

From: (NHO-AC)
To: (ONT); (ONT)
Cc: (NHO-AC); (NHO-AC)
Subject: RE: Virtual Tour - Next Steps
Date: Friday, July 18, 2014 10:59:44 AM
Attachments: Corporate Comms Virtual Tour Scenario Note Script 2014 07 18.docx

OK,

Here is the latest draft!

There are now 9 rooms with a 360 shot. Some of the rooms, especially the Range and Corcan, will now be beefed-up with more than 4 “artifacts”

- * I have added Segregation to the tour as a single item within the range. We figured we’d put it in, and although it’s likely to be taken out, at least we tried!
- * Adding a parole hearing room became somewhat problematic. In the end, we won’t include it in the tour, but we WILL link to the PBC “virtual tour” of a hearing room in the intro text before people launch the CSC tour. That way, the public will know both are available (ps: Here is the PBC tour: <http://pbc-clcc.gc.ca/hearing/index-eng.shtml>)
- * In discussing the merge of other rooms (ie programs room/chapel) it became clear that we need to keep this tour as simple and straightforward as possible. We don’t want people confusing rooms, or their purpose. As such, we’ve left the programs room and chapel as stand-alone rooms, since they offer different messaging, and were selected in part to help tell CSC’s story with respect to offender rehabilitation.

Let me know if you have anything to add. CORCAN may also have a bit more content coming in the next couple of days.

Question: The new living units sound great. Do you recommend we use those for the tour, as opposed to the existing ones? Let me know your recommendation. We’re likely running this up to Commissioner for his buy-in next week. Fact-checking with sectors will proceed afterwards.

Thank you!

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