



January 2018

Communications Plan for Scotiabank Hockey Day in Canada

January 17-20, 2018

Theme: Hero's

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City of Corner Brook



CORNER BROOK



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Section One: Introduction

Executive Summary

The 18th annual edition of Scotiabank Hockey Day in Canada promises to be a spectacular festival honouring Canada's game. Ron MacLean will return to host Sportsnet's marathon broadcast from the Corner Brook Civic Centre, with Don Cherry also on-site for Coach's Corner. The

Festivities for the 18th Scotiabank Hockey Day in Canada begin Wednesday, January 17, featuring community and family-friendly hockey events for all ages in Corner Brook, leading up to the main event and Sportsnet's broadcast of all seven Canadian NHL teams on Saturday, January 20.

Community Profile

Nestled in the scenic Humber Valley of Newfoundland's west coast, the city of Corner Brook is both the commercial hub of the Western Region and the second largest city in the province with a population of roughly 20,000 people. As home of the Newfoundland & Labrador Hockey Hall of Fame the city's energetic, vibrant and dynamic passion for hockey dates back more than 80 years. Corner Brook has a large vibrant Minor Hockey Association and programming for hockey fans of all ages.



Communications Vision

A shared vision of community awareness and involvement in Hockey Day in Canada. Engaged partnerships, engaged employees, and champion ambassadors creating the best hockey event to date.

Communications Plan Objectives

This document is intended to provide a communication strategy for the 2018 Hockey Day in Canada event being held in Corner Brook.

Planning, communication and executing consistent and professional promotional activities is a key element to the success of the event. With ongoing promotion of the upcoming event residents and visitors will engaged in the event and add excitement to the activities surrounding the event.

This plan is a written document that describes the objectives of promoting the event and primary responsibilities for the roll out of those communications.

With these program objectives, considerable human resources are required in the way of a strong organizing committee and volunteer efforts.

Communication Channels -the following are some of the channels that may be used

Advertising	Banners	Digital boards
One-on-one meetings	Billboards	Flags
Letter	Open houses	Banners for the Heritage
Banner, posters, flyers, brochures	Media (e.g. Newspaper, TV/Wires, Magazine, Radio)	Water tank wrap
Newsletter	Fax	
E-mail	Incentives	
Telephone	Networking sessions	
Social Media	Website	
Competitions	mail	
Presentations	Media conferences/packs	
Pubic meetings	TV workshops	
Video	Other	

Communication Guidelines

- Message to be audience specific
- All messaging will be communicated formally
- Message will be distributed through several communication channels
- Communications team will try and communicate what people need to know before they need to know it
- All critical communications will be signed off by _____
- Only the communications team will distribute official media advisories
- Project wide meetings will be held at all important milestones
- Project team will act on all feedback
- Logo use permissions will be signed off by _____

Target Audience

This event is open to hockey fans of all ages and the events is designed to attract a variety of interests.

Some target audiences include:

- Youth, both girls and boys
- Entire school boards including students, educators and administration
- Minor hockey leagues (boys & girls)
- Adult hockey players (male & female)
- Senior citizens
- Athletic professionals
- Business owners
- General hockey fans
- Visiting hockey fans
- Surrounding hockey associations
- Municipal, provincial and federal leaders
- Related industries
- Media
- Community at Large
- Outside community

Stakeholders and Requirements

Each stakeholder can request communication updates and list the requirements

To Be Determined-by September 2017

Name	Role	Information requested	Timeframe
		<ul style="list-style-type: none"> • Status • Issues • Risks • Deliverables • Resources used • Resources required • Budget update • • 	<ul style="list-style-type: none"> • Monthly, weekly, daily •
Sarah Grossman	Senior Manager of Communications, Sportsnet	Updates	Bi weekly and event times
Joel Darling	Executive Producer, NHL	Updates	Bi weekly and event times
Bruce Keating	Chair Local Organizing Committee	Updates	Bi weekly and event times
Mayor and Council	Support	Updates	Bi weekly and event times

Communications Schedule Planned News Releases-Advisories Public Notices conferences

June 2017

June 23- Advisory Corner Brook, NL to Host 2018 Scotiabank Hockey Day in Canada

August 2017

Public Notice: Call for

- Aug 21, 2017 Photography and Video Production Services for Scotiabank Hockey Day in Canada 2018
- Aug 21, 2017 Official Merchandiser for Corner Brook's Scotiabank Hockey Day in Canada 2018
- Aug 21, 2017 Printing/Publishing Services for Scotiabank Hockey Day in Canada 2018

Public Notice: Aug 10 Call for Project Coordinator – Scotiabank Hockey Day in Canada – The City of Corner Brook is presently accepting applications for the contractual position of Project Coordinator.

