

NEWS RELEASES

MEDIA ADVISORIES

SPECIAL EVENTS

Communications Reference Manual

APPROVAL PROCESSES

ADVERTISING TEMPLATES

TECHNICAL BRIEFINGS

STYLE GUIDE



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Events

News Conferences

When planning a news conference, one of the first decisions you have to make, other than choosing your date, is your location. The venue you choose should tie in with your announcement and serve as a platform to interact with your target audience. You always have the option of using the Media Centre, but you should thoroughly consider other off-site options first. If you require event planning support, contact the Communications Branch.

After selecting the date, you need to determine the time of day to have the announcement. Be strategic. For maximum coverage ensure the event is early enough in the day so media outlets have time to prepare it for the evening news. Know the print schedules for the weeklies throughout the province and make sure that the local paper has the opportunity to run your story when it is current.

Refer to this checklist when planning a news conference

- ✓ **Determine your venue.** If the Media Centre is selected, contact the Manager of Information Services at ext 3812 to book.
- ✓ **Event scenario.** If an event scenario is required, it should be developed with input from all participants and shared in advance of the event. It should be clear to all parties who is speaking, in what order, etc. See template Appendix page 33.
- ✓ **Order of speakers.** For a Provincial Government announcement, the lead Minister speaks first and is followed by other Ministers (if applicable), MHA(s) and then identified stakeholders.
- ✓ **Are invitations required?** Invitations must be approved by your department's brand steward to ensure proper use of the provincial brand.
- ✓ **Invitation list.** Include all appropriate stakeholders and third party endorsers.
- ✓ **Press kits.** Ensure that you have a sufficient number of press kits available. Kits should contain the news release on colour news release letterhead, backgrounder (if applicable) on colour backgrounder letterhead and any other supplementary information. If you only have a news release, do not use press kits, just distribute hard copies of the release.
- ✓ **Provide your department's pop-up banners** and ensure they are placed appropriately (i.e. are behind speakers and not blocking any other visuals).
- ✓ **Maps/graphics** may provide clarity and support your messaging on the subject. If an event is off-site, make sure you consider any technical requirements.
- ✓ **Is an emcee required?** Choose the individual appropriately.
- ✓ **Ensure water is available** to all speakers.
- ✓ **Prepare speaking notes,** QAs and key messages for your Minister in advance.
- ✓ **Provide key messages** and QAs to Communications Branch and Premier's Office as appropriate.
- ✓ **Plan your follow-up activities** – for example, will your Minister go on a radio call in show to reiterate messages?

For an off-site news conference, in addition to the previous items, you also need to consider:

- ✓ **Location.** If you are planning to use an outdoor location, plan for the weather – will you need a tent? Will you need an alternate, plan B location?
- ✓ **Do a site visit in advance.** Know how to get there and be aware of high traffic times.
- ✓ **Audio.** Will you need a microphone/audio? If so, you need to get three quotes first.
- ✓ **Pre-test all audiovisual/sound/other equipment.**
- ✓ **Photos/video.** Make sure that someone on-site is tasked with photographing/video recording the event. Provide news releases with film/video as soon as possible. Quality is important. Photos taken with a Blackberry are not high-quality enough for posting online/tweeting. All departments should have a good quality digital camera for use at events.
- ✓ **Will you need a podium? Head table?**
- ✓ **If you have a number of speakers,** you may want to place double-sided tent cards at the head table. This will not only identify speakers for guests/media but also indicate to speakers where they should be seated.
- ✓ **MHA.** Engage area MHA(s) early in the planning process.
- ✓ **Invitation list.** Solicit the assistance of your Minister's EA along with the MHA's office.
- ✓ **Flags.** If you are having Canadian/provincial flags, protocol dictates that the Canadian flag is on the left of the podium and the provincial flag on the right (as viewed from the audience).
- ✓ **Seating.** Ensure your location has sufficient seating for invited/anticipated guests.
- ✓ **Ensure there is a room available for speakers** to meet and greet beforehand, hang coats, etc.
- ✓ **Plan parking in advance.** Details about parking can appear in the media advisory and invitations if applicable.
- ✓ **If special arrangements have to be made for parking,** ensure you relay this information in the media advisory and/or invitations.
- ✓ **Doing a sod-turning?** Make sure a shovel is available. **Ribbon-cutting?** Ensure scissors are available.
- ✓ **Ensure set-up allows for a clear view** of the speakers.
- ✓ **Rehearsal may be required** at more detailed events.
- ✓ **Notify News Releases** when the event is underway to trigger issuing the release.
- ✓ **If refreshments are required** make sure you order in advance or coordinate with your partner in the announcement, if applicable. For example, if you are having an announcement at the Marine Institute, they may supply refreshments.
- ✓ **Accessibility for persons with disabilities.**

Events involving the Premier

When planning an event involving the Premier, please make sure that you have the following materials to the Premier's office at least 10 working days in advance:

- invitation list
- speaking notes
- news release
- media advisory
- event scenario
- any other communications materials required (QAs, key messages, etc.).

If you require event planning support, contact the Communications Branch by emailing creative@gov.nl.ca.

Federal/Provincial Announcements

Make sure you get approval from the Premier's Office (copy Communications Branch) before agreeing to participate in a federal/provincial announcement.

Federal/provincial news releases should be provided to the Premier's Office 10 working days in advance. This is for approval of the Minister's quote.

If the provincial funding amount is greater than the federal amount, you should request that the provincial quote precede the federal quote in the news release. Similarly, if the announcement is a media event, you should request that the provincial representative speak before the federal representative. It is important to discuss this with federal communications while the release is still in the preliminary stages.

Media Response Protocol

Use of an expert spokesperson

The Minister is always the primary spokesperson for the department. However, there may be situations where the use of an expert spokesperson may be beneficial. This may be the case when the topic/issue is very technical in nature and a subject matter expert would be able to provide the media/public with more detailed information.

Approval for use of an alternate spokesperson should be sought from the Communications Branch and Premier's Office.

If approved, it will be imperative that the identified spokesperson be provided with approved key messages and speak only to their specific area of expertise.

If it is felt that the use of an alternate spokesperson will happen on a frequent basis, media training for that individual(s) should be arranged.

Some examples:

- ✓ In August, 2012, Karen Litfield, Manager of Pesticide Control with ENVC, did a scrum with Minister Hedderson to discuss use of herbicide Tordon 101 in the province's roadside spraying program. Minister Hedderson spoke in general terms to the spray program while Ms. Litfield answered specific questions about the herbicide in question - its uses, risks, chemical make-up, etc.
- ✓ In July, 2012, Jackie Janes, Senior Advisor with Climate Change, Energy Efficiency & Emissions Trading, accompanied Minister French on CBC's Crosstalk to discuss climate change and its impact on the province. Ms. Janes provided technical information on climate change while Minister French focused on government's Climate Change and Energy Efficiency Action Plans.
- ✓ Within the Department of Justice, Fish and Wildlife Enforcement Officers routinely speak about fish and wildlife investigations.

