## **Communications Initiatives Underway**

1Discussion Paper3,000. To Libraries, Rec Ctrs, CSCs, Councillors, Ratepayers, etc2Poster500. To Libraries, Rec Ctrs, CSCs, Councillors, Sobeys/Superstores, etc3Ads in HeraldSat/Sun 12,13; Sat/Sun 19,20; Tues 22; Sat/Sun 26,274Ads in Daily NewsMay 17.5Ads in Daily News (Weekly Papers)May 17.6MastheadMay 17.7Radio PSAsInfo radio, Talk back8EastlinkTry Cecil Wright9Press releaseTo send week of May 1410State of Municipality AddressMay 24, Mayor to reference11Email to Ratepayers, OtherUnderway12Discussions with Chamber, CFIB, BIDCs, OthersInformation sent (2 versions)14HRM TodayInformation sent15Button on web siteHRM web site		Item	Comments
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<ul> <li>Ads in Daily News</li> <li>Ads in Daily News (Weekly Papers)</li> <li>May 17.</li> <li>Papers)</li> <li>Masthead</li> <li>May 17.</li> <li>Radio PSAs</li> <li>Eastlink</li> <li>Press release</li> <li>Try Cecil Wright</li> <li>Press release</li> <li>To send week of May 14</li> <li>State of Municipality Address</li> <li>May 24, Mayor to reference</li> <li>Email to Ratepayers, Other</li> <li>Underway</li> <li>Discussions with Chamber, Underway</li> <li>CFIB, BIDCs, Others</li> <li>Council Newsletters</li> <li>Information sent (2 versions)</li> <li>HRM Today</li> <li>Information sent</li> <li>HRM web site</li> </ul>	3	Ads in Herald	Sat/Sun 12,13; Sat/Sun 19,20;
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<ul> <li>8 Eastlink Try Cecil Wright</li> <li>9 Press release To send week of May 14</li> <li>10 State of Municipality Address May 24, Mayor to reference</li> <li>11 Email to Ratepayers, Other Underway</li> <li>12 Discussions with Chamber, Underway</li> <li>13 Council Newsletters Information sent (2 versions)</li> <li>14 HRM Today Information sent</li> <li>15 Button on web site HRM web site</li> </ul>	6	Masthead	May 17.
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	14	HRM Today	Information sent
Total	15	Button on web site	HRM web site
		Total	

## Advertising not being used in May

1 Community Newspapers

To be used in Fall

- 2 Radio Ads
- 3 TV Ads

Total