

## Message Event Proposal

<b>Date:</b> Friday February 27, 2015	<b>Media Market:</b> National
<b>Location:</b>  Option 1: Virtual (Statement only)  Option 2: Ottawa-area postsecondary campus (in-person event)	<b>Spokespeople:</b> English, French, and Multi-Cultural Media – Minister Blaney  <input type="checkbox"/> MP Package Developed    <input type="checkbox"/> MRO contacted

### EVENT

- The public premiere of *Beyond the Fence: A Virtual Tour of a Canadian Penitentiary / Au-delà des barrières – Une visite virtuelle d'un pénitencier canadien*.
- The Minister will launch the virtual tour using one of two options:
  - **Option A:** The release of a Ministerial statement inviting stakeholders and the public to view the virtual tour; or
  - **Option B:** A media event to take place at an Ottawa-area postsecondary institution.
- Option A is preferred, as it maintains the "virtual" theme of the tour – virtual launch, virtual roll-out, relying extensively on electronic and social media.
- If Option B is selected, the event would take place at an Ottawa-area postsecondary institution's Criminology/Police Services or other justice-system-related department, as well as IT students. It would feature the Minister's announcement and brief remarks, followed by a live demonstration of the virtual tour, and several computer stations where attendees could open and navigate the virtual tour themselves. The participation of students would engage their professional interest in learning about the operations of federal corrections, and leverage their generation's sophisticated use of social media to help promote the virtual tour. This process would help the public understand the relevance of the virtual tour.
- There is no funding allocated for this event.

### THEME OF THE EVENT

- Creating and Protecting Jobs and Opportunities
- Protecting Canadians
- Standing up for Canada
- Other
  - If Other checked, please briefly describe

### KEY MESSAGES

- CSC is launching an online Virtual Tour that provides Canadians with an opportunity to see inside a federal institution from any computer with Internet access.
- Viewers can tour a minimum, medium and maximum security cell and range, as well as various other areas of an institution including the chapel, workshop, programs room and health care centre.

### VISUAL

- Option A – N/A
- Option B – Backdrop would include a Canada flag, and a large screen with video looped image of the Virtual Tour. Podium signage TBD, likely Penitentiary Virtual Tour/Visite virtuelle d'un pénitencier.
- No photo available until final option is determined.

### REGIONAL CONSIDERATIONS

- The virtual tour is specifically designed to be representative/inclusive of all regions. With victims of crime living in all provinces, and with federal institutions in each region of Canada, it is expected that there will be significant interest and positive reception in all regions of Canada.

### SHADOW EVENTS

- N/A

**MEDIA**

**EXPECTED COVERAGE**

- Due to the nature of the virtual tour, it will be targeting primarily online and social media. Expecting pick-up on Twitter, Facebook. There may also be coverage on the websites of major national media (i.e. CBC, CTV, Global, Postmedia, Globe and Mail).

**NEWSWORTHY ANGLES**

- The interior of a federal penitentiary is something that most Canadians have never seen. Given the ongoing interest in federal corrections, and regular media requests to film/photograph inside institutions, there is a strong public appetite for this product.

**STAKEHOLDERS**

- If Option B is selected, the stakeholder group in attendance at the event would be university/college students in related fields (justice/criminology/police sciences). Their expected reaction would be a mixture of positive (appreciative of the opportunity to gain insight into federal corrections) and the potential for criticism of the living conditions in segregation.

**ANCILLARY TOUR EVENTS**

- CULTURAL GROUP MEETING
  - N/A
- LOCAL STAKEHOLDER MEETING
  - N/A

**DIGITAL CONTENT**

- [www.canada.ca](http://www.canada.ca) or [www.csc-scc.gc.ca](http://www.csc-scc.gc.ca) (still TBD which site will host the virtual tour)
- Proposed social media: Twitter (@CSC\_SCC\_en, @CSC\_SCC\_fr, hashtag #CSCtourSCC)
- Proposed rich media content: Sixty-second YouTube video (text and screen captured still images from the virtual tour)
- Identify the quantitative measures that will demonstrate success for the digital plan:
  - o Number of Tweets and re-Tweets
  - o Media coverage (tone, location, # of articles)
  - o Number of people who "take the Tour", monitoring website hits.

**PRODUCTS**

**COMMUNICATIONS PRODUCTS (check all that apply):**

**Option A:**

<input type="checkbox"/> Media Advisory	<input type="checkbox"/> Speech	<input checked="" type="checkbox"/> News Release	<input type="checkbox"/> Backgrounder(s)
<input type="checkbox"/> Q&A	<input type="checkbox"/> Talking Points	<input type="checkbox"/> Parliamentarians Kit	<input type="checkbox"/> Biographies
<input checked="" type="checkbox"/> Social Media	<input checked="" type="checkbox"/> Web Content	<input type="checkbox"/> Photo Release	<input type="checkbox"/> Props (describe)
<input type="checkbox"/> Live Stream	<input type="checkbox"/> Infographics	<input checked="" type="checkbox"/> Video(s)	<input type="checkbox"/> Story(ies)

**Option B:**

<input checked="" type="checkbox"/> Media Advisory	<input checked="" type="checkbox"/> Speech	<input checked="" type="checkbox"/> News Release	<input type="checkbox"/> Backgrounder(s)
<input checked="" type="checkbox"/> Q&A	<input checked="" type="checkbox"/> Talking Points	<input type="checkbox"/> Parliamentarians Kit	<input type="checkbox"/> Biographies
<input checked="" type="checkbox"/> Social Media	<input checked="" type="checkbox"/> Web Content	<input type="checkbox"/> Photo Release	<input checked="" type="checkbox"/> Props (laptop computers for attendees to try out the virtual tour)
<input type="checkbox"/> Live Stream	<input type="checkbox"/> Infographics	<input checked="" type="checkbox"/> Video(s)	<input type="checkbox"/> Story(ies)

## APPROVALS

### MEP APPROVED BY (In the Ministers Office):

- Communications: (insert name)
- Policy: (insert name) ----->  followed up with PMO policy (check yes or no)
- Issues: (insert name)
- Regional Affairs: (insert name) ----->  received travel permission from PMO Regional Affairs (check yes or no)
- Stakeholders: (insert name) ----->  followed up with PMO Stakeholders (check yes or no)

Date: