



# Community MEDIA GUIDE



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## Introduction

This Community Media Guide is designed and intended to provide community organizations with the background information and tools needed to properly market an event or program. It is a “living” document due to the nature of the information provided. It will be updated regularly on the City of Nanaimo website ([www.nanaimo.ca](http://www.nanaimo.ca), then go to “Residents and “Parks Recreation and Culture”).

The successful marketing of any event requires some prior planning. In some situations, a marketing plan is a good idea. Plotting out a marketing campaign is also suggested. There are a number of resource kits available to assist in developing either of these two planning tools either in a manual format or on the Internet.

This guide is another resource available to assist in the proper planning of community events and complements the current resources available through Parks, Recreation and Culture. Financial assistance is also available in community event grants and equipment support through the community event kit.

More information about these resources is also available on the City of Nanaimo website. If you or your organization have additional information that would complement the content of this document, or if you would like to see additional information added, please contact the marketing coordinator at Parks, Recreation and Culture at 756-5200 to make your submission or request.



## Definitions

### Marketing

**Marketing is the process of making a product or service attractive to your target groups.**

The activities that take your service from you to your client.

“The process of helping others value your service” – Chuck Heinrich.

Marketing is not simply advertising or public relations. It involves doing market research, analyzing your potential, setting goals and objectives and then using persuasive communication which might include advertising and public relations to sell your service.

Marketing is an approach. It is a way of seeing programs and events as opportunities to get your organization’s message across and generate revenue.

Marketing involves finding out what customers want and need; packaging programs and services priced appropriately for each customer group in order to support the organization in achieving it’s goals.

#### Advertising

To draw public attention to products you wish to sell. For example, “We decided to advertise in the local papers for the full-time position.”

#### Promotion

To encourage the popularity, sale, development or existence of something. For example, “As part of their sales promotion, they are giving away a free pair of sunglasses with each holiday.”

#### Mission Statement

The basic purpose of the organization. It is timeless, focuses on a limited number of goals, stresses organization values and defines the scope in which the organization will operate in. Mission statements are shaped by history (past practices), current preferences of owners/management (elected officials, citizens), resources, competitive advantage and current demand.

**Goal**

Timeless, they state what the organization wants to achieve based on the direction provided by the mission statement.

**Objective**

Specific statements with an action plan that are measurable. Sectioned into measurements of time.

**Strategies**

Specific ways and means to be used to attain goals. These will change if the goals change or if they are not leading towards the achievement of the goals.



"What difference does it make what it *is*? You get one *free*!"

# M Marketing Overview

## Service marketing is very different then marketing of goods.

In broad terms, services are defined as being:

1. Relatively intangible as opposed to a tangible good
2. Produced and consumed at the same time
3. Less standardized and uniform than goods

The chart below further defines the main characteristics of services (intangible) and goods (tangible).

Services	Goods
<ul style="list-style-type: none"> <li>• More intangible than tangible.</li> <li>• A deed, a performance, an effort or experience.</li> <li>• It cannot be easily defined, formulated, grasped or touched.</li> <li>• A service is perishable because it cannot be stored or resold.</li> <li>• When purchased, there is nothing tangible to show for the exchange.</li> <li>• A service is consumed, not taken home.</li> </ul>	<ul style="list-style-type: none"> <li>• Tangible</li> <li>• An object, a device or thing that can be touched, worn, smelled or heard.</li> <li>• When purchased, something tangible is acquired or possessed.</li> </ul>

While it is true that there is usually some degree of tangibility to a service, and visa versa, the tangibility is mainly found in the service environment itself - an extremely important factor in successful marketing of your particular product because the environment presents tangibility to the customer.

The design of a service must incorporate the orientation of tangible evidence from everything the customers see and use to verify the service's effectiveness. ***The setting, including everything from colour scheme to water temperature, food services, physical layout and furnishings, advertising, all printed or graphic materials (brochures, newsletters, handouts) and stationery all proclaim the service's style.*** The design of your service must not be left to chance or happen in a haphazard manner.

