

February 2015

#### MEP

**Description:** The Message Event Proposal or MEP is a communication event proposal that will be put forth to the Minister's Office to propose a plan, timeline, location, key messages and requirements for the Minister to announce the Virtual Tour.

**Audience:** Minister's Office

**Timeline:** The MEP will be drafted at least (two weeks\*) prior to the event to provide adequate time for adjustments and approvals. \*tbd  
The MEP will be put into action during the Ministerial event.

**Frequency of communication:** One single MEP prior to event and announcement

**OPI:** Strategic Communications

#### Memo from ACCE to EXCOM announcing Virtual Tour

**Description:** A memo will be sent from the ACCE office to EXCOM members announcing the Virtual Tour and providing approved supporting products (speaking notes for themselves and Wardens as well as FAQ and hard-copy information for offenders). The memo will encourage EXCOM members to not speak about the Virtual Tour prior to the launch and to distribute the communications products they received with the package the morning prior to the announcement.

**Audience:** Senior management as a tool to advise staff

**Timeline:** Communications will draft the memo at least (\*two weeks) prior to the event. It will require the proper approval from CSC. Time will to be set aside for translation. \*tbd

**Frequency of communication:** The memo will be sent two days prior to the event

**OPI:** Strategic Communications

#### Media Lines

**Description:** Based on the public environment analysis, strategic considerations, risk assessment and key messages within the Virtual Tour communications strategy, CSC Communications will write a set of 3-5 media lines and also determine a list of questions the media may ask regarding the virtual tour and draft responses as part of the media lines document. Communications will also draft holding lines in case media gain knowledge the Virtual Tour and have questions prior to the announcement.

Approved media lines will be provided to and used by the Media Relations team at NHQ and shared with regional communications managers if they receive media requests.

**Audience:** Media and through them the general public

**Timeline:** Media lines will be drafted at least (\*two weeks) prior to the event. They will require the proper approval from CSC, Public Safety and MO. Media lines will be reviewed beside the media advisory and news release to ensure consistency. Time will to be set aside for translation. \*tbd

**Frequency of communication:** Media lines will be used before, during and after the event in case of media enquiries.

**OPI:** Media Relations

#### Media Advisory

**Description:** The media advisory will announce to the public that an announcement will take place involving the Minister of Public Safety. The advisory will provide contact information to sign up to attend the event and will provide the time and location of the event.

**Audience:** Media

**Timeline:** CSC Communications will draft the media advisory at least (\*two weeks) prior to the event. The advisory will require the proper approval from CSC, Public Safety and MO. Time will to be set aside for translation. \*tbd Media lines will be reviewed beside the media advisory and news release to ensure consistency.

**Frequency of communication:** The media advisory will be issued two days prior to the event to media outlets nationally using Marketwire (cost required.)

The media advisory will be resented the evening prior to the event to media outlets nationally using Marketwire (cost required.)

(Please note that there is a costless option, however this will require obtaining contacts for media outlets nationally and in both official languages, which will take a considerable amount of human resources.)

**OPI:** Media Relations

### Speaking Points for Wardens

**Description:** Wardens will be provided a set of speaking points regarding the launch as well as a set of questions and answers. Wardens will be encouraged to use the speaking points to advise staff and inmates at the institutions of the Virtual Tour.

**Audience:** CXs, Parole officers, Program officers, Regional employees, Offenders

**Timeline:** CSC Communications will draft speaking points at least (\*two weeks) prior to the event.

They speaking points will require proper approval from CSC, Public Safety and MO. Time will to be set aside for translation. \*tbd

Wardens will be provided speaking points the morning or evening before the announcement. They will be asked to inform staff of the Virtual Tour at the same time or shortly following the announcement.

**Frequency of communication:** The Wardens will be provided speaking points once and encouraged to use them to further inform staff and inmates.

The speaking points will continue to provide responses for Wardens when they are asked questions regarding the Virtual Tour after it has been announced.

**OPI:** Strategic Communications

### Gen-communiqué

**Description:** A gen-communiqué will be sent to all employees following the announcement. This will ensure employees get to view the Virtual Tour at the same time as everyone else in the country. The gen-communiqué will be issued from the Commissioners mailbox and will urge employees to check out the Virtual Tour. The message will also mention that if any employee wants to view the Virtual Tour from home, or show friends and family that is encouraged. We want them to know this is not an internal initiative. We will include a link to the Virtual Tour, the promotional video, and the staff and offenders InfoNet page where many of the other products will be housed.

**Audience:** Employees, Committees

**Timeline:** As soon as the Minister announces the Virtual Tour

**Frequency of communication:** Once

**OPI:** Strategic Communications

### This Week @CSC

**Description:** The same message that was sent as a gen-communiqué will also be included in the following Monday's issue of This Week @CSC. We will ensure this message is at the top of the email message, and is prominently displayed on the InfoNet homepage.

**Audience:** This will target employees and committees.

**Timeline:** The Monday following the Ministers Announcement

**Frequency of communication:** Once

**OPI:** eCommunications

### Ministerial Announcement Event

**Description:** Using the MEP as a guide, CSC will organize the event. (The Minister will make the announcement at the Special Handling Unit. Media will be invited to attend.\* tbd)

**Audience:** Media , General public

**Timeline:** The Ministerial Event will take place to announce the launch of the Virtual Tour (date tbd)

**Frequency of communication:** A single announcement

**OPI:** MO and CSC

### News Release

**Description:** The news release will be issued immediately following the announcement. It will provide information about what was announced and include a quote from the Minister and possibly the Commissioner of CSC. It will include a link to the Virtual Tour, to the YouTube video made to introduce the tour, and will also provide a link to CSC's Twitter feed and the hashtag for the Virtual Tour.

