

PAEAP Comms Status Update

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Date: Sun, 29 Jan 2017 14:56:34 -0500
Attachments: PAEAP Report_Release Recommendation_v12_20170128 (current version).docx (35.56 kB); PAEAP Report_Rollout + Production Calendar_V5_20170128 (current version).docx (51.22 kB)

Hi all, I wanted to provide you with a quick update on the status of communications planning as we head into this week.

Logistics:

- We received some further direction from MO on Friday re. the comms rollout.
- We're still tracking towards a Feb. 13 release. No decision has been made about a press conference, but we've been asked to prepare for two scenarios:
 - o News conference – Panel holds embargoed pre-briefings (opposition followed by media) to present findings of report and answer media q's in Queen's Park Media Studio. Minister Sandals and Sousa would then hold a news conference to provide an official response to the report and next steps (either in the Media Studio or location close to the Caucus retreat)
 - o No news conference – Report is posted online, statements from Minister Sandals and Sousa are released, panel and ministers are available for comment
- We've also added a third option following preliminary discussions with OPCD and MOF comms, which is to combine the announcement with the release of MOF's Q3 Report.
- We've updated our communications scenarios document and production calendar accordingly (attached for your reference). I'll also be sharing these two products with MO today.

Products:

- We've prepared drafts of a number of communications products.
- We'll share these products with OPCD tomorrow so we can start getting them through approvals:
 - o News release

- o Statement for Minister Sandals
- o Media Qs&As
- o Holding messaging

Thanks, and let me know if you have any questions.

Bryant

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