Buyers of a service often engage in an active search process to reduce risk. In making a pre-purchase assessment, the potential customers rely heavily upon

- the reputation of the provider
- the demeanor of the provider
- the physical setting where the service is rendered
- word-of-mouth pronouncements

The seven “P” of marketing are

1. Place
2. Product
3. Price
4. Promotion
5. Participants
6. Physical evidence
7. Process of service assembly

Numbers, 5, 6 and 7 are new to the equation and have only recently been acknowledged as contributors to the overall equation.



Source: Leisure Information Network “Writing Your Three-Year Marketing Plan” (June 7, 2000)

## Identifying Target Markets

### Identify your marketing goal.

Determine the three main markets you would like to target over the next three years.

#### How to get there

- What markets do you feel you are currently not servicing?
- What markets are you servicing?
- Of those listed, what are your three main targets for the next three years?

#### Determining a Market

- Target Market:
  - A market can be determined by five characteristics. Choose five from the following categories.
  - Demographics (ages, sex, race, size of family, where they live, number of adults in each family)
  - Socioeconomic data (social class, occupation, level of education and approximate annual income)
  - Lifestyles (activities, interests, beliefs and opinion)
  - How frequently they use your service (heavy, moderate, light, never)

#### Next Task - Marketing Strategies

- Keeping in mind who your three main priority markets are, determine one to three marketing strategies
- Provide three objectives to reach these strategies

# Ways to Market a Program or Event

- Arena Boards
- Banners (street, building, etc.)
- Bookmarks
- Bulletin Boards
- Bus Stop Ads
- Bus Interior Ads
- Bus Exteriors Ads
- Calendars
- Colouring sheets
- Computer (coupons, website ads, emails)
- “Count Down Campaigns” to the event date
- Community Calendars and Event Listings
- Displays (lobby, mall or similar events)
- Flyers in all mailed out correspondence
- Flyers handed out at specific targeted programs
- Flyers at events for the next coming event
- Give-aways (radio, newspapers)
- Grocery Bag Stuffers
- Mascot Promotions
- Mail Outs (past, current, possible)
- Messaging-On-Hold Services
- Newspapers (news releases, display ads, community calendar, community interest stories)
- Portable Read O Graphs
- Posters
- Postcards
- Promotional Items (key chains, water bottles, etc.)
- Publications (there are numerous publications with specific target market)
- Rack Cards
- Radio Ads (spotlights, interviews)
- Sandwich Boards
- Televisions (community calendars, community interest stories)
- Tabletop Cards
- Window Painting
- Word-of-Mouth

# M media Options

## NEWSPAPERS

### Paid Ads (Classified or Display Ads)

- Classified Ads

To run a classified ad, forward the information in text to the Classified Department, and they will provide you with a proof to approve. You will also need to specify the section you wish the information to be listed under.

#### Display Ads

- Displays ads

Display ads require forwarding an ad designed to fit specific dimensions. Clearly state the days you wish to have the ad run and which section of the paper you prefer it to run in. Submissions can be done by email and should happen at least 3 days prior to first date of print for best results. It is recommended that you contact the paper for preferred formatting.

#### Display Ad Dimensions

- The Nanaimo Daily News/Harbour City Star

- 1.06" wide (6 pica, 6) (1 column)
- 2.07" wide (13 pica, 6) (2 column)
- 3.36" wide (20 pica, 6) (3 column)
- 4.56" wide (27 pica, 6) (4 column)
- 5.75" wide (34 pica, 6) (5 column)
- 6.88" wide (41, pica 6) (6 column)
- 8" wide (48 pica, 6) (7 column)
- 9.25" wide (55 pica, 6) (8 column)
- 10.38" wide (62 pica, 6) (9 column)
- 11.56" wide (69 pica, 6) (10 column)

- The Nanaimo News Bulletin

- 1.58" (9 pica, 6) (1 column)
- 3.33" (20 pica) (2 column)
- 5.08" (30 pica, 6) (3 column)
- 8.58" (51 pica, 6) (4 column)
- 10.33" (62 pica) (5 column)



## Media Release (see “How To Write Media Releases”)

- Media releases may be forwarded by email.
- Copy and paste format is recommended, as many newspapers cannot open word processing files (Word, Word Perfect).

## Community Service Announcements (CSA)

- Include the Who, What, When, Where Why and How. Information can be emailed.
- Contact the newspaper for the correct person to send the email to.