**Audience:** Media, General public

**Timeline:** CSC Communications will draft the media advisory at least (\*two weeks) prior to the event. The advisory will require the proper approval from CSC, Public Safety and MO. Time will to be set aside for translation. \*tbd Media lines will be reviewed beside the media advisory and news release to ensure consistency.

**Frequency of communication:** A news release will be issued through Marketwire nationally and in both official languages immediately after the Minister has made the announcement.

**OPI:** Media Relations

### Internet Homepage Message

**Description:** eComms will create an intriguing image and blurb for a rotating homepage tab on the front page of the Internet site. The image will be directly from the Virtual Tour or an institution. The message will link directly to the Virtual Tour so anyone visiting our website will have a quick and easy way to access to Virtual Tour.

**Audience:** All external audiences, employees, committees and volunteers.

**Timeline:** Directly following the Ministers announcement

**Frequency of communication:** Ongoing

**OPI:** eCommunications

### Twitter Campaign

**Description:** To promote the Virtual Tour we will create content for a social media campaign. eComms will develop a bank of tweets to be disseminated at the time of the launch and over the following year. The tweets will link to a promotional YouTube video and the tour itself. We will create attention grabbing tweets that can be sent out via our corporate Twitter account. We will also create messages that can be directed tweeted at our partners and various schools. We will plan for other our portfolio partners to re-tweet our messages so we can achieve a further online reach.

**Audience:** With this campaign we hope to reach all external audiences, employees, committees and volunteers.

**Timeline:** Over the course of the year following the announcement

**Frequency of communication:** Daily for the first week following the announcement, then bi-weekly – monthly for the following year

**OPI:** eCommunications

### FAQs

**Description:** FAQs will be developed to help almost all of our audiences have a better understanding of what the virtual tour is and why it was developed. The FAQs will also help to further promote the virtual tour.

**Audience:** Employees, Committees (ex CAC, VAC), Volunteers, Families of Offenders, Victims, Partners, Media, Offenders, General Public

**Timeline:** Available the same day as the announcement

**Frequency of communication:** Disseminated once, but will live on the InfoNet for at least one year following the announcement

**OPI:** Strategic Communications

### Information for offenders fact sheet (hard copy)

An information for offenders fact sheet will be created by Strategic Communications. This fact sheet will live on the information for staff and offenders InfoNet page, will be sent to the members of the correctional managers working group and will be sent directly to wardens. These groups will be encouraged to print the fact sheet so employees who do not work at computers and offenders will have easier access to the information. This product will target Parole Officers, Program Officers, offenders and families of offenders.

**Description:**

**Audience:** Parole Officers, Program Officers, Offenders, Families of Offenders

**Timeline:** Should be issued within 2 days of announcement

**Frequency of communication:** Once

**OPI:** Strategic Communications

### YouTube Video

**Description:** As part of the social media campaign, eComms will create a video to promote the virtual tour. This video will be something short and catchy. It will be mostly text and images with the goal of enticing people to go online and explore the virtual tour. This video will be linked to from many of our other communications products such as tweets, media lines, the gen-communique, and the This Week @CSC article. It will also be searchable on YouTube and will be pushed to each of our subscribers when the video is uploaded.

**Audience:** All external audiences, employees, committees and volunteers.

**Timeline:** Will be available the same day the virtual tour is launched

**Frequency of communication:** This video will be linked to from many of communications products such as tweets, media lines, the gen-communique, and the This Week @CSC article directly following the event and then periodically tweeted about over the following year.

**OPI:** eCommunications

### Public Service Announcement (PSA) Written

**Description:** We will develop a written PSA to further promote the Virtual Tour. This PSA will be sent to media outlets with the hope that they will spread our message.

**Audience:** All external audiences

**Timeline:** Within one week of announcement

**Frequency of communication:** TBD

### Letter from the Commissioner

**Description:** The Virtual Tour tiger team will create a letter from the Commissioner regarding the virtual tour. The letter will be sent to a mailing list we will create that includes secondary and post-secondary schools, stakeholder groups, other government departments such as provincial and municipal police services, provincial, territorial and municipal governments. The letter will explain what the virtual tour is, why it is such an important initiative, and the benefits of viewing and sharing the virtual tour with their organizations.

**Audience:** Secondary and post-secondary schools, stakeholder groups, Other Government Departments (PS portfolio partners), provincial and municipal police services, provincial, territorial and municipal governments

**Timeline:** Directly following the announcement – 2 months after the event

**Frequency of communication:** One letter per organization

**Let's Talk article**

**Description:** Strategic Communications will write a Let's Talk article about the Virtual Tour. Let's Talk is a popular with front line staff, so we hope that this avenue will engage employees who do not often read gen-comms and This Week @CSC. The article will explain what the tour is, why we decided to create it, the many benefits of sharing it, and could include staff reactions to the tour.

**Audience:** Employees

**Timeline:** The issue of LTE following the announcement

**Frequency of communication:** Once

**OPI:** Strategic Communications

**Internal SharePoint survey**

**Description:** eComms will create an internal SharePoint survey that will be sent to employees to evaluate the Virtual Tour itself, and the launch initiative. This survey will be sent out in This Week @CSC approximately 3 months after the launch. It will include questions about how employees found out about the virtual tour, what communication dissemination methods worked and did not work, how they felt about the virtual tour, what they liked and didn't like. It will be a short, direct survey with multiple choice and short answer questions.

**Audience:** Employees

**Timeline:** 3 months after the announcement

**Frequency of communication:** Once

**OPI:** eCommunications

**Ongoing promotion**

To further promote the Virtual Tour Media Relations will add a link to the tour in the useful links section of News Releases, and at the end of media responses. We will also engage the Correspondence Unit so they can add the link to the end of any correspondence that comes from CSC.

Ongoing 2016