Technical Briefings

Depending on the announcement, a technical briefing may be required. The purpose of a technical briefing is to ensure that the media have a solid level of understanding of the issue. This should help ensure that the correct information is reported.

The technical briefing should happen in advance of the news conference. For example, if the announcement is taking place in the Media Centre at 11:00 a.m., the technical briefing should be scheduled for 10:00 a.m. (also in the Media Centre).

- Anticipate the briefing lasting approximately 30-45 minutes and leave time to report back to your Minister on the types of questions that were asked etc., prior to the start of the news conference.
- Departmental official(s) lead the technical briefing.
- Recording equipment is generally not permitted nor is the briefing for distribution. Media should be reminded of this. This reminder should take the form of a verbal reminder at the beginning of the briefing and include a reminder that the use of social media (i.e. twitter) is not permitted.

Opposition Briefings

If the announcement requires a technical briefing, a briefing should also be offered to the opposition parties. This is also led by departmental officials. Ideally, both briefings should take place at the same time. If not, the media briefing should take place shortly before the announcement with the opposition briefing directly after the announcement. Inform the Premier's Office and the Communications Branch of the department's intent to schedule an opposition briefing.

Media Availability

The media must be provided with adequate advance notice of a Minister's availability. Two to three hours advance notice is sufficient. In exceptional circumstances it could be less, but not less than one hour's notice.

Scrum Area

To book the scrum area in the House of Assembly, contact the Secretary to the Clerk of the House of Assembly at 729-2579.

Style Guide

Canadian Press (CP) Style

For the most part, Provincial Government communicators follow CP style. A current Canadian Press Stylebook and a current Canadian Press Caps and Spelling guide should be considered mandatory desk materials.

Exceptions to CP Style

There are some exceptions to CP style when used for Provincial Government communications. Those exceptions, and many other helpful tips, can be found in this manual.

Content and formatting guidelines

Please note that the new news release format, outlined below, is effective Monday, November 4, 2013

While others may be identified, exceptions to these guidelines are media and public advisories, fed/prov releases and releases not containing a ministerial quote (i.e., Sport NL, Environmental Assessment bulletins, etc.). Please see page 8 for formatting of these items.

New guidelines for news releases:

- **Upper left: (NEW)** Place the department(s) name and date at the top left corner
- **Proper spacing:** Place a single space above and below the headline, two spaces between each paragraph, and so on.
- **Overarching headline: (NEW)** 16 font, bold, centered. The new headline is based on the sub-brand's overarching key messages.
- **Sub headline: (NEW)** 14 font, bold, left aligned. This is the factual, verb-based headline.
- **Body font:** Body font is Franklin Gothic in 12 point (FrnkGothITCBkBT)
- **Quotes: (NEW)** Quotes are to be bold. The attribution is placed under the quote in italics. The attribution directly follows the quote (no space). A dash precedes the attribution.
- **Transitions between quotes:** Quotes are to be separated by a transitional statement.
- **Boiler plate (NEW)** Each sub-brand has a boiler plate statement that is placed at the very end of the release, just above the quick facts. Boiler plate language can be found in the sub-brand message templates.
- **Quick Facts (NEW)** Each release will have 3 to 5 quick facts that follow the boiler plate statement and precede the -30-. 'Quick facts' is in all caps – no bold. The quick facts are single spaced and bulleted.

The first quick fact should be a summary of the announcement. Other quick facts can be comprised of applicable proof points, pieces of information not included in the body of the release or repeats of very important information contained in the release.
- **End of release:** Signal the end of the release with – 30 – . Place a space before and after the “30”. This is centered.
- **Media contacts:** Place media contacts in a table. Do not use borders.

NEW FORMAT

Sub headline: 14 font, bold, left justified. Verb-based, current

New Headline, 16 font, bold, centered. Based on over-arching key messages for the sub-brand

Department Name: Bold

Municipal Affairs
July 18, 2013

Responsible Investments Benefit Families and Communities

\$370,000 Invested in Drinking Water Infrastructure

The Provincial Government continues to demonstrate a strong commitment to the delivery of safe and high-quality drinking water to the people of Newfoundland and Labrador through an investment of \$370,000 cost-shared with the Town of Wabana. The funding will be used for the purchase of a Potable Water Dispensing Unit, which will service residents of the town.

New quote format – quote is bold. Dash precedes attribution. Italicized.

“As a government, we are committed to working with communities to provide safe drinking water to their residents, and we have demonstrated this time and time again over the last decade. This new unit is a great example of the investments we continue to make in water infrastructure throughout the province. In fact, since 2008 we have committed over \$50 million for more than 70 water improvement projects, which will benefit the people of Newfoundland and Labrador for years to come.”

- The Honourable John Doe, Minister of Municipal Affairs

In 2008, the Provincial Government commenced a process to develop a comprehensive overview of water quality issues and identified Potable Water Dispensing Units as a way to provide high quality drinking water to smaller communities. These smaller-scale water treatment systems pump and treat water from the municipal supply, store the treated water and allow residents to manually collect the water from a small shelter.

New quote format – quote is bold. Dash precedes attribution. Italicized.

“This investment in water infrastructure is welcomed by the people of Wabana, and will improve the quality of water in the community. This new water dispensing unit is a great piece of technology. It will supplement the local supply, and will allow residents to collect the drinking water they require.”

- Jim Doe, MHA for Conception Bay East-Bell Island

Investments have been made in Potable Water Dispensing Units for 12 communities: Fox Roose-Margaree; Isle aux Morts; Lawn; Leading Tickles; Makkoivk; Mary’s Harbour; Point May; Postville; Rigolet; Seal Cove; Fortune Bay, and Whiteway. These units provide an affordable solution for communities who in the past have had long-standing boil water advisories.

Boiler plate for the sub-brand

The Government of Newfoundland and Labrador is committed to supporting important social programs, strong communities and the health and well-being of our children, families and seniors.

Quick Facts. 3 - 5. Bulleted, single-spaced. First fact is a summary statement of the announcement. Others can reinforce key points of the release, provide supplemental information not contained in the release, and/or be applicable proof points.

QUICK FACTS

- The Provincial Government is cost-sharing an investment of \$370,000 to provide a Potable Water Dispensing Unit to the Town of Wabana.
- The cost-share ratio for this project is 90 provincial and 10 municipal.
- \$50 million has been invested in 72 water projects since 2008, including the ongoing deployment of 14 potable water dispensing units.
- In 2012, the Potable Water Dispensing Unit Program was awarded Project of the Year by the Atlantic Canada Water and Wastewater Association, recognizing the work of Municipal Affairs Team and partners from the Department of Environment and Conservation and CBCL Ltd. Engineering Consultants.