## General Article Submissions

- An original angle or an informational article can be submitted at any time to any of the local media.
- Send information the same as you would a media release and attach photos.
- Be sure to clearly state the names and ages (if appropriate) and location of the picture in the email.

## Photo Opportunity (see “Photography Shoots” and “Photography Tips”)

- Contact the appropriate editor and discuss interest in doing a photo shoot for the event.
- Setup times and location.
- Do not overlap with photographers from various publications.
- Be organized and ready.
- Have full names of people in photo ready and typed to give to media with news release.
- Check that there is no other significant event happening at the same time that would compete with the photographer’s timetable.



## OTHER PUBLICATIONS

It is recommended that you use a multi media approach when marketing an event. There are numerous publications that target specific markets. Once you have determined your market, research to find out which publications are appropriate. Many publications sell ads, accept feature articles and images or have a community events listing.

Examples of some publications available in the Nanaimo region include:

- 101 Things to Do in Nanaimo
- 50 Plus
- Herbal Collective
- Senior Living
- Business News
- Essence
- Island Living
- Island Parent



## ISLAND RADIO

- Events Calendar

Twice daily from 6 am to midnight, 14 times weekly per station (limit of 4 event items per year). Each message is about 12 to 15 seconds and should include date and time of function, ticket price (if any) or general information about the event.

- Paid Ads

A variety of packages at various price points are available. It is best to consult with a sales representative to find out the best fit for your event.

- Ticket Give-Aways and Interviews

Contact the promotions department for ticket give-aways, and they will forward your information to the radio announcers. If they are interested, they will contact you.



## TELEVISION

Most television stations are interested in community events and are happy to advertise on the community calendar of events. If there is a story to tell, the program director will contact you to set up an interview.

- Shaw Cable

The Daily & Events Calendar

They will put you on the Community Calendar of Events. Email them a media release.

- CH TV

They will put information on the Community Calendar of Events. Email them a media release.

- A Channel

They will put information on the Community Calendar of Events. Email them a media release.



## WEBSITE ADVERTISING

There are countless opportunities to advertise on the Internet. Determine your market and search from there. Many websites will set up a link if it's deemed appropriate.

# **H**ow to Write an Effective Media/News Release

- Be sure to cover the 5 Ws (Who, What, Where, When, Why) and 2 Hs (How and How Much).
- Use an inverted pyramid style. Get the word out quickly. This style breaks down by having the introductory sentence containing the main message spelling out clearly what it is you would like to publicize. Hit them with the main message (meat and potatoes) first. Background information can follow gradually working down the specifics, the 5 Ws and 2 Hs. Keep in mind that an editor will cut the story from the bottom up. The opening sentence is the main message, followed by details, followed by history, followed by contact.
- ALWAYS, ALWAYS, ALWAYS include the name and phone number of the person who can be contacted for more information. Be sure this person is available for contact and aware they are the contact person.
- Never allow your news release to be more than one page.
- Use tight, clear language.
- Write your release at a grade 8 level of understanding.
- Always end the release with -30-. This lets the editor know that they have received all the information and that the release is complete.
- Media invitations are slightly different, as they include who will be on site for the media event and are generally sent for photo shoots or announcements.
- Note that most papers will receive media releases by email; however, many newspapers cannot open word processing documents and prefer a direct email of the information (versus an attachment).



## **P**hotography Shoots & Photography Tips

When holding a photo shoot:

- Contact ALL media.
- Call and book an appointment with them within a week.
- Check to make sure that there is nothing else significant happening at the same time (they should not be made to choose between 2 opportunities).
- Book appointments 15 minutes apart.
- Always take your own photos, as well as the media.
- Always have a fact sheet or news release to provide them with which clearly identifies the people being photographed.

When taking your own photographs:

Often, newspapers will publish pictures you take and submit with a release if they are not able to send out one of their own photographers

- Remember that what makes a good family photograph is not always what makes a good newspaper shot.
- Take the photograph vertical and horizontal.
- No more than 2 or 3 people in the photo.
- Get close. If you think you are too close, take one step closer.
- Try to shoot the photograph in an interesting location with minimal activity in the background.
- Never submit Polaroid photos.
- Photos can be scanned and emailed as a JPEG format with a DPI (dots per inch) of 150 or greater.
- If you are submitting a photograph to the newspaper, never write the names on the back of the photograph, as it imprints the photograph. Instead, attach a Post-It note to the back noting full names and location. If children are in the photograph, be sure to have parental consent.

Keep in mind the ACE theory of interest...what makes it interesting.

- ACTION - live examples, tangible action (see the people in action).
- CONFLICT - a winner and a loser.
- EMOTION - human element to a story (bring in or bring out the emotion).



# C onducting Effective Media Interviews

1. Be sure to cover the 5 Ws (Who, What, Where, When, Why) and 2 Hs (How and How Much).
2. Keep in mind what makes “News” - A.C.E.
  - ACTION - live examples (see the people in action)
  - CONFLICT - a winner and a loser; advantage and disadvantage
  - EMOTION - human element to a story
3. Getting media interest and coverage
  - NEWS RELEASE - use tight language and the pyramid style of writing with first paragraph stating the impact and why and then filter down the contents with no more than 3 paragraphs (see “How to Write an Effective Media Release”).
  - NEWS CONFERENCE - be sure it is well organized. Have food and locate the news conference in an unusual venue. Try to give 5 days lead time, and be aware of what other events are happening in the community that may compete with the media’s attention.
  - MEDIA ADVISORY - this is a “heads-up” to the media that an event is happening. It is a 1 page information sheet with just the facts and who to contact for more information.
  - PHOTO OPPORTUNITY - Have an information sheet available and set up a photo opportunity with A.C.E. in mind (see “Photography Shoot and Photography Tips” for information).
4. Scoping out an interview
  - Always do research prior to the interview (see “Scoping an Interview” for a detailed format on how and what to research).
5. Interview Plan Guide
  - Always have a plan as to what information you want the interview to look like and what information you would like to convey (see “Interview Plan Guide” for an example of a format of what you should prepare).
6. Managing the Interview - Structuring Your Answers
  - KEY MESSAGE - keep using the same message over and over. Find as many opportunities to reiterate.
  - TECHNICAL LINK - use facts or statistics.
  - EMOTIVE LINK - this is what keeps the journalist and the reader interested.
7. Bridging
  - It is very important to acknowledge a refute. If you don’t, it is often perceived that you did not understand the question or that you did not answer the question (see flow chart on page 18).

**Question-----Recognize or Refute-----(bridge) your positioning/key message**

8. What is remembered by the audience
  - 55% - body language
  - 38% - voice/tone fluctuations
  - 7% - content
9. Attention span of an audience
  - NEWSPAPERS - 1 line
  - TELEVISION OR RADIO - 30 seconds
10. Key points to remember
  - Respect the reporter's deadline
  - Be courteous and helpful
  - Be prepared
  - Be calm
  - Manage the interview
  - Stick to your message track
  - Provide background information whenever possible
  - Stick to what you know
  - Nothing is ever "off the record"
  - Your body language, tone and appearance matter
  - Consider the interview as an opportunity

Refer to "Interview Plan for Telephone Interviews" form to assist in your preparations.



Source: "Conducting Effective Media Interviews Workshop" conducted by ComPlan Canada for the City of Nanaimo (June 1, 2000)

# S coping Out the Interview

## Journalist Calls

√

X

If appropriate to do the interview

Get:  
•Reporter's name  
•Media outlet

If not appropriate to do interview

Get:  
•Story working on  
•Aspect

You are spokesperson

Undetermined spokesperson

Explain why you can't do interview

Probe Reporter's knowledge

Offer other sources, info

Get background/ offer info

Notify any other sources offered

End call agreeing on follow-up if any

Get deadline/ phone number

End call agreeing on follow-up & call back time

Prepare for interview

Determine appropriate spokesperson

Provide info for preparation

### Do:

- Be polite & professional
- Be helpful

### Don't:

- Say anything "off the record"
- Say "no comment"
- Do on-the-spot interviews

Source: "Conducting Effective Media Interviews Workshop" conducted by ComPlan Canada for the City of Nanaimo (June 1, 2000)