September 2017

Public Notice: Sponsorship messaging and packages
Advisory: New Council reviewed SHDIC and is in support
Advisory-Civic Centre is the headquarters of Hockey Day in Canada-preparations underway
Public Notice: Scotiabank Hockey Day in Canada Volunteer Registration

October 3, 2017

Interview with the Kenora group

November 2017

Advisory: Details for SHDIC Celebrations Unveiled
Public Notice Details for SHDIC Celebrations Unveiled
Public Notice: Tickets launch: tickets available for the feature events
Public Notice: Official SHDIC Merchandise Now on Sale
Public Notice: Minor Hockey Clinics & On-Ice Hockey Clinics

December 2017

Advisory: Corner Brook gears up for Hockey Day in Canada
Public Notice: Scotiabank Hockey Day In Canada Event Travel Logistics
Public Notice: Parking areas & Busing
Advisory: Event final schedule and details
School Program Alumni Program
Media Accreditation Registration Form
Jersey Day and photo for minor hockey

January 2018

Jan 3 Advisory Stanley Cup Relay to Corner Brook
Jan 4 Public Notice Event schedule and details
Jan 14-Media Advisory-Canada's biggest celebration of hockey arrives in Corner Brook this week
Jan Advisory: Stanley Cup® visits school _____ and nursing home _____
Jan 15 Advisory and Public Notice: NHL on Sportsnet, This Weekend Scotiabank Hockey Day in Canada

Post Event

Advisory and Public Notice Event Hockey Thank you Scotiabank and Sportsnet brings a successful celebration of hockey to Corner Brook

LETTERS

November

Invitation to Surrounding towns mayor and council- Deer lake and all Bay of Islands

December

All residents-Save the Date
Surrounding towns - Deer lake and all Bay of Islands

January

Postcard with budget circular

Media Conference

Oct 20 or Nov 7 Media conference

Bi weekly team meetings

**Communications Events and meetings
Opportunity for individual one-off interviews with:
Project team meetings
Media conference
Alumni Program**

DRAFT

<https://www.facebook.com/Scotiabank-Hockey-Day-in-Canada-2018-292120701296689/>

Planned Newsprint Advertising

City Central

- November December -January weekly

SHDIC Thank You Local Sponsors Ad

Video

Media conference

Video-highlights 14-minute version https://youtu.be/yFoowBr_DS_w

Full conference https://youtu.be/XDxMzFL2H_s

2017

June

- June 4- Corner Brook Scotiabank Hockey Day in Canada

August

September

October

Don Ron holding Jersey- Join us in Newfoundland as we celebrate our nation's greatest game!

November

- Hockey Day in Canada comes to Corner Brook
- Council video welcoming everyone to our City- invitation

December

- Scotiabank Hockey Day TV ad with Don Cherry and Ron McLean
- Scotiabank Hockey Day TV ad with

<https://www.facebook.com/Scotiabank-Hockey-Day-in-Canada-2018-292120701296689/>

2018

January

- Ron Maclean Hockey Day in Canada interviews
- _____
- During event-TBD

Post Event

- Memories of Hockey Day in Canada

Billboard -signage

- Way into town-water tower area
- Into downtown
- City Hall Lawn?

Local artist plan (video, interviews, advisory's etc)

August

September

October

November

December

January

SHDIC - Committee Updates and actions

June

- Media release: 2018 Corner Brook to Host 18th Annual Scotiabank Hockey Day in Canada on Sportsnet

July

- Rogers/Sportnet, Scotiabank Site visit

August

- SHDIC Local Organizing Committee Meetings
- Individual meeting with Coordinators

September

- Project Coordinator hired
- SHDIC Local Organizing Committee Meetings
- Webpage information creation
- RFP
 - PRE EVENT-Photography Services
 - Event Photography
 - Pre-Event Video Production
 - Official Merchandiser

October

- Media release and media toolkit 2018 Scotiabank Hockey Day In Canada Event Schedule Announced
- Video https://youtu.be/yFoowBr_DS
- Webpage launch
- Local radio- interviews with Ron Mclean and LOC Chair

Confirmed:

- **Sportsnet and Hockey Night in Canada Talent**
Ron MacLean, Don Cherry, Bob Cole, Cassie Campbell-Pascall, Ken Reid, Evanka Osmak, Stephen Brunt
- **NHL Alumni**

Lanny McDonald, Darcy Tucker, Mark Napier, Glenn Healy, Wendel Clark, Darren Langdon, Bryan Trottier

- **Musical Talent**

Dave Bidini and Bidini Band Kim Stockwood, Sherman Downey, Jody Richardson

Various local artists

November

- NHL ALUMNI & ROYALS CLASSIC – Call for Players
- Event Tickets – Online and Box-office ticket sales launch
- Launch of Facebook site
- Sponsorship program rollout
- Tickets launch for PRE-EVENT ARTS EVENTS
- Volunteer recruitment launch
- Alumni game players launch
- Outdoor rink planning
- Local radio -volunteer recruitment, ticket sales and sponsorship
- Joe Lundrigan and Doug Grant confirmed

