

Draft Plan for Pro-Active Weekend Media Opportunities - July 13 to Aug 31, 2013

Date	Event
Sat. Jul 13	1. FLNR/NR Brownfield Funding Program \$1.5 M to 19 projects/13 communities to clean up contaminated land for redevelopment (\$6M since '08) 2. FYI 3rd party FHA media/public 10:00am sneak preview walk through of new Surrey Mem Hospt ER NO PROV REP as Virk went Jul 12
Sun. Jul 14	1. 1:00pm CSCD/NR: B.C. gaming grants support animal care 2. 2:00pm AGRI/NR Cortez Island, Century Farm Award - Sunny Brae Farm - honour 125 years since Manson family arrival
Sat. Jul 20	1. HLTH 10:00am Kamloops. Min. Lake announce \$2-mil for Farmer's Mkt Nutrition Coupon 2. ENV Canada Parks Day to celebrate importance of parks ENV Min doing video message Jul 15 for release on 20th plus Min MP will do event at Cultus Lake
Sun. Jul 21	1. Event/Speech Premier** /Wat/Wilkinson 8:30AM SUCCESS Walk With Dragon - 28th year. Raise \$455K! Great opportunity for VCR MLAs
Sat. Jul 27	1. FLNRO NR Min Thomson statement on 10th anniversary of Barriere fire 2. FLNR NR new docks for Yellow + Edith Lakes to increase fishing opportunitier in Okanagan
Sat. Aug 3	1. Matt Gordon has promised MEM IB about Mins. Aug 6-8 Tour northern tour 2. Nina Chiraelli has promised MARR IB about Mins. Aug 6-9 northern tour
Mon. Aug 5	1. Robt. Bolens has promised NR relating to AGRI \$65K to BC Food Processors Assoc. To promote Buy BC Food campaign
Sat. Aug 10	2. HSG 3rd party Event SAFERhome groundbreaking to certify 156-multi-family housing development, Chiliwack, MLA Martin attending? TBC
Sun. Aug 11	
Sat. Aug 17	
Sat. Aug 24	

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Draft for Wknd Media Opportunities - July 27 to Aug 31, 2013

Date	Event
Sat. Jul 27	1. FLNRO NR Min Thomson statement on 10th anniversary of Barriere fire
	2. FLNR NR new docks for Yellow + Edith Lakes to increase fishing opportunitier in Okanagan
Sun. Jul 28	1. CSCD NR 1:30pm Public Safety Gaming Grants - encouraging applications for community gaming grants by Aug. 31
Sat. Aug 3	2. Matt Gordon has promised MEM IB about Mins. Aug 6-8 Tour northern tour but might have to go Aug 2 to make local papers
Sun. Aug 4	3. Nina Chiraelli has promised MARR IB about Mins. Aug 6-9 northern tour but might have to go Aug 2 to make local papers
Mon. Aug 5	1. 10:00AM AGRI NR on \$65K to BC Food Processors Assoc. to promote Buy BC Food campaign
Sat. Aug 10	1. HSG 3rd party Event SAFERhome groundbreaking to certify 156-multi-family housing development, Chiliwack, MLA Martin attending.
Sun. Aug 11	
Sat. Aug 17	
Sat. Aug 24	
Sat. Aug 31	EDU is working on having a portion of its Back to School package avail for release on this Saturday

Draft for Wknd Media Opportunities - Aug 10 - Aug 31, 2013

Date	Event
Sat. Aug 10	1. HSG 3rd party Event SAFERhome groundbreaking to certify 156-multi-family housing development, Chiliwack, MLA Martin attending. 2. MLA Stilwell speech 10:00am to Coombs Fair Century Farm Award...NR already released Aug 7
Sun. Aug 11	4. Campbell River Salmon Festival - Logger sports (Aug 9-11) Message from Thomson...contact Min McRae shop re possible MA or IB
Sat. Aug 17	
Sun. Aug 18	
Sat. Aug 24	
Sun Aug 25	
Sat. Aug 31	1. Work with Lisa Leslie MCFD on back to school tips for kids + parents and promotion of a school-based anti-anxiety program called FRIENDS, which is entering its 10th year in BC schools 2. EDU is working on having a portion of its Back to School package avail for release on this Saturday