## **R**adio/Newspaper Telephone Tips

1. Ask the reporter where they are coming from with the story and what angle they are interested in. Also, ask them who else they have talked to on the issue, and what their deadline is. Be sure you know if the interview is going live or on tape.
2. For pre-arranged interviews, you may provide them in advance with some of the questions you have been asked by others.
3. Take the call in a place where you won't be interrupted. Consider recording the call.
4. Think about communicating with one person. Work towards an intimate, informal sound. Don't be overwhelmed by thinking about the listening audience.
5. Be polite but firm. Keep your sentences brief and to the point.
6. Avoid word "whispers" such as "um", "uh", "like", "ok", "you know what I mean", etc.
7. Have your notes in front of you. If you sent out a news release, have a copy to refer to and highlight the key points in the release as your reminder.
8. Put your key messages in bullet form on a separate piece of paper.
9. Say the name of your organization frequently in the interview.
10. Keep the mouthpiece about 1" from your mouth. Don't use a speaker phone.
11. Consider standing up when you talk, as it energizes you.
12. Speak slowly and with confidence. Emphasize key words and message. Use pauses to work for you.
13. Maintain a pleasant conversational tone in your voice.
14. Even though you're on the phone, animate your voice. It warms up the interview. Smile!
15. Keep your cool and don't take it personally.
16. Remember, you are always "on the air".
17. Repeat your messages at the end. Thank the reporter.

Source: Stanton & Associates Communications and Training Consultants "Crisis Communication" (September 2006)

## Community Calendars and Event Listings

Various publications, radio stations, television stations and websites offer community calendar or event listings. The following is a list of some of the options available in Nanaimo and surrounding areas.

### Newspapers

- Daily News
- Harbour City Star
- The Nanaimo New Bulletin

### Television

- Shaw Cable
- CH TV
- BCTV
- A Channel
- CBC

### Radio

- Island Radio
  - The Wave - Nanaimo
  - The Wolf - Nanaimo
  - The Lounge - Qualicum
  - The Beach - Parksville
  - The Eagle - Courtenay
  - The Peak - Port Alberni



### Website and Links

The Internet provides a number of locations where you can advertise events. Several websites will also provide a link to your website. The following two websites provide community event listings:

- Tourism Nanaimo ([www.tourismnanaimo.com](http://www.tourismnanaimo.com))
- Harbourliving.ca

### Magazine-Style Publications

There are several publications (too many to list) that target specific markets. It is best to determine your market and then look for the appropriate publication. For example, a children's festival would best be suited to "Island Parent" or a similar style of magazine.

### Community Flyers

- Coffee News
- Kids Break
- Patience News

# M

## arketing Materials Distribution List

The following is a list of locations in Nanaimo that have installed bulletin boards and flyer racks to display event posters, flyers, etc. Depending on the specific event, some locations are more appropriate than others.

### Brooks Landing

- Food Country
- RBC Bank
- Home Hardware

### Harewood Plaza

- Mall Administration
- Quality Foods
- Pharmasave

### Longwood Station

- Frontrunners
- Thrifty Foods

### Southgate Mall

- Food Country
- Laundromat
- Rexall Pharmacy

### North Town Centre (Rutherford Mall)

- Mall Administration

### Port Place

- Mall Administration



### Staples North End Plaza

- Pacific Sol
- Latteo's Cafe
- Delicados

### Woodgrove Centre

- Mall Administration
- Foot Locker
- Please Mum
- A Step Ahead

### City Hall

- Franklyn Street Annex

### Parks, Recreation and Culture

- Bowen Park (1 + 1 for Maffeo Sutton Park)
- Beban Park (6)
- Nanaimo Aquatic Centre (2)
- Nanaimo Ice Centre
- Oliver Woods Community Centre

### Other

- Super Save and Co-op Gas Stations
- Island Radio
- Vancouver Island Regional Libraries
- Coffee Shops
- Video Stores
- Art Galleries
- Downtown Nanaimo Partnership
- BC Ferry Terminals
- Medical Centres
- Vancouver Island University
- Tourism Nanaimo

APPENDIX 1

**C**ontact Lists

## Media Contact List

The following is a contact list for media outlets primarily on Vancouver Island. It should be noted that the information listed changes regularly. The Internet is a valuable source of current information and will reach beyond the borders of this document. A search will provide you with many options. Here are a few websites to start your search with if you choose to utilize the internet method:

[www.altstuff.com/newsbc](http://www.altstuff.com/newsbc) - Newspapers

[www.britishcolumbia.com/news/tv.html](http://www.britishcolumbia.com/news/tv.html) - Television

[www.britishcolumbia.com/news/radio.html](http://www.britishcolumbia.com/news/radio.html) - Radio Stations

### Newspapers

NANAIMO	
Daily News (Monday-Saturday)	Suite B1, 2575 McCullough Road, Nanaimo, BC, V9S 5W5 Phone: (250) 729 4200 Fax: (250) 729-4288 <a href="mailto:news@nanaimodailynews.com">news@nanaimodailynews.com</a>
Harbour City Star (Tuesday & Saturday)	Suite B1, 2575 McCullough Road, Nanaimo, BC, V9S 5W5 Phone: (250) 729 4200 Fax: (250) 729-4288 <a href="mailto:LWelburn@nanaimodailynews.com">LWelburn@nanaimodailynews.com</a>
Nanaimo News Bulletin Tuesday/Thursday/Saturday)	777 Poplar Street, Nanaimo, BC, V9S 2H7 Phone: (250) 753-3707 Fax: (250) 753-0788 <a href="http://www.nanaimobulletin.com">www.nanaimobulletin.com</a> <a href="mailto:editor@nanaimobulletin.com">editor@nanaimobulletin.com</a>
Nanaimo Downtown Magazine	Contact: Lesley Lorenz Phone: (250) 714-2106 Fax: (250) 741-8801 <a href="mailto:nanaimomagazine@shaw.ca">nanaimomagazine@shaw.ca</a>
CAMPBELL RIVER	
Campbell River Mirror	#104-250 Dogwood St, Campbell River, BC. Phone: (250) 287-9227 Fax: (250) 287-3238 <a href="http://www.campbellrivermirror.com">www.campbellrivermirror.com</a> <a href="mailto:publisher@campbellrivermirror.com">publisher@campbellrivermirror.com</a>

COURTENAY/COMOX	
Courtenay/Comox Valley Record	76 McPhee Avenue Courtenay, BC Phone: (250) 338-5811 Fax: (250) 338-5568 www.comoxvalleyrecord.com editor@comoxvalleyrecord.com
DUNCAN/COWICHAN	
Duncan Citizen	Duncan, BC Phone: (250) 748-2666 Fax: (250) 748-1552
Cowichan News Leader/Duncan Pictorial	#2-5380 Trans Canada Hwy, Duncan, BC Phone: (250) 746-4471 Fax: (250) 746-8529 www.duncannewsleader.com publisher@duncannewsleader.com
GABRIOLA ISLAND	
The Sounder	1001 Pat Burns Ave, Gabriola Island, BC, V0R 1X2 Phone: (250) 247-8147 www.soundernews.co, derek@soundsnews.com
LADYSMITH/CHEMAINUS	
Chronicle	341A First Avenue, Ladysmith, BC Phone: (250) 245-2277 Fax: (250) 245-2260 www.ladysmithchronicle.com publisher@ladysmithchronicle.com
LANTZVILLE	
Lantzville Log	PO Box 268, Lantzville, BC, V0R 2H0, Phone: (250) 390-2847 Fax: (250) 390-2847
OCEANSIDE (PARKSVILLE/QUALICUM)	
The News	54 Middleton Street, Parksville, BC Phone: (250) 248-4341 Fax: (250) 248-4655
Morning Sun	Parksville Phone: (250) 954-0600 Fax: (250) 954-0601
Parksville/Qualicum News	#4154 Middleton Ave, Parksville, BC Phone: (250) 248-2545 Fax: (250) 248-4655 www.pqbnews.com publisher@pqbnews.com

Qualicum Totem	Box 2139, #3-191 Fern Rd West, Qualicum Beach, BC Phone: (250) 752-2850 Fax: (250) 752-0306
PORT ALBERNI	
Alberni Valley News	4716 Rogers St, Port Alberni, BC Phone: (250) 723-6399 Fax: (250) 723-6395 www.alberniavalleynews.com publisher@alberniavalleynews.com
UCLUELET	
Westerly News	Phone: (250) 726-7029 Fax: (250) 726-4282
VANCOUVER	
Province/Vancouver Sun	2250 Granville Street, Vancouver, BC, V6H 3G2 Phone: (604) 605-2222
VICTORIA	
Times Colonist	2621 Douglas Street, Victoria, BC, V8T 4M2 Phone: 1-800-663-6384 Fax: (250) 380-5353 www.timescolonist.co,

