

John Bozzo

From: John Bozzo
Sent: April 28, 2017 10:51 AM
To: Rosemarie Leclair
Cc: Sarah Branco
Subject: Two items for your review
Attachments: OEB_May1Changes_NR_v3_April27_CLEAN_1230_BLH.CLEAN.DOCX;
OEORBD17008_OESP_1-4PG_TorontoStar_E 4.pdf

Hi Rose,

I have attached two items for your review.

1) A news release highlighting the various changes effective May 1st (disconnection ban ends; OESP changes; and reminder of new lower TOU rates. I discussed this with Brian after the retreat and the release has been reviewed and approved by him. I believe Brian is also sending a letter and/or webinar with LDCs as well.

2) An informational ad on OESP changes to start appearing in key dailies and commuter papers starting May 1st as per the media blocking chart you saw earlier this week with the PO authorization. I wanted to accomplish two things with this ad: highlight what is new or changing in the program and get something in market to coincide with the May 1st changes. In order to meet production deadlines we had to keep the add very simple and information rich vs. images. We tested this format of ad back in January and it tested very well. The remainder of the tactics (radio, digital, TSA, etc. will begin the week of May 14th). Again Donna and Brian have reviewed and approved the copy and it follows the information in the news release issued Wednesday.

We are also preparing a revised release on the Charter and rules review which I will have for you to review early next week for release the week of May 7th.

Let me know if you have concerns or edits.

Thanks

John