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Media contacts:

James Doe
Director of Communications
Department of Municipal Affairs
709-729-0000, 725-1111
jamesdoe@gov.nl.ca

Jane Doe
Constituency Assistant to David Brazil
MHA for Conception Bay East-Bell Island
709-729-1234
janedoe@gov.nl.ca

Format for news releases that are exceptions to the new format, media advisories, public advisories, etc.

- **Upper left:** Place the department(s) name and date at the top left corner
- **Proper spacing:** Place a single space above and below the headline, two spaces between each paragraph, and so on.
- **Headline:** Centre and bold the headline. Capitalize all words except for small propositions (in, into, etc.)
- **Body font:** Body font is Franklin Gothic in 12 point (FrnkGothITCBkBT)
- **End of release:** Signal the end of the release with – 30 – . Place a space before and after the “30”. This is centered.
- **Media contacts:** Place media contacts in a table. Do not use borders.

Here is the example:

Advanced Education and Skills
September 25, 2013

Media Advisory: Minister to Launch Population Growth Strategy Community Workshop Consultations

The Honourable Jane Doe, Minister of Advanced Education and Skills, will be in Corner Brook tomorrow (Thursday, September 26) to announce a series of community consultation sessions and a discussion paper as part of the Provincial Government’s Population Growth Strategy. The event will take place at 10:30 a.m. in the Arts and Science Extension Atrium, Grenfell Campus, Memorial University of Newfoundland.

Media representatives are encouraged to attend a technical briefing in the adjacent boardroom, AS-2036, at 10:00 a.m. prior to the announcement.

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Media contact:
John Doe
Director of Communications
Department of Advanced Education and Skills
709-729-0000, 728-0000
johndoe@gov.nl.ca

Capitalization

These capitalization rules apply to all Provincial Government publications. This includes news releases, annual reports, strategic plans, consultation plans, and any other forms of published communication.

Important CP style points:

- **Capitalize all proper nouns/names, trade names, government departments and agencies of government, names of associations, companies, clubs, religions, languages, nations, races, places, and addresses.** The House of Assembly. The Premier. Newfoundland and Labrador. First Nations. Catholicism. The French language.
- **Do not capitalize:**
 - Geographical indicators functioning as adjectives (western Newfoundland, eastern Canada);
 - Words such as region, area, or city unless part of a formal name (Corner Brook-Humber Valley region, Labrador City);
 - Other common words that stand alone (department, federal, communications, oceans).

CP style exceptions:

- **Write headlines in title case / capitalize.** Nouns, pronouns, verbs, adjectives, adverbs, and first and last words are always capitalized. Prepositions, articles and conjunctions are lower cased (Smoking Banned in Restaurants, New Search and Rescue Facility in the Works, Wage Rates Pivotal in Postal-Bill Debate).
- Capitalize:
 - All government department and agency names, provincial and federal (Department of Transportation and Works, Atlantic Canada Opportunities Agency, Department of Fisheries and Oceans);
 - The *Provincial Government*; and the *Federal Government*
 - All professional titles (Chief Information Officer, Assistant Secretary to Cabinet, Communications Specialist);
 - The *Prime Minister* and *Premier* when they stand alone

Spelling

Important CP style points:

- **Use Canadian spelling.** The list of proper Canadian spellings is exhaustive. When in doubt, do a little research. Generally:
 - Spell words like *honourable*, *labour*, *colour* and *neighbour* with an *our*; however, spell *honorary* and *laborious* without it;
 - Spell *traveller* with two *l*s;
 - Spell *centre*, *metre*, and *kilometre* with an *re*, except where the American version occurs in a proper name (The Kennedy Space Center).
- **Spell out numbers below 10.** Write one to nine as such (do not spell out decimals – write 7.4, 9.2, etc.).
- **Spell out any number that begins a sentence.** Write *Five hundred guests attended the event to witness more than 20 performances over three days.*
- **Place commas within numbers 1,000 and higher.** Write *2,500*, *250,000*, or *3,000,000*.
- **Spell per cent as two words.** Do not write *percent* and do not use the % symbol (unless expressing percentages in a table).
- **Do not suffix dates.** Write *January 23*, not *January 23rd*. Suffixes are acceptable when enumerating (Write *25th Annual Farmer's Festival*).
- **Express a fiscal year in the format 2011-12.**
- **Express monetary figures as follows:**
 - All are written out fully when beginning a sentence (Thirty thousand dollars will be granted to the association.);
 - Otherwise, simply place the dollar sign before the figure (Write *\$30,000*. Do not write *dollars* after the figure.);
 - When expressing figures in the millions and higher, write *\$10 million*, *\$2.4 billion*, etc.

Use of Abbreviations and Acronyms

- **For the most part, do not abbreviate.** Write *January 31*, not *Jan. 31st*; however, write *Dr. John Smith*, not *Doctor John Smith*.
- **Avoid the use of acronyms.** Use them to avoid cumbersome repetition only. Some guidelines:
 - Clearly spell out the subject of the acronym on first reference, followed by the acronym in parenthesis. Write the *Atlantic Canada Opportunities Agency (ACOA)*. The acronym *ACOA* may then be used as a less cumbersome substitute for the remainder of the piece;
 - If the subject of an acronym does not reappear in the piece, do not follow the subject with its acronym in parenthesis.
 - It is generally acceptable to use acronyms that are familiar to ordinary readers, such as *VOCM*, *CBC*, or *NATO*.
 - Especially avoid the use of acronyms in quotations.

Some important CP style points:

- Omit periods unless an acronym is geographical, as in *B.C.*
- Always use an acronym for *Member of the House of Assembly*. Write *MHA*.

CP style exceptions:

- Unless written in a headline, do not use an acronym for *Newfoundland and Labrador*. Spell it out.
- Do not use an ampersand in place of the word and in the body of a news release, unless the ampersand is part of a proper name. Write *Research & Development Corporation*, but do not write *Newfoundland & Labrador*.

Professional and Courtesy Titles

- **Use professional titles for the Premier and Ministers correctly.** Some guidelines:
 - Begin first references to the Premier and Ministers with the Honourable, followed by names and then appropriate professional titles. Write the Honourable Jane Smith, Premier of Newfoundland and Labrador; or, the Honourable John Doe, Minister of Fisheries and Aquaculture.
 - For all references to the Premier or Ministers thereafter, simply use the professional title followed by the surname. Write Premier Smith; or, Minister Doe.

First Reference

The Honourable Jane Smith, Premier of Newfoundland and Labrador, announced Tuesday...

Second Reference

"It is a sound investment for the future of this province's health care system," said Premier Smith.

- **Use courtesy titles only when appropriate.** CP style omits the use of common courtesy titles such as Mr., Mrs., and Ms.; however, Provincial Government communications materials do not.
 - For anyone referenced who is not a Minister or the Premier, begin the first reference with names followed by the professional title. Write John Doe, Executive Director of The Universe Inc.
 - Upon second reference, simply the courtesy title and the surname will do. Write Mr. Doe.

