we are putting the IPSOS Consumer Panel report out...Again..not sure where that comes from. The report was always intended for internal consumption. Although I'm prepared to consider posting it...just not sure why we would?

On the tactics page...on Charter...I dont think we need a media briefing...And I think if we have a news release it should include the rules review...

The draft news release..needs to be changed to reflect all of the above...public not being invited to comment on Charter per se..but on customer rules...

Also...I dont like my quote..in front end..Its too negative..It should be about importance of giving customers easily accessible info on their rights...and obligations...Not about pounding the utility...

That's it...happy to discuss as needed.

Sent from my iPad