

UNDERTAKING J8.11

Undertaking

To provide the remainder of the document entitled: "Nuclear Public Affairs Program and Business Plan, 2008 Overview" and to determine the meaning of the phrases: "Strategic Earned Media Story Placement," and "Continued Partnerships for Third-Party Endorsement."

Response

The presentation entitled: "Nuclear Public Affairs Program and Business Plan, 2008 Overview" is attached (Attachment 1).

The meaning of the phrase "Strategic Earned Media Story Placement" is explained as follows. OPG's Public Affairs works with media in its generating station communities, as well as with the province-wide media, to answer their questions about the company and to inform them about OPG's current operations and plans. Earned media is media coverage about the company that results from either answering the questions of reporters, or from OPG issued news releases. It is "earned" media as opposed to advertising, which is media that the company pays for. The words "story placement" in the phrase are redundant – the result of earning media coverage is that a story earns a place in the print or electronic media.

A very recent example of "Strategic Earned Media Story Placement" is the media coverage of OPG's partnership with the Ontario Provincial Police (OPP) in a television advertisement promoting public safety in the vicinity of OPG's hydroelectric facilities. OPG's news release, issued jointly with the OPP, earned media coverage in a number of print and electronic media furthering the company's strategy of informing the public about the need to stay clear and stay safe in the vicinity of OPG's hydroelectric stations.

The meaning of the phrase "Continued Partnerships for Third-Party Endorsement" is explained as follows. OPG has entered into a number of partnerships in generating station communities as part of its social responsibility and community citizenship mandate (as discussed in Undertaking J4.2, p.2, lines 2-6). In Durham Region, for example, OPG partners with the University of the Ontario Institute of Technology (UOIT), to further engineering and science education as well as trades education at Durham College, which is affiliated with UOIT. OPG also has a large number of partnerships with educational, environmental and community focused organizations across Durham Region. In addition to benefiting these organizations and Durham Region, all of the partnerships serve to build community support for OPG as a trusted electricity generator. Through its citizenship initiatives, OPG is more likely to earn the endorsement of the community and its leaders, both for its current operations and for its plans.

Nuclear Public Affairs

Program and Business Plan

2008 Overview

Jacquie McInnes
Director



ONTARIO**POWER**
GENERATION

All About Nuclear Public Affairs: What we do

1. Earning the Right to Operate – Creating Trust

- **Our Message:** Safety, Performance, Value, Citizenship
- **Our Stakeholders**
 - Government, community, media
 - General population
 - ‘Communities-of-interest’
 - The regulator
- **Our Program**
 - Community Relations:
 - » Direct stakeholder relations
 - » Programming at site and in the community
 - » General population
 - Advertising, Earned Media
 - Issues Management
 - Access to Information and Education:
 - » public meetings, editorial products, info centres and staff

All About Nuclear Public Affairs: What we do

2. It's All About Performance

Supporting the Work Program at OPG Nuclear and New Generation Development

- **Communications to support station business plan**
 - Intranet sites, videos, posters, other vehicles of communication – ensuring consistency of messages supporting business plan and site issues / programs

3. Knowledgeable Employees

- **Communication to employees for issue management and employee education:**
 - Better engagement / Our ambassadors in our communities

Key Nuclear Site Initiatives - 2008

- Support a Pickering B refurbishment decision: Garner support - employees, community and government
- Support Darlington new build campaign
- Darlington and Pickering external positioning
- Station Relicence Support
- CNSC Issues Management
- Mitigate anti-nuclear tactics (specifically-related to OPG)
- Nuclear Security communications
- Site Community Outreach and Programming



NUCLEAR PUBLIC AFFAIRS 2008 Business Plan

People Powering the Future

**Trusted generator of electricity today,
with a vision for tomorrow**

2008: Community Outreach

- Maintain status quo on very high opinion leader research results
- Move forward the top 30 per cent 'opinion shapers' who influence opinion leaders: targeted earned media, enhanced nuclear advertising, other targeted outreach initiatives
- Continued focus on community, educational and environmental initiatives
- **Enhanced use of information centres:** Target number of school and community visits; minimal after hours-weekend programs

2008 - Issues Management

- Local media editorial board visits in 2008
- Visits with station management and selected media representatives
- Strategic identification and proactive actions to address potential issues: CNSC, NGOs, Refurb, New Build
- Employees as ambassadors
- **Continued proactive and reactive efforts / information and message development between Site Public Affairs, station staff and Corporate Public Affairs**

2008 - Enhanced Nuclear Advertising

- Enhanced advertising budget for key nuclear initiatives: local and provincial
- Strategic earned media story placement on traditional and new media
- Greater use of OPG.com to reach communities-of-interest
- New 'community pages' for Darlington and Pickering
- More OPG Nuclear presence at targeted industry events
- Continued partnerships for third-party endorsement

2008 - Darlington and Pickering Positioning

- Darlington positioned as strong nuclear leader
- Pickering positioned as safe generation workhorse for the province – the beacon for the Canadian nuclear industry
- OPG positioned as the nuclear operator with experience and diversity of assets – meeting the Province's need today and planning for the generation needs of tomorrow through:
 - **Our safe and reliable operation of all current assets**
 - **Our commitment to training and investment for the future**
 - **Our history and experience - developing large projects and long-term operation**

A Vision for Employee Communications



2008 - Employee Communication Leadership

- Continued development and rollout of a new 'all nuclear' work program identity – People Powering the Future
- New shared purpose for a nuclear team
- Continued excellence in employee communications: videos, handbooks, other vehicles of communication
- All-nuclear co-ordination and project leadership: continue what was begun in 2006 and 2007 in information and best-practice sharing between sites
- **New MP6 dedicated to all-site employee communications** reporting to Director, Public Affairs

The Sum of the Parts

Messages: Safety, performance, value, citizenship

The trusted generator for today and tomorrow

- **Know the audience:**
 - Opinion leaders: Provincial and Community
 - Employees: Driving Engagement
- **Commitment to Community:** Earning the right to operate everyday
- **Provincial reputation and issues management**

Access to Information – CNSC Follow up

- OPG committed to processes of accountability, openness and transparency through our reporting systems.
- OPG has further improved its web site to include greater detail on public access processes – conducting focus groups in March 2008 to test public responsiveness, ease of use
- OPG communicators currently meet with national and international peers for benchmarking and best practice opportunities.