First Reference
John Doe, Executive Director of The Universe Inc., spoke in favour of the decision.

Second Reference
Mr. Doe believes this is an issue that affects all Newfoundlanders and Labradorians

- **Place ministerial titles in the correct order.** If a Minister is being quoted on an issue whose district is involved, but whose department is uninvolved, present both her professional titles as follows: *The Honourable Jane Doe, Minister of Child, Youth and Family Services and MHA of Trinity-Bay de Verde.*

Italics

- **Italicize proper names of all Provincial Government acts.** Write the *Environmental Protection Act*.
- **Italicize the titles of major works, as well as umbrella frameworks and strategies.** Do not italicize the names of sub-programs or initiatives. Italicize the *Provincial Healthy Aging Policy Framework*, but do not italicize any of its sub-programs, such as the Age-Friendly Newfoundland and Labrador Grants Program.

News Releases, Media Advisories and Ministerial Statements

News Releases

After Hours Releases

Only under special circumstances will a news release be issued after hours, on a weekend or on a statutory holiday. Send the request to the Premier's Office and the Communications Branch.

MHA Quotes

You should request an MHA quote from his/her CA. Feel free to suggest changes to the quote if you think it could be improved.

It is also acceptable for the departmental Communications Director to draft a suggested quote for the MHA and provide to the CA for approval.

When a Minister is making a departmental announcement in his/her district

If your Minister is making a departmental announcement in his/her district, the release should only use his/her ministerial title. The media contact should include the departmental Communications Director – not the Minister's EA/CA.

The Communications Director should not be the contact on any advisories or news releases that are for the Minister in their capacity as MHA.

When an MHA who is also a Minister is quoted

Use the ministerial title first, followed by MHA title. For example, the Honourable John Smith, Minister of Finance and MHA for Humber East.

Style for news releases for government agencies and corporations (RDC, NL Housing, MMSB, Labour Relations Agency, The Rooms and WHSCC)

- All releases start with: *The following is being distributed at the request of ***.* This statement will appear between the date and the title. It should be left justified and in italics.
- The Minister will be quoted first and the attribution will only reference the Minister's responsibility, not the name of the department. For example, the Honourable John Smith, Minister Responsible for the Multi-Materials Stewardship Board.
- The release will conclude with a boilerplate about the agency or corporation.
- The boilerplate for budget will remain where relevant.

Exceptions:

- If the release is related to legislative changes or a policy statement government is making, do not include "The following is being distributed at the request of" statement. Check with the Communications Branch if unsure.

Use of acronyms

Use acronyms sparingly throughout your release and try to avoid them altogether within a quote.

When to issue a public advisory

A public advisory is issued to relay information regarding non-announcement types of events, i.e. change to office hours, ferry schedules, highway/road closures, etc. which are unexpected or unplanned. Public advisories may also be used to alert the public to potential hazards or risks, i.e. bear sightings.

Federal/Provincial Releases

For federal/provincial news releases, forward the draft release to the Premier’s Office and seek approval for the provincial Minister’s quote. This has to happen 10 working days in advance of the intended release date. Do not engage News Releases at this time. Send the draft directly to the Premier’s Office and copy the Communications Branch only. Once the quote is approved, format it in Provincial Government style and send it through the regular approval channels.

Minister’s quote in external release

If you have been asked to provide a ministerial quote in an external release, you must provide the release and your draft quote to the Premier’s Office for review and approval 10 working days in advance. Do this by emailing the Premier’s Office and copying the Communications Branch. Do not include News Releases in your e-mail.

Premier’s quote in a release

If a release (external or internal) includes a quote from the Premier, you must provide the draft release and quote to the Premier’s Office for review and approval 10 working days in advance. Do this by emailing the Premier’s Office and copying the Communications Branch. Do not include News Release in your e-mail.

Budget

When referencing the budget in a news release, spell out the entire budget name. For example:

- Budget 2012 - People and Prosperity: Responsible Investments for a Secure Future

There will be circumstances when the Communications Branch will request that you use the shorthand form, Budget 2012 - People and Prosperity.

Deadlines for releases

Releases must be submitted to the Communications Branch no later than 2:00 p.m. the day before they are scheduled.

Backgrounders

As the name implies, a backgrounder provides additional background information not found in a news release.

When to use a backgrounder

It is appropriate to use a backgrounder if announcing an extensive list of funding projects, scholarship winners, or strategy action items.

A backgrounder may also be used if you are communicating a complex issue, in which case it may be helpful to move some of the more detailed information from the body of the release into a backgrounder. That way, the media will still have access to the important details, yet the release will remain streamlined and focused on key messages and important quotes.

How to format a backgrounder

Backgrounder as part of a news release

- If a backgrounder is part of a news release, it follows the media contact(s) section.
- “**BACKGROUNDER**” is all caps, bold, centered.
- Directly following is the title of the news release. The title of a backgrounder does not necessarily have to contain a verb.
- Example below:

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Media contact:
Jane Smith
Director of Communications
ABC Department
Phone, Cell
E-mail

BACKGROUNDER
2011 Municipal Capital Works for Northeast Avalon

The following communities will receive 2011 Municipal Capital Works funding for various infrastructure improvement projects.

Municipality	Project Description	Provincial Funding Amount
.....	\$\$\$

Backgrounder as part of a press kit

- When a backgrounder is part of a press kit, it should stand alone. That is, it should have the date and department names(s) in the upper left hand corner and contain a title. It is to be printed on backgrounder stationery.
- Example below:

Use "BACKGROUNDER" stationery.

ABC Department
October 25, 2011

2011 Municipal Capital Works for Northeast Avalon

The following communities will receive 2011 Municipal Capital Works funding for various infrastructure improvement projects.

Municipality	Project Description	Provincial Funding Amount
.....	\$\$\$

Media Advisories

Timing

- While there may be times when this guideline will not apply, the general rule is to issue a media advisory the day before if your event is scheduled before noon and same day if your event is taking place from 12:00 p.m. onward.

If your event is in a remote area you may wish to check with the Communications Branch to see if your advisory can be sent further in advance – this is in order to allow media sufficient time to travel to the event.

After hours advisories

Only under special circumstances will a media advisory be issued after hours, on a weekend or a statutory holiday. Send a request to the Premier's Office and the Communications Branch. In lieu of an advisory, you can do a media call around.

A media availability does not have to take place in front of the House of Assembly – it can be arranged to take place anywhere.

When your Minister is representing another Minister

If your Minister is representing another Minister at an event, you do not need to state that in your advisory. In the example below, the IGA Minister has been asked to speak at a planning conference because the Minister of Municipal Affairs was not able to attend.

