

## RE: Media training

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**From:** "Aquino, Christine" <christine.aquino@nrc-cnrc.gc.ca>  
**To:** "Gennaro, Miriam (IC)" <miriam.gennaro@canada.ca>, "Sepers, Bram (IC)" <bram.sepers@canada.ca>  
**Cc:** "Sicard, Genevieve (IC)" <genevieve.sicard@canada.ca>, "Baril, Frederic (IC)" <frederic.baril@canada.ca>, "Ellis, Matthew" <matthew.ellis2@nrc-cnrc.gc.ca>  
**Date:** Tue, 16 Jun 2020 11:30:15 +0000  
**Attachments:** ToR - Vaccine Task Force - EN.DOCX (23.63 kB); vaccine\_task\_force\_landing.pdf (857.32 kB)

Hi Miriam – I am cc'd Matt Ellis on this email for you to chat about MR directly.

To confirm – both co-chairs means for both task forces? I'm not sure what you mean about additional information on the announcements – ISED has the NR, SBK and Bram mentioned Qs were being pulled together. I have attached the terms of reference for the VTF in case you don't have them handy. Also attached is the PDF of the website, as it stands this morning.

Christine

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**From:** Gennaro, Miriam (IC) [mailto:miriam.gennaro@canada.ca]  
**Sent:** June 16, 2020 6:45 AM  
**To:** Sepers, Bram (IC) <bram.sepers@canada.ca>  
**Cc:** Aquino, Christine <Christine.Aquino@nrc-cnrc.gc.ca>; Sicard, Genevieve (IC) <genevieve.sicard@canada.ca>; Baril, Frederic (IC) <frederic.baril@canada.ca>  
**Subject:** Re: Media training

Thanks Bram, Christine. Christine, I suggested in a previous email that a message go out to all members explaining the process. The message will include contact information for me and my manager as well as the email address and telephone number that media can use to reach out to ISED MR. I will circulate to you all this morning for awareness. If you would like to bundle it is a package with the high level lines, if those are ready to go, that totally works for me.

Christine, there is a back end piece here though, that needs to be squared off and that is the protocol between us and the NRC. As you know, the MR approach we are proposing for this initiative is different than the usual. I proposed yesterday a quick meeting with your MR lead, me and my MR lead today, if possible. If you can confirm his name for me, that would be great.

For the media training, we are going with Earncliffe and that has been set up for today at 2:30 p.m. with both our co-chairs. Bram, I have shared already the biographical notes of our participants along with their comfort level dealing with media. I am waiting on any additional information you can share on the announcements itself.

Thanks,  
Miriam

Sent from my iPhone

On Jun 15, 2020, at 10:08 PM, Sepers, Bram (IC) <[bram.sepers@canada.ca](mailto:bram.sepers@canada.ca)> wrote:

Thank you Christine, the document is helpful.

The high level lines will be drawn from the key messages in the SBK, once approved by MINO.

Though the segue to ISED was mentioned by others, I do support it.

Miriam, perhaps that could be part of our Media training?

In my view the media relations Communications approach document would contain:

- A preference to refer media inquiries to ISED,
- Contacts, and
- High level lines from the SBK.

I would defer to Miriam on the contents.

It could be distributed to all members through the secretariats. We could propose content for that message.

Best,

Bram  
(613) 293 4275

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**