

# Communications Update

## March 2007

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### **Communications Overview**

- Rhonda MacDougall, new Communications Officer hired in February.
- Student Intern, Sarah Goulding (Nova Scotia Community College, Public Relations program) will join Comms team from end of April to early June.

### **Bid Creative**

- Agency (Colour) selected to provide Bid Creative services.
- Currently working on theme and concept development.
- David Martin (VANOC) providing strategic council as International Bid Marketing expert.

### **Bid Book**

- Concept and layout in development.
- Working on graphic standards, imagery, mapping and pictograms.

### **Bid Lodgement**

- Working with High Commission in London to host reception.
- Developing communications strategy for media activity and presentation in London.

### **Corporate Communications Activities**

- e-Newsletter: The February 2007 domestic e-newsletter, *HERE*, distributed to primary distribution list on February 28th (staff, Board of Directors, corporate partners) and to secondary distribution list (the people who have registered their support online).
- The February 2007 international newsletter, *Quest*, also distributed on February 28th, and Scott Logan has received positive feedback from international delegates.

### **HERE Campaign**

- Planning for spring HERE campaign is underway.
- We've negotiated in-kind space from Metro Transit (buses and 3 ferry terminal walls), from HRM (park benches throughout HRM will read: HERE is your front-row seat to Halifax's future), and from the Halifax Forum (billboards at Windsor and Almon intersection).

### **Website**

- Successfully transferred the website to in-house maintenance, which has created numerous efficiencies and cost savings for Halifax 2014.

### **Announcements**

- February 7: Bring On The Games Committee Charter Day, 140 Charter Members.
- February 15: Sport Announcement at Saint Mary's University.
- March 12: Commonwealth Day, first in a series of Venue Announcements, beginning with HRM-owned facilities.

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### Upcoming Speaking Engagements

- March 12: Fred MacGillivray's presentation to Royal Commonwealth Society.
- March 20: Adrienne Power and Nicolle Spagnoli's presentation to golf conference at the Cunard Centre.
- April 10: Tony Holding's presentation to real estate / developers group.
- May 10: Councillor Debbie Hum's presentation to UNSM.
- The following table outlines the schools and speaking engagements at which Adrienne Power has promoted Halifax 2014:

### REACH

School/Event	Youth	Teachers	Business/Community
Astral Drive Elementary School	550	25	
Oxford School	450	25	
LeMarchant-St Thomas School	350	15	
Atlantic Loto Announcement Jan 18th	15		60
Dartmouth Rotary Jan 22nd			31
Astral Drive Junior High School	660	25	
Grosvenor-Wentworth Park	375	13	
George Bissett Elementary School	280	12	
Colby Village Elementary School	270	9	
Admiral Westphal	205	8	
Colonel John Stuart Elementary School	210	10	
Fairview Heights Elementary School	295	16	
Fairview Heights Annex	68	2	
Bicentennial School	440	22	
Burnside Business Community Luncheon			75
Keith's Announcement			75
Alderney Elementary School	140	16	
Bedford Junior High School	440	29	
Rockingham School	380	22	
Robert Jamieson Elementary School	180	14	
J L Ilsley High School	680	31	
Joseph Howe Elementary School	125	12	
Burton Ettinger	350	26	
Bedford South School	620	38	
Cunard Jr High School	270	16	
Clayton Park Junior High	330	25	
Basinview Dr Community School	340	26	
Caledonia Junior High School	200	12	
<b>Totals</b>	<b>8223</b>	<b>449</b>	<b>241</b>

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### **Corporate Partnership Update:**

- Finalizing negotiations for Siemens, Air Canada, Scotiabank, HBC, Office Interiors, Aliant, Pattison Outdoor, and CanWest.
- Series of Corporate Partner Announcements planned within the next 6 weeks.
- First Partnership Council meeting next week.
- Daily News Photo Contest.

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