Executive Council
July 8, 2011

Media Advisory: Minister to Address Planners Conference

The Honourable Name, Minister for Intergovernmental Affairs and Minister Responsible for the Volunteer and Non-Profit Sector, will address the Canadian Institute of Planners / Atlantic Planners Institute Annual Conference on Tuesday, July 12, at 9:00 a.m. at the Delta Hotel and Conference Centre in St. John's.

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Media contact:
Name
Communications Specialist
Intergovernmental Affairs Secretariat
Voluntary and Non-Profit Secretariat
local and cell number
e-mail

Exception

The exception to this rule is a funding announcement. If your Minister is making a departmental funding announcement on behalf of another Minister, the advisory should be clear on this. In the example below, the Minister of Finance made a funding announcement on behalf of the Minister of Human Resources, Labour and Employment. The advisory appeared as:

Human Resources, Labour and Employment
August 26, 2011

Media Advisory: Minister to Announce Affordable Housing Investments for Corner Brook

The Honourable Name, Minister of Finance and President of Treasury Board, on behalf of the Honourable Name, Minister Responsible for Newfoundland and Labrador Housing Corporation, will announce an investment in affordable housing on Monday, August 29 at 10:00 a.m.

The event will take place at the Newfoundland and Labrador Housing Corporation regional office, located in the Joe Mullins Building, 34 Boone's Road, Corner Brook.

-30-

Media contacts:

Name	Name
Director of Communications	Manager, Communications
Department of Human Resources, Labour and Employment	Newfoundland and Labrador Housing Corporation
local, cell	local, cell
e-mail	e-mail

In addition to funding announcements, there may be other exceptions. Situations will be assessed as they arise.

When Parliamentary Secretary is representing their Minister

We do not issue advisories for MHAs so make sure you differentiate between situations where the Parliamentary Secretary is attending on behalf of your Minister (advisory) and when the Parliamentary Secretary is attending in their capacity as MHA (no advisory). If your Minister's Parliamentary Secretary is attending an event on your Minister's behalf, here is how the advisory should look:

Health and Community Services
May 27, 2011

Media Advisory: Parliamentary Secretary to Attend Graduation Ceremony

Name, Parliamentary Secretary to the Honourable Name, Minister of Health and Community Services, will address the graduates of the Centre for Nursing Studies' Bachelor of Nursing Program. The graduation and awards ceremony will take place today (Friday, May 27) at 1:45 p.m. at the Donald F. Cook Recital Hall, School of Music, Memorial University, St. John's.

- 30 -

Media contact:
Name
Director of Communications
Department of Health and Community Services
local and cell numbers
e-mail

Minister plus Minister in MHA Capacity

If your Minister is making an announcement and will be joined by the area MHA who is also a Cabinet Minister, the media advisory is issued from the announcing department only. See example below which outlines a Municipal Affairs announcement that took place in another Cabinet Minister's district.

Municipal Affairs
June 15, 2012

Media Advisory: Ministers to Announce Funding in Burin

The Honourable Kevin O'Brien, Minister of Municipal Affairs, along with the Honourable Clyde Jackman, Minister of Education and MHA for Burin - Placentia West, will announce Municipal Capital Works funding in Burin. The event will take place at 2:30 p.m. today (Friday, June 15) at the Town Hall, Burin.

- 30 -

Media contacts:
John Doe
Director of Communications
Department of Municipal Affairs
Local, cell
E-mail

If an MHA is representing the Minister

We do not issue an advisory if an MHA is representing a Minister. We only do this if the MHA is the Minister's Parliamentary Secretary.

When a Minister is representing the Premier

When issuing an advisory for an event in which your Minister has been asked to represent the Premier, it is not necessary to state this. Simply prepare the advisory as if it was intended for your Minister.

Media contacts

If you are planning an event with many participants, it is not always necessary for you to list all parties in the media advisory. For example, the Department of Fisheries and Aquaculture made a funding announcement in St. Alban's and the Minister was joined by the Premier, the area MHA, two mayors and the president of the industry association.

The media advisory appeared as below.

Executive Council
Fisheries and Aquaculture
July 14, 2011

**Media Advisory: Premier to Open New Aquaculture Wharves
at Hermitage-Sandyville and Pool's Cove**

The Honourable Name, Premier of Newfoundland and Labrador, will open new aquaculture wharves tomorrow (Friday, July 15) in Hermitage-Sandyville and Pool's Cove. Joining the Premier will be the Honourable Name, Minister of Fisheries and Aquaculture; Name, MHA for Fortune Bay - Cape La Hune; Name, President of the Newfoundland Aquaculture Industry Association; Name, Mayor of Hermitage-Sandyville; and Melvin Morgan, Mayor of Pool's Cove.

The opening of the Hermitage-Sandyville wharf will take place at 9:45 a.m. at the new aquaculture inflow wharf. The opening of the Pool's Cove wharf will take place at 11:45 a.m. at the new aquaculture inflow wharf.

- 30 -

Media contacts:

Name
Director of Communications
Office of the Premier
local
e-mail

Name
Press Secretary
Office of the Premier
local, cell
e-mail

Name
Director of Communications
Department of Fisheries and Aquaculture
local, cell
e-mail

Order of Media Contacts

The order for media contacts corresponds to the order in which the quotes appear in the release.

Media contacts: more than one Minister speaking at the same event

If more than one Minister is speaking at an event, then the media advisory will be issued from all involved departments and contain contact information for all departmental Communications Directors. Note that this is not the practice if a Minister is simply joining another Minister in

attendance or participating in an event in their MHA capacity.

The example below illustrates this guideline.

Advisories are not issued until the release is reviewed

Media advisories will not be approved until the associated news release has been reviewed. This is in case the review of the release uncovers any potential issues that may impact the announcement itself. Please try to submit the advisory and release closely together, or the release first.

NLIS
Municipal Affairs
Finance
Transportation and Works
November 3, 2011

Media Advisory: Ministers to Participate in Municipalities Newfoundland and Labrador Convention

Three Cabinet ministers will participate in the 61st annual Municipalities Newfoundland and Labrador Convention and Trade Show that begins today (Thursday, November 3) in Corner Brook. The convention concludes Saturday, November 5 with all events taking place at the Pepsi Studio.

The Honourable Jim Jones, Minister of Transportation and Works, will participate in the Tidy Towns Awards ceremony and luncheon today (Thursday, November 3) at 12:15 p.m.

The Honourable Dave Dunne, Minister of Finance and President of Treasury Board, will provide remarks during the convention opening ceremonies tonight (Thursday, November 3) at 6:30 p.m.

The Honourable John Smith, Minister of Municipal Affairs, will be the keynote speaker and present long service awards at the appreciation banquet Saturday, November 5 at 6:30 p.m.

