

## **KP MEDIA TOUR PROPOSAL**

### **PROPOSAL:**

The Correctional Service of Canada (CSC) proposes that an invitation be made to media to attend a tour of Kingston Penitentiary on Friday, October 11, 2013.

### **BACKGROUND:**

Kingston Penitentiary is a maximum-security facility located in Kingston, Ontario and is one of the oldest institutions in continuous use in the world. Built in 1835, Kingston Penitentiary predates Confederation. It has four units that can accommodate 421 inmates.

On April 19, 2012, the federal government announced the closure of Kingston Penitentiary, the Regional Treatment Centre in Ontario and Leclerc Institution in Quebec. These were aging facilities with infrastructure that does not lend itself well to the challenges of managing the institutional routines of today's complex and diverse offender population. The closures will result in an overall cost savings of approximately \$120 million dollars per year.

Kingston Penitentiary ceased operations as a federal correctional facility on September 30, 2013 and its decommissioning will be completed by 2015.

CSC has partnered with United Way – Kingston, Frontenac, Lennox and Addington, and is offering public tours of Kingston Penitentiary, Oct. 2-20, 2013. Tickets, which sold out quickly, were purchased for \$20 - all proceeds to the United Way.

### **PLAN FOR MEDIA TOUR:**

#### **Invitation:**

CSC will issue a national media advisory on Tuesday, October 8, 2013 via Marketwire to invite all interested media outlets, local and national, to attend Kingston Penitentiary for a guided tour(s) on Friday, October 11, 2013. Media will be asked to RSVP by Wednesday, October 9, 2013.

Also, United Way will send an email to those media that wrote directly to them, alerting them to the media advisory procedures. CSC would also include those media representatives who have already attended the public tours to date in the invitation.

Media will not be required to donate the \$20 dollar admission fee to the United Way.

#### **Tour Route & Timing:**

The structured tour route would not change from the existing and approved route currently being provided to members of the public (please see attached document for route and stops).

It is proposed to have a total of two to three media tours departing as early as 0730 hours since public tours already scheduled for this day begin at 0900 hours. The tour would last approximately an hour and a half.

Each tour would accommodate up to 30 people, which may include additional camera operators.

**Tour Guides:**

Tours will be guided by A/Regional Deputy Commissioner Mike Ryan, Former Warden of Kingston Penitentiary Jay Pyke, and the Correctional Service of Canada Museum Historian Dave St. Onge.

In addition, 2-3 media advisors will assist with the tours.

A dedicated French-language tour will be offered depending on the interest presented from French-language media.

**Tour content:**

The tours would be oriented around the historical and operational perspective of the penitentiary. They would also focus on CSC's partnership with the United Way, and the fundraising effort.

We propose that media would gather in the large V&C room at the beginning of their guided tours and be given a historical overview of Kingston Penitentiary. The media would also be advised, at this point, that the focus of the tour, as is offered to the public, is from a historical and operational perspective.

Lastly, media may be given the opportunity, at the end of the tour, to ask all the tour guides questions while RHQ and NHQ media relations staff is present.