## Radio

Island Broadcasting	4550 Wellington Road, Nanaimo, BC Phone: (250) 758-1131 Fax: (250) 758-4644
THE WAVE	www.1023thewave.com info@1023thewave.com
THE WOLF	www.1069thewolf.com info@1069thewolf.com
THE EAGLE	Courtenay Phone: (250) 334-2421 www.973theeagle.com info@973theeagle.com
THE BEACH	Oceanside Phone: (250) 248-4211 www.885thebeach.com info@885thebeach.com
THE LOUNGE	Oceanside Phone: (250) 248-4211 www.thelounge999.com info@thelounge999.com
THE PEAK	Port Alberni Phone: (250) 723-2455 www.933thepeak.com info@thepeak.com
CBC	Vancouver Phone: (604) 662-6900

## Television

CH	2a - 2575 McCullough Ave, Nanaimo, BC Phone: (250) 729-3874 Fax: (250) 729-3826
Global BC	www.globaltvbc.com tips@globaltvbc.com
CBC	Box 4600, Vancouver BC, V6B 4A2 Phone: (604) 662-NEWS www.cbc.ca/bc/contact
Shaw Cable	4316 Boban Drive, Nanaimo BC, V9T 5V9 Phone: (250) 760-1999 Fax: (250) 760-1998 www.shaw.ca
A Channel BC	1420 Broad Street, Victoria BC, V8W 2B1 Phone: 1-866-244-2484 or (250) 382-2484 www.atv.ca islandcontactus@atv.ca
CTV BC	Suite 300-750 Burrard Street, Vancouver, BC, V6Z 1X5 News Desk: (604) 609-5800 bcassign@ctv.ca www.ctvbc.ctv.ca



## Websites

Tourism Nanaimo	2290 Bowen Road, Nanaimo, BC, V9T 3K7 Phone: 1-800-663-7337 or 250-756-0106 Fax: (250) 756-0075 <a href="http://www.tourismnanaimo.com">www.tourismnanaimo.com</a> <a href="mailto:info@tourismnanaimo.com">info@tourismnanaimo.com</a>
Harbour Living.ca	Phone: (250) 729-2695 <a href="http://www.harbourliving.ca">www.harbourliving.ca</a> <a href="mailto:info@harbourliving.ca">info@harbourliving.ca</a>



## Local Mascot Contacts

A&W Mascots	Mascot: Root Beer Bear Phone: (250) 756-9646
Bathtub Society, Nanaimo	Mascot: The Admiral and Sara Faucet Phone: (250) 753-7223
Clippers, Nanaimo	Mascot: C-Dog Phone: (250) 751-0593
Coast Bastion Inn	Mascot: Nanaimo Bernie Phone: (250) 753-6601
Country Club Mall	Mascot: Panda Phone: (250) 758-1102 *required 3 weeks notice; no charge
Cyber City	Mascot: CC (blue space alien) & Party Pup Bill Stewart or Melanie Gregory Phone: (250) 755-1828 *no charge
McDonald's Restaurant	Mascot: Hamburglar, Grimace & Birdie Phone: (250) 758-3455 *minimum 3 weeks notice as mascots come from Victoria)
Parks, Recreation & Culture	Mascot: Waverly Phone: (250) 756-5200