- 30 -

Media contacts:

John Doe
Director of Communications
Department of Municipal Affairs
Local, cell
E-mail

Jim Doe
Press Secretary
Department of Transportation
and Works
Local, cell
E-mail

Sam Smith
Director of Communications
Department of Finance
Local, cell
E-mail

Ministerial Statements

Topics and recommended dates for Ministerial Statements should be provided by Directors of Communications/designates to the Office of the Premier (Director of Communications, Press Secretary and Special Assistant, Communications), and copied to the Communications Branch (Associate Secretary to Cabinet-Communications, Director of Strategic Communications and Director of Communications and Consultation).

The day a Ministerial Statement is being read, the Press Secretary in the Office of the Premier works with the Government House Leader and contacts appropriate departments to confirm Ministerial Statements and indicate the order in which they will be read.

Ministerial Statements should be concise. They should be no more than 400 words and in 12 pt type single-spaced and double-sided, if necessary, for distribution.

Note – News releases should also be done for statements deemed to be significant. While statements alone are sufficient for news media in the Press Gallery and in the St. John's area generally, they are not sufficient for rural media where weekly newspaper newsrooms do not have resources to dedicate to creating a news story from a statement. To help ensure that a significant statement is covered by all media, news releases should be done.

Members of the House of Assembly speak directly to the Speaker of the House. Therefore, the statement is addressed to Mr. Speaker.

The distribution of ministerial statements is a structured approach. This approach must be followed precisely.

At least two full working days prior to the date of delivery in House, provide to:

- Communications Branch – Associate Secretary to Cabinet (Communications), Director of Strategic Communications and Director of Communications and Consultation and Manager of Information Services. Statements will be reviewed primarily for formatting, typos, but also for content. When necessary, the sender will make revisions and resubmit to the same individuals.
- Upon direction from the Communications Branch, departments will send statements to the Office of the Premier (Chief of Staff, Deputy Chief of Staff, Director of Communications, Press Secretary and Special Assistant, Communications), and to Executive Council (Clerk of Executive Council, Deputy Clerk of Executive Council, Associate Secretary to Cabinet-Communications, Director of Strategic Communications, Director of Communications and Consultation and Manager of Information Services).

When a statement has been given **final** approval (by Director of Communications, Office of the Premier), provide the statement to Legislative Assistant to the Government House Leader

On the date of delivery – when it is confirmed a statement will be read that day send to:

- Communications Branch, via e-mail to news@gov.nl.ca, for distribution over news wire and on Internet.
- This should be done in the morning of the date of delivery if at all possible. A headline must be provided for each statement (some statements are posted to Government's home page; we need headlines for that).
- E-mail to the Speaker, for information purposes.

Approximately half an hour prior to the opening of House of Assembly, **hand deliver** (Monday, Tuesday and Thursday at 1 p.m.; Wednesday at 1:30 p.m.) to the following:

- Office of the Clerk of the House of Assembly – 25 copies
- One copy to Office of the Leader of the Opposition, and one copy to Office of the Opposition Critic [*The Legislative Assistant to the GHL will deliver these.*]
- One copy to Office of the Leader of the NDP [*The Legislative Assistant will deliver.*]
- One copy to Office of the Independent Member (if any)

The Clerk’s office is located on the main floor of the House of Assembly. The offices of the Opposition and other political parties are located on the 3rd floor of the Confederations Building’s East Block.

As Minister reads statement, deliver 10 copies to Press Gallery room. **DO NOT** distribute to media until Minister begins to read statement.

Graphic Standards and Advertising Templates

Graphic Standards

As the provincial brand signature is a trademarked logo, it must always be used in accordance with the graphic standards. The graphic standards outline the proper usage of the brand signature in regards to colour, font style, size, placement, etc. The complete graphic standards are summarized in the Graphic Standards Manual which can be obtained

by contacting the Communications Branch by emailing creative@gov.nl.ca. or on PSN at www.intranet.gov.nl.ca/brand/NLGSM.pdf. Advertising templates for Message from the Premier, Message from the Minister, Request for Proposals, Proclamation and Public Advisory are included in the Appendices on page 24 of this Communications Reference Manual.



The Brand Signature - Overview

The Brand Signature consists of two elements: the unique lettering of the words 'Newfoundland' and 'Labrador', and the integrated stylized Pitcher Plant graphic flower. The relationship between the two elements is fixed and must never be altered. Reproduction in colour on a white background is

always preferred wherever possible (see page 10 onwards for Pantone®, four-colour process, one and two-colour, ANPACOLOR, and RGB reproduction specifications).

Publications will determine which version of the Brand Signature to apply.



Use on white paper stock for stationery, printed items, promotional items, and light coloured vehicles.



Use when printing on an approved dark coloured background.



Use for black and white newspaper advertising, fax cover sheets, and other media where colour cannot be achieved but 30% and 70% tints can be reproduced.



Use when screens and tints cannot be reproduced properly.



Protection Area

The Brand Signature should be reproduced with as much surrounding clear space as possible without looking unnatural or isolated. Allow a minimum space around all the elements equal to the height of the letter 'L' in Labrador. Visually, this means there will always appear to be more clear space above the entire Brand Signature, adding impact to its presentation.



Department Logos

When the Brand Signature is accompanied with department names the following design standards must be followed. Please ensure that it is always enlarged or reduced proportionally. All department logos are available on CD and can always be obtained from the Brand Division.



Brand Signature with Canada

Use when the Brand Signature is being used outside Canada.



Advertising Templates

It is important that all Provincial Government advertising is consistent with the graphic standards and brand identity. Standardized templates have been developed to ensure consistent size and style for the most common types of advertising placed by government including:

- Message from the Premier
- Message from the Minister

- Request for Proposals
- Proclamations
- Public Advisories

The templates outline the use of standard headers, headline and body text limits, sizing requirements and placement of key components. The detailed templates are included in the Appendices on page 25 of this Communications Reference Manual.

Standard header for message ads

Message from the Minister

Standardized photos for Ministers



Help us celebrate the environment

Headline text limits

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Text limits for various ad sizes

Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius.

Signature

Minister signature on ads

The Honourable (Minister's Name)
Minister
Department of Environment
and Conservation

Publications outside province to use generic Government logo and department name separately



Publications inside province to use department logo

Web address

www.gov.nl.ca/env

The Approval Process

Consultation Plans

Once approved by your Deputy Minister and Minister, consultation plans must be forwarded to the Office of Public Engagement for review and messaging. Plans are then submitted to the Communications Branch and your department's Cabinet Officer concurrently. Once approved by the Branch and Cabinet Secretariat, the Branch will forward the plan to the Premier's Office for approval. The approval process must begin at least two weeks in advance of the intended start date.

News Releases and Advisories

Once your release has been approved by your Deputy Minister and Minister, it should be emailed to News Releases and the Communications Branch. Copy and paste the release into the body of the email and attach the word document. If this is a joint release, be sure to copy the other Communication Director(s).