Draft for Wknd Media Opportunities - Aug 17 - Oct. 5, 2013

Date	Event	
Sat. Aug 17		S13
Sun. Aug 18		S13
Sat. Aug 24	1. CSCD - FYI/3rd party event - 3:30PM Closing Ceremonies BC Seniors Games, Kamloops - Ben James hoping to get some one to rep.	S13
Sun Aug 25		S13
Sat. Aug 31	1. MCFD NR on a school-based anti-anxiety program called FRIENDS part of back to school pkg. Will have link to video + possible Min. audio	S13
	4. EDU TBC – Minister Fassbender will send out an Op-Ed to media to run in the weekend edition of the paper + media availability	
	**EDU is working on having a portion of its Back to School package avail for release on this Saturday	
Sun. Sept 1	HLTH 3rd party NR BC Ambulance and Heart and Stroke Foundation release on new defibrillator for the community of Cache Creek	
Mon. Sept 2		S13
Fri. Sept 6		S13
Sat. Sept 7		S13
Sun. Sept 8		S13
Sat. Sep 14	JAG - launch of liquor review public consultation website. NR, photo op	S13
Sun. Sept 15		S13
Sat. Sept 21		S13

Sun. Sept 22

S13

Sat. Sept. 28 JAG - NR Annual Bordeaux Wines - LDB releases a booklet outlining the Bordeaux vintage that is available in BC Liquor Stores

Sun. Sept 29

S13

Sat. Oct 5

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Draft for Wknd Media Opportunities - Aug 24 - Oct. 5, 2013

Date	Event
Sat. Aug 24	1. CSCD NR Community Gaming Grants Support Agricultural Fairs with quotes from Oakes + Pimm
	2. ARR - NR Revenue-sharing agreement with Squamish 1st Nation re: Skookum Creek Power Project under 1st Ns Clean Energy Business Fund
Sun Aug 25	
Sat. Aug 31	1. MCFD NR on a school-based anti-anxiety program called FRIENDS part of back to school pkg. Will have link to video + possible Min. audio
	3. EDU TBC – Minister Fassbender will send out an Op-Ed to media to run in the weekend edition of the paper + media availability
Sun. Sept 1	HLTH 3rd party NR BC Ambulance and Heart and Stroke Foundation release on new defibrillator for the community of Cache Creek
Mon. Sept 2	
Sat. Sept 7	
Sun. Sept 8	
Sat. Sep 14	JAG EVENT w NR launch of public consultation website for liquor review. News release and photo op. CONFIRMED
Sun. Sept 15	
Sat. Sept 21	
Sun. Sept 22	

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Sun. Sept 29

Fri. Oct 4

Sat. Oct 5

S13

S13

Draft for Wknd Media Opportunities - Aug 31 - Oct. 5, 2013

Date	Event
Sat. Aug 31	1. MCFD NR on a school-based anti-anxiety program called FRIENDS part of back to school pkg. Will have link to video + possible Min. audio
Sun. Sept 1	3. EDUC – Back to School Op-ED (Aug 31 – Sept 2) Covers 3 main themes: Labour Peace, Education Transformation, Skills & Trades Training
Mon. Sept 2	
Sat. Sept 7	MEM - Speech Min. Bennet to the Western Regional Mine Rescue Competition banquet in Fernie
Sun. Sept 8	
Sat. Sept 14	JAG EVENT w NR launch of public consultation website for liquor review. News release and photo op. CONFIRMED
Sun. Sept 15	TRAN - FYI/3rd Party start of BC Road Builders & Heavy Construction Assoc Conference in Kelowna. Speaking opportunity
Sat. Sept 21	
Sun. Sept 22	JAG - NR 2013 BC Sheriffs Annual Awards celebration, Coquitlam Executive Plaza Hotel + Conf. Centre
	ARR - Event w NR Walk of Reconciliation in Vancouver shows shared values + shows former IRS students they are not alone. Min. Rustad
Sat. Sept. 28	JAG - NR Annual Bordeaux Wines - LDB releases a booklet outlining the Bordeaux vintage that is available in BC Liquor Stores
	JAG 3rd party Event marks 50 years of RCMP auxiliary constables.

CSCD 3rd party Event Triathalon BC Annual Athletic Gala taking place Sept. 28th in Vancouver at Creekside Community Centre. MLA TBC

Sun. Sept 29

S13

Fri. Oct 4

Sat. Oct 5

S13

Sun Oct 6

Sat. Oct 12 JAG NR - Showcasing the "Best of BC Wine" release with a booklet that's available on the LDB website and in Signature BC Liquor Stores.

Sat. Oct 19

Sun. Oct 20

S13

Sun. Oct 27

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Draft for Wknd Media Opportunities - Aug 31 - Oct. 27, 2013

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Sun. Sept 1	HLTH 3rd party NR BC Ambulance and Heart and Stroke Foundation release on new defibrillator for the community of Cache Creek FLNRO -NR Launch of new online mining application: FrontCounter BC. Launch is to coincide with Mines Act Bill 19 effective date Sept. 1
Mon. Sept 2	
Sat. Sept 7	
Sun. Sept 8	
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S13

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Sat. Oct 19

Sun. Oct 20

S15, S13

Sun. Oct 27

S13