

UNDERTAKING J8.12

Undertaking

To provide strategic direction of J4.2, Attachment 3, page 4, newspaper ad.

Response

OPG was asked for an explanation of the following phrases found in Attachment 3 to Ex. J4.2 (Canadian Nuclear Association's communications strategy presentation dated February 27, 2006):

- "Maintain/reinforce our stance across our key drivers for nuclear energy ..."
(Slide 3, Attachment 3, Ex. J4.2);
- "To increase support against Stakeholders" (Slide 4, Attachment 3, Ex J4.2); and
- "For tactical support" (Slide 4, Attachment 3, Ex. J4.2).

Since this document was not prepared by OPG, OPG obtained an understanding from the Canadian Nuclear Association ("CNA") with respect to the meaning of the above phrases.

The "key drivers for nuclear energy" in the first bullet refer to the statement in CNA advertising and on its website that nuclear power is "clean," "reliable" and "affordable".

The second bullet contains a typographical error – the word "against" should be read as "among," i.e., "To increase support among Stakeholders". The phrase as it currently appears in Attachment 3 to Ex. J4.2 is not logical, as organizations work with their stakeholders, not against them.

A stakeholder is someone with a stake or interest in a given matter. In the case of nuclear energy, a stakeholder would be someone with a stake or an interest in the area of nuclear power or areas such as electricity supply and pricing. Stakeholders include electricity users (industrial, commercial, farm, and residential customers), the electricity sector (generators, transmitters, distributors, market operator, suppliers), generation station communities, industry regulators, etc. The goal of newspaper advertising to which this bullet refers is to increase support among these stakeholders for nuclear power.

The third bullet point, "For tactical support", also refers to newspaper advertising. It intends to indicate that newspaper advertising, which is able to provide more detailed information about the benefits of nuclear power than certain other forms of advertising, is a good tactic to reinforce and supplement the messages of a television advertising initiative. It is also an effective tactic for reaching those who may not watch television frequently or regularly.