The Communications Branch will work with you on any changes. It is important to remember that if substantial changes (anything impacting the overall message of the release) are made to the version already approved by your Deputy Minister/Minister, the revised version also has to have the Deputy Minister and ministerial approval. Once satisfactory, it will be forwarded to the Premier's Office for final approval. This is another reason why it is imperative to have releases over for approval as early as possible.

- Be available to answer any questions the Premier's Office may have.
- If changes are required by the Premier's Office, it is critical that you work from the version that was sent to the Premier's Office.
- If you do not see your release being approved, follow up.

Promotional Campaigns

When considering issuing an RFP or RFQ for a promotional campaign or marketing materials, first contact the Communications Branch by emailing creative@gov.nl.ca. The Branch may be able to fulfill your requirements through its resources alleviating the need to hire a consultant/agency. If it is determined that the best course of action is to issue an RFP, the Branch will be involved throughout the process from finalizing the terms of reference, evaluating proposals and developing the strategy, creative and media plan.

Promotional campaigns must be approved by the Premier's Office and Communications Branch before final decisions are made on strategy and concepts.

Once the general direction/strategy/concept has been approved, the materials generated (i.e., print ads, radio spots, video, etc.) must also be approved by the Premier's Office and Communications Branch before release to market.

All promotional materials – from a homepage button to a full blown marketing campaign – must be approved by the Communications Branch. The Marketing Communications approval process on the following page must be followed.

Marketing Communications Approval Process

To ensure a consistent and strong brand identity for the Government of Newfoundland and Labrador, the following outlines the approval process and applicable materials that must be vetted through the Communications Branch.

Advertising

- Print
 - Newspaper
 - Magazines, Journals
 - Event Guides
 - Directories
- Broadcast (TV or radio)
- Digital (paid) - display ads on websites, mobile ads, social media ads
- Outdoor - Billboards or Transit

Online presence (outside of advertising)

- Websites
- Social media

Exhibitions/tradeshows & special events

- Pop up banners/signage
- Booth/exhibit design
- Reception invitations

Collateral

- Brochures
- Posters
- Books / booklets / guides / CD design / Cards etc.
- Certificates

Public Documents

- Strategy documents for department initiatives, eg. Long-term Care Strategy
- Discussion documents associated with consultations

Promotional Items

- SWAG/promo items for internal and external use

Reminder:

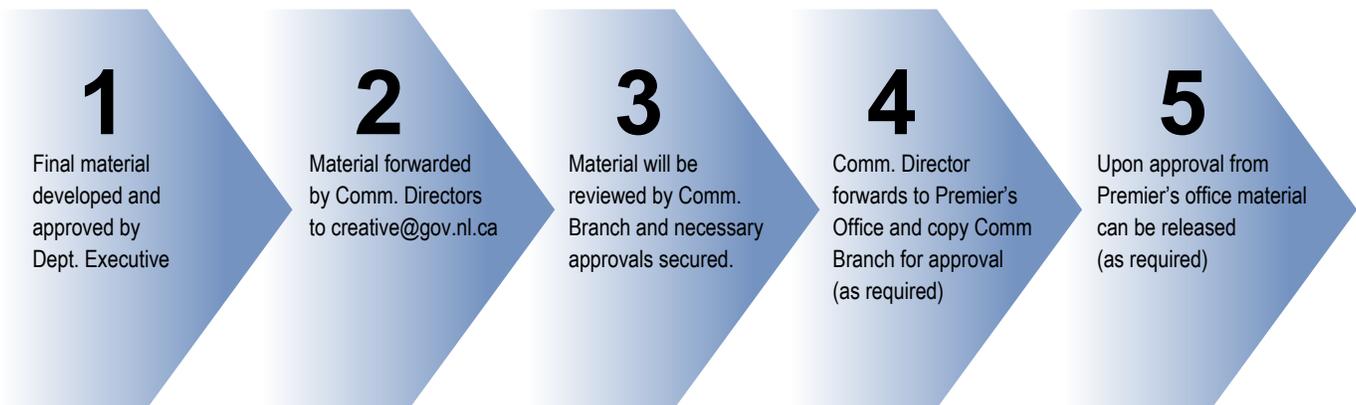
- All Requests for Proposals (RFPs) for advertising and marketing services must be reviewed by the Communications Branch before being issued.
- Materials based on templates (i.e. signage, stationery, Powerpoint) outlined in the graphic standards manual, can be approved through your departmental brand steward. Any templates designed in your department must be approved by your brand steward or the Communications Branch.

Summary

There will be a single point of contact within the Communications Branch for the approval process.
creative@gov.nl.ca

- Communication Directors should send all material to this email account.
- Once the request/materials have been received, the necessary approval process will take place within the Branch and a response with an approval or further recommendations will be provided.
- It is essential that Communications Directors get prior approval from their Department Executive before sending the material to the Communications Branch.
- Please allow a minimum of one week for approval of creative concept, and for content approval on terms of reference.

The process should follow this track:



Request for Proposals (RFPs) for Marketing and/or Communications Services

As per the established process, to obtain approval for an RFP for marketing and/or communications products and services, departments must submit a decision/direction note, signed by the Minister, to the Deputy Clerk, Cabinet Secretariat.

- Departmental Communications Directors do not have to send these notes to the Branch; this will be facilitated by Cabinet Secretariat.
- Exceptions to the process would include where, under Consultant's Guidelines, a submission to Treasury Board or Cabinet is required to get approval to proceed; or the communications/marketing activity is part of a larger RFP.
- Departments must also engage the Communications Branch by emailing creative@gov.nl.ca when an RFP to contract an external agency for communications and/or marketing materials is being prepared.
- The Communications Branch must be engaged when the RFP is still in the draft stage.
- The Communications Branch must continue to be engaged throughout the selection process, including direct engagement with the evaluation committee and follow through with the selected agency/supplier on strategy and creative concepts.
- The Branch is available for consultation.

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Ad Template Samples

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Message from the Minister



Labour Day Message

Labour Day is the time we recognize the tireless efforts of workers in Newfoundland and Labrador and abroad, celebrate their contributions and successes, and focus on continued economic benefits and employment relations stability in our province.

As the Minister Responsible for Labour Relations, I want to ensure that our workforce continues to promote strong

employer-employee relations within a positive working environment. In the globally competitive framework in which our workforce operates, it is important we continue to emphasize that Newfoundland and Labrador is a great place to invest and do business with a workforce that is renowned for its skill and commitment.

I extend my appreciation to all the hard working people of our province, and I wish everyone a safe and enjoyable holiday.

Signature

The Honourable (Minister's Name)
Minister



Environment and Conservation

www.gov.nl.ca

Message from the Minister
Newspaper B/W

Photo
1.8' x 2.25'

Approved Sizes*
5.4' x 10.7'
5 col x 150 lines
1/4 page
150 words

5.4' x 9.25'
5 col x 130 lines
1/5 page
120 words

5.4' x 7.125'
5 col x 100 lines
1/6 page
100 words

*Other ad sizes need to be approved through the Communications Branch.

