

FW: Comms Gameplan: Monday's FAO Report

From: "MacIntyre, Kyle (TBS)" <kyle.macintyre@ontario.ca>
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Date: Fri, 08 Dec 2017 15:40:59 -0500
Attachments: FAO Fall Report_TBS QAs_v1_20171207.docx (173.74 kB)

FYI. Briefing of MOF MO/TBS MO went well.

From: Sullivan, Bryant (TBS)
Sent: December 8, 2017 3:39 PM
To: Gallant, Gabrielle (TBS); Hadisi, Lawvin (TBS); Rubin, Jack (TBS); MacIntyre, Kyle (TBS); Ue, Allison (TBS); Nelson, Dane (TBS); Laughton, Patrick (TBS); Hosick, Sarah (TBS)
Cc: DiMuzio, Sofie (TBS); Vrancart, Kate (TBS); Miller, Amanda (TBS); Ovenden, Erin (TBS); Thiru, Durga (TBS); Tharani, Alisha (TBS); Bigley, Jane (TBS)
Subject: Comms Gameplan: Monday's FAO Report

Hi everyone, heading into the weekend I wanted to share our gameplan for the FAO report on Monday.

Let me know if you have any questions, or need anything else.

Products

- Products are being drafted by MOF and will be shared with us once they're final (we're hearing EOD)
- They will include Media Qs and a Housebook Note
- To help MOF, we shared with them the attached TBS-related media Qs that are relevant to the report's findings

Day Of Release (Mon, Dec. 11)

- **9:00-9:45 a.m.** – FAO Media Briefing (closed door)
- **10:00-10:30 a.m.** – FAO Press Conference at Media Studio, [which will be webcast live](#)
- **11:00-11:30 a.m.** – TBS Issues will email around a quick summary of the press conference & Qs asked by media
- **By 5:00 p.m.** – Issues will provide a social and mainstream media roundup
- **By 5:00 p.m.** – MOF is preparing a more detailed press conference summary and we'll share that around when we receive

If there are any media calls we'll triage with MOF accordingly.

Bryant

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