## Read O Graph Contact List

<p>Beban Park 2300 Bowen Road Brenda Gallacher Phone: (250) 756-5202 *2 weeks notice</p>	<p>Wendy's Restaurant Hollis Connelly 200-2980 N. Island Hwy V9T 5V4 Phone: (250) 758-2000 *2-3 weeks notice; will post as long as they don't have their own information to post</p>
<p>Coast Realty 4200 N. Island Hwy V9T 1W6 Randy Forbes Phone (250) 758-7653 *changed every Wednesday; give notice ASAP</p>	<p>White Spot Laura Walker 130 N. Terminal Avenue V9S 4S3 Phone: (250) 754-2241 *Subject to Head Office Approval</p>
<p>John Barsby Secondary School 550 Seventh Street V9R 3Z2 Mike Ferguson, VP Phone (250) 753-8211</p>	<p>Woodgrove Centre 292A-6631 N. Island Hwy V9T 4T7 Phone: (250) 390-2721 (ext. 222) *need one month notice</p>
<p>Nanaimo District Secondary School 355 Wakesiah Avenue V9S 2L9 Phone: (250) 740-2000 local. 2026 Jim McGregor, VP</p>	<p>Woodlands Secondary School 1270 Strathmore Street V9S 2L9 Derek Beeston, VP Phone: (250) 753-2271 *will post community, non profit events only *2 weeks notice, school comes first</p>
<p>Wellington Secondary School 3135 Mexicana Road V9T 2W8 Karen Proctor Phone: (250) 758-9191</p>	<p>Nanaimo North Town Centre 4758 Rutherford Rd V9T 4K6 Phone: (250) 758-8111 Rebecca</p>
<p>Swiss Chalet 3290 N. Island Hwy V9T 1W1 Phone: (250) 729-7120 Vera Lynn Ratcliffe *It depends on what it says</p>	<p>Mid Island Co-op 877 Bruce Street V9R 4A1 Phone: (250) 729-8403 or (250) 714-5053 Stan Shumaker *2 weeks notice</p>
<p>School District 68 395 Wakesiah Ave Phone: (250) 754-5521 Donna Reimer, Director of Communications</p>	<p>Dover Bay School 6135 McGirr Road V9V 1M1 Phone: (250) 756-4595 Linda Burnett *2 weeks notice (school comes first)</p>

# APPENDIX 2

## **F**orms





## Interview Plan

Topic: \_\_\_\_\_

Goal: \_\_\_\_\_

Audience(s): \_\_\_\_\_

Key Message:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Supporting Analogies, Examples, Statistics, Etc. \_\_\_\_\_

Theme: \_\_\_\_\_

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

Source: Stanton & Associates Communications and Training Consultants "Crisis Communication" (September 2006)

## Special Event Check List

### Small / Medium / Large

Form of Advertisement	Size of Event			Timeline for Promotion
	S	M	L	
<b>Radio</b>				
<input type="checkbox"/> Paid Ads			√	Up to 4 weeks prior to event
<input type="checkbox"/> Community Event Listings			√	2 weeks prior to the event
<input type="checkbox"/> Ticket Give-Aways			√	2 weeks prior to the event
<b>Posters</b>				
<input type="checkbox"/> In Community	√	√		Post up to 30 days before event ( Allow 2 weeks preparation)
<input type="checkbox"/> Grocery Bag Inserts			√	Deliver 2 weeks prior to event ( allow 2 weeks preparation)
<b>Newspapers</b>				
<input type="checkbox"/> Media Release			√	Submit 2 weeks prior to event
<input type="checkbox"/> Community Service Announcements	√	√	√	Submit to run 2 weeks before and up to the event
<input type="checkbox"/> Paid Advertisements		√	√	Up to 2 weeks prior to the event
<input type="checkbox"/> Article Submissions Submission			√	1 week prior to event
<input type="checkbox"/> Photo Opportunity		√	√	Up to 3 weeks prior to event
<b>Television</b>				
<input type="checkbox"/> Community Event Listings	√	√	√	Submit 2 weeks prior to event
<input type="checkbox"/> Interviews		√	√	Within the month of the event and the episode airing
<b>Read-O-Graphs</b>				
<input type="checkbox"/> Beban		√	√	Submit 1 month before – run week of
<input type="checkbox"/> Private			√	Submit 1 month before – run week of
<b>Internet</b>				
<input type="checkbox"/> Community Event Listings & Weblinks				1 month prior to event
<b>Mail Outs</b>				
<input type="checkbox"/> Direct Target		√	√	1 month prior to event
<input type="checkbox"/> Window Painting			√	1 month prior to event
<input type="checkbox"/> Lobby/Mall Displays			√	Up to 3 weeks prior to event
<input type="checkbox"/> Other Publications			√	1 month prior to the event

**Key:**

*Small Event* – 10 to 500 in attendance (S)

*Medium Event* – 500 to 1000 in attendance (M)

*Large Event* - 1000 people in attendance. (L)