

Communications Initiatives Underway

	Item	Comments
1	Discussion Paper	3,000. To Libraries, Rec Ctrs, CSCs, Councillors, Ratepayers, etc..
2	Poster	500. To Libraries, Rec Ctrs, CSCs, Councillors, Sobeyes/Superstores, etc..
3	Ads in Herald	Sat/Sun 12,13; Sat/Sun 19,20;
4	Ads in Daily News	Tues 22; Sat/Sun 26,27
5	Ads in Daily News (Weekly Papers)	May 17.
6	Masthead	May 17.
7	Radio PSAs	Info radio, Talk back
8	Eastlink	Try Cecil Wright
9	Press release	To send week of May 14
10	State of Municipality Address	May 24, Mayor to reference
11	Email to Ratepayers, Other	Underway
12	Discussions with Chamber, CFIB, BIDCs, Others	Underway
13	Council Newsletters	Information sent (2 versions)
14	HRM Today	Information sent
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	