Event Communications and or Actions

#	Communication or Event	Description Key Message(s) What are the key points included in the event / message?	Communications Goal	Audience Who is receiving the message?	Channel How will the message be sent?
1	Media Advisory	Corner Brook, NL to Host 2018 Scotiabank Hockey Day in Canada	Announcement - and community engagement external and internal	Media and general public	Media advisory Sports net City of CB
2.	Employment	Project Coordinator – Scotiabank Hockey Day in Canada	Public notice	general public	City of CB website employment Social media website
3.	RFP`s <input type="checkbox"/> Photo &Video <input type="checkbox"/> Merchandiser <input type="checkbox"/> Publishing Service	RFP for services	Public notice and engagement	general public	City of CB website RFP Social media website
4.	Facebook Event	Facebook announcement	Public engagement	general public	Social media website
5.	SHDIC Staff member	Project Coordinator for SHDIC is hired	Support all team leaders and communications	LOC	email
6.	City Webpage re: Hockey day in Canada creation	Event Details	Public notice and engagement	general public	Hold until more details are filled in
7	Preparation for Media Conference	& announcement	Media & Public notice and engagement	Media and general public	
8.	Media Conference		Media & Public notice and engagement		
9.	Local radio interviews	VOCM and CBC event details- post media conference with Ron Local radio VOCM with Bruce Keating	Public notice and engagement		
10.	SHDIC 2018 Facebook	Launch	Media & Public notice and engagement	Media and general public	

	Owner	Reviewer	Sender	Frequency	Start Date Actual Send	Status	Comments
1	Sportsnet	City of CB	all	once	Started June 20 Sent June 23 2017	Complete	
2	City of CB	HR Bruce Keating	Corner Brook	Aug 10	Aug 10	Completed	
3	City of CB	Finance Bruce Keating	Corner Brook	Website Aug 21 Twitter Aug 21, 29, Sept 5 FB Aug 21, Sept 1, 6	Aug 21	Completed	
4	City of CB	City of CB- Bonita	Corner Brook	ongoing	Aug 8	Completed	
5	Bruce Keating	none	Bruce Keating	once			
6	City of CB	City of CB- Bonita		Ongoing review	Aug 22	Completed	
7.	all	City of CB- Bonita	City of CB- Bonita	City of CB-Bonita	September 5 Event Oct 25	Completed	
8.							
9							
10.	LOC	LOC			Nov 1		

Communication Distribution List

#	Organization & Department Name	Stakeholder Name	Project Role / Activity	Phone Number	Email
1		Joel Darling	Executive Producer, NHL Special Events	416-764-5165 (w1), 416-205-6536 (w2), 416-318-3223 (m)	joel.darling@rci.rogers.com j oel.darling@cbc.ca
2	Sportsnet Rogers Media	Sarah Grossman	Senior Manager of Communications	m 416-509-9694	sarah.grossman@rci.rogers.co m
3	Corner Brook Local Organizing Committee	Bruce Keating	Chair	709-632-7880 (m)	shdicbchair@outlook.com
4	City of Corner Brook- Information Officer	Bonita Decaire	Communications	709-637-1662 (w) 709-216-7999 (c)	bdecaire@cornerbrook.com
5					
6					
7					
8					
9					
10					

Communications Responsibilities

- To support and coordinate the SHDIC event communications with partners (Sportsnet and Scotiabank)
- To develop and monitor an overall communications and public affairs strategy.
- To develop and manage the SHDIC City's social media and website.
- Partner with all communications activity for the SHDIC including corporate communications/media relations, public notices, employee communications, sponsorships and events, community activities.
- Including:
 - Develop and support key messages for specific groups, initiatives or projects
 - Website content, articles, publications and other communication materials as required
 - Communicate and engage community
 - Promote ongoing SHDIC community events
- To work with committees e.g. fundraising, events, to develop a communications strategy/plan

ONE-PAGE-COMMUNICATIONS SUMMARY IMPLEMENTATION PLAN

		August	September	October	November	December	January
Communications Advertising	Banners						
	Email		✓✓✓✓	✓✓✓✓✓✓	✓✓✓✓		
	Letter						
	RFPs and Careers	✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓		
	Public Notice	✓✓		✓✓			
	Video			✓✓			
Website Strategy	Web Information	✓✓	✓✓✓✓	✓✓			
	Search Engine Optimization		✓✓✓✓	✓✓✓✓			
	Advertising						
Social Media	Twitter	✓✓	✓✓✓✓	✓✓✓✓✓✓ ✓✓			
	Facebook	✓✓	✓✓✓✓	✓✓✓✓✓✓ ✓✓✓✓			
Media Radio and Print	Competitions/ Contest						
	Flyers						
	Media conferences/ packs advisory's	✓✓		✓✓			
	Brochures						
	Posters			✓✓			
	Mail						
	Publications						
	Radio		✓✓✓✓	✓✓✓✓	✓		

Scotiabank Hockey Day in Canada 2018 – Corner Brook Local Organizing Committee

TITLE / ROLE	NAME	PHONE	EMAIL	ORGANIZATION
Chair	Bruce Keating	709-632-7880 (m)	bwkeating@hotmail.com shdiccbchair@outlook.com	Independent
Vice-Chair	Frank Humber	709-640-5050 (m)	frankhumber@nlesd.ca	NL English School District - Principal Sacred Heart Elementary
City of Corner Brook Coordinators	Willie Smith	709-637-1245 (w) 709-639-5382 (m)	wsmith@cornerbrook.com	Civic Centre General Manager
	Allison Rowe	709-637-1259 (w) 709-640-3213 (m)	arowe@cornerbrook.com	Civic Centre Events Coordinator
	Cory Kane	709-637-1529 (w) 709-632-4985	ckane@cornerbrook.com	Civic Centre Operations Supervisor
	Robin Wight	709-637-1232 (w)	rwight@cornerbrook.com	City of Corner Brook Supervisor of Recreation Services
Communications Coordinator	Bonita Decaire	709-637-1662 (w) 709-216-7999 (c)	bdecaire@cornerbrook.com	City of Corner Brook – Information Officer
Hockey History Coordinator	Ron Downey	709-632-5918 (h) 709-630-0029 (m)	rdowney@nf.sympatico.ca	
Transportation Coordinator	Pat Whelan	709-639-1261 (h) 709-216-0978 (m)	p.whelan@nf.sympatico.ca	
School/Community Visits Coordinator	Peter Burt	709-637-4008 (w)	peterburt@nlesd.ca	NL English School District - Senior Ed. Officer
Sponsorship Coordinator	Peter Antle	709-640-6743	pantle@nf.sympatico.ca	
Minor Hockey Coordinator	Jackie Simms Kimberly Austin	709-638-3773 (m) 709-632-7566 (h) 709-632-7403 (m)	jsimms1@gmail.com kimberlyfaustin@hotmail.com	President and Vice-President of the Corner Brook Minor Hockey Association
Volunteer Coordinator	Susan Keating Bruce Keating	709-639-3331 (h) 709-640-0521 (m)	contactsusan@hotmail.com office.cbmha@gmail.com	Corner Brook Minor Hockey Association
Hockey Alumni Coordinator	George King	709-634-6617 (h) 709-640-0589 (m)	king_g@nl.rogers.com	Former Co-Chairs of National-Level Sporting Events
	Taylor Colbourne	709-634-5265 (w) 709-632-3300 (m)	cobe@nl.rogers.com	
Pond Hockey Coordinator	Scott Mosher	709-634-3625 (h) 709-640-1817 (m)	scottmosher@gmail.com	
Catering	Maxine Anstey	709-632-7979 (w)	jennifersgifts@hotmail.com	Owner/Operator of Jennifer's Catering
Arts Coordinator	David Smallwood	709-630-0012 (w) 709-660-1031 (m)	info@rotaryartscentre.ca	Rotary Arts Centre - Consultant
Marble Mountain Coordinator	Melissa Dwyer	709-637-7620 (w) 709-632-0236 (m)	melissa@skimarble.com	General Manager, Marble Mountain
Security Coordinator	Pat Hickey	709-639-2266 (w) 709-632-8777 (m)	phickey.alpha1@gmail.com	Alpha 1 Security

Feedback Measures

1. Baseline communication measurement
2. Periotic feedback
3. Reporting and adjusting communications plan and schedule
4. Metrics.

Functional communication measurement

- Audience perception
- Impact on goals / outcomes
- Collection of Information-Getting the Reactions of Receiver

Success Criteria

- Business Buy-In-at least ____businesses become sponsors or supporter
- Ambassadors engages-at least 5 ambassadors trained and engaged in community
- Unified communications-between City of Corner Brook and Sportsnet, Scotiabank
- Event details have been communicated using multiple channels
- Impact Metrics: Metrics from website and social media
- Community response listened to and acted on
- Outcomes-User Involvement-attendance event is well attended
- Activity Metrics-communication reached its target-check with organizations
- Completion of Entire Communication Process

Communications Plan Document Approvals

Name	Role	Approved?	Date
Bruce Keating	Chair	..	
Sarah Grossman	Senior Manager of Communications, Sportsnet	..	
Marina Redmond	City of Corner Brook Clerk	..	