Message from the Minister

Labour Day Message

Labour Day is the time we recognize the tireless efforts of workers in Newfoundland and Labrador and abroad, celebrate their contributions and successes, and focus on continued economic benefits and employment relations stability in our province.

As the Minister Responsible for Labour Relations, I want to ensure that our workforce continues to promote strong employer-employee relations within a positive working environment. I wish everyone a safe and enjoyable holiday.

Signature

The Honourable (Minister's Name)
Minister



www.gov.nl.ca

Environment and Conservation

**Message from
the Minister**
Newspaper B/W

Without Photo

Suggested Sizes

4.3' x 6'
4 col x 85 lines
1/8 page
75 words

*Other ad sizes need to
be approved through the
Communications Branch.

Message from the Minister

Message from the Minister
Magazine Full Colour

Photo
1.8' x 2.25'

Approved Sizes*

8.5' x 11.00'
Full Page
200 words

5.5' x 8.5'
5 col x 100 lines
Full Page digest size
100 words

*Other ad sizes need to be approved through the Communications Branch.



Help us celebrate the environment

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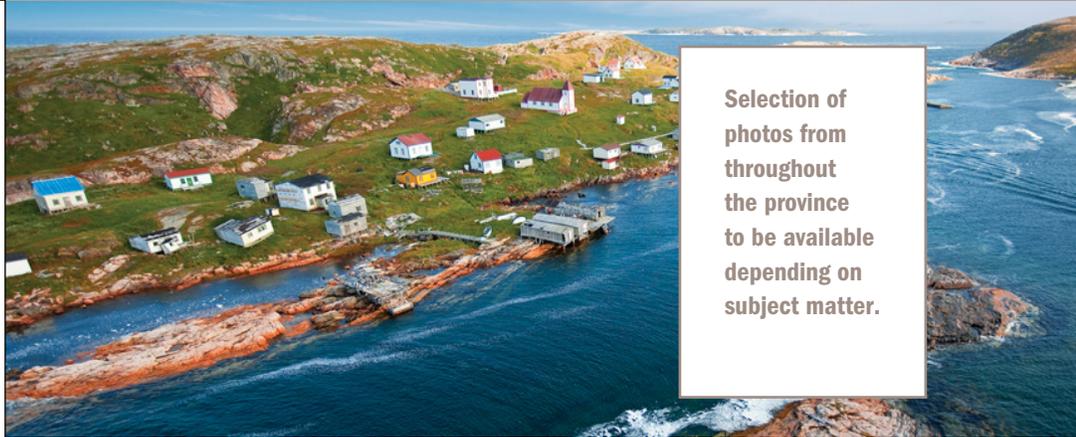
Signature

The Honourable (Minister's Name)
Minister
Department of Environment
and Conservation



Environment and Conservation

Message from the Premier



Selection of photos from throughout the province to be available depending on subject matter.

Battle Harbour, Southeastern Labrador

Help us celebrate the environment

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Signature

The Honourable (Premier's Name)
Premier



Message from the Premier



Battle Harbour, Southeastern Labrador

Celebrating the Environment

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Signature

The Honourable (Premier's Name)
Premier

www.gov.nl.ca


**Newfoundland
Labrador**

International Women's Day March 8, 2012



This year marks the 101st anniversary of International Women's Day. Joined by representatives of groups committed to advancing the status of women in our province, the Honourable (Premier's Name), Premier of Newfoundland and Labrador, and the Honourable (Minister's Name), Minister Responsible for the Status of Women, proclaimed March 8th as International Women's Day across Newfoundland and Labrador.

www.gov.nl.ca



Proclamation Ad
Newspaper B/W

Approved Sizes

7.6' x 7.125'
7 col x 100 lines
1/4 page
60 words

11.00' x 10.7'
10 col x 150 lines
1/2 page
100 words

*Other ad sizes need to be approved through the Communications Branch.

Request for Proposals

Recruitment Campaign for Foster Parents

The Department of Child, Youth and Family Services requires the services of an accredited, full-service agency to develop a mass media awareness campaign aimed at the recruitment of foster parents throughout Newfoundland and Labrador. This contract would be for creative development, design and media purchase of the department's recruitment campaign. It does not include mass printing or distribution costs as these will be handled by the department.

A detailed Request for Proposals document is available from:

Department of Child, Youth and Family Services
95 Elizabeth Avenue
P.O. Box 8700
St. John's, NL A1B 4J6

t 709.729.7185
f 709.729.6382
e mabelanderson@gov.nl.ca

Proposal submission deadline:
12:00 p.m., Monday, September 10, 2012



Child, Youth and Family Services

www.gov.nl.ca

Request for Proposals

Newspaper B/W

Suggested Sizes

7.6' x 7.125'	11.00' x 10.7'
7 col x 100 lines	10 col x 150 lines
1/4 page	1/2 page
120 words	200 words

*Other ad sizes need to be approved through the Communications Branch.

Public Advisory

Department of Environment and Conservation

Effective May 1, 2012, five pesticide active ingredients are no longer permitted for use on lawns.

2,4-D | Mecoprop | Dicamba | MCPA | Carbaryl

These new regulations are important in our efforts to continue to reduce the unnecessary use of pesticides on lawns.

These regulations apply to everyone:

- Residential - homes, apartments and condos
- Commercial - businesses and cemeteries
- Government - ball fields, parks and office buildings
- Institutional - schools, hospitals, long-term care homes and recreation centres

For more information on pesticide use:

E-mail: **PesticidesControl@gov.nl.ca**

Call: **1-800-563-6181**

On-line: **www.gov.nl.ca/env/env_protection/pesticides**

Lawn care service providers can be found in the yellow pages, or on-line at **www.landscapenl.com** (or visit the website link above).



Public Advisory

Newspaper B/W

Suggested Sizes

5.4' x 10.7'

5 col x 150 lines

1/4 page

130 words

5.4' x 7.125'

5 col x 100 lines

1/6 page

100 words

4.3' x 6'

4 col x 85 lines

1/8 page

75 words

*Other ad sizes need to be approved through the Communications Branch.

Event Scenario Template

Event Name:

Location (and directions):

Date:

Start time:

Expected duration of event:

Background information:

Order of events:

***ensure this is a minute by minute running order**

Time Premier should arrive:

Indicate which door the Premier should use upon arrival:

Who will greet the Premier and direct her to prep area:

Number of people attending:

Podium/head table available:

Media attending:

Special guests invited:

Expected duration of Premier's speech:

If event is a dinner, is it sit down or buffet/finger food style?

Other relevant information:

Attachments:

Should include but not be limited to:

- If a number of speakers, attach a head table diagram indentifying where speakers will be situated
- Speaking notes
- QA
- Key messages
- Draft release
- Draft advisory
- Invitation list

Note: This can be adapted to a departmental event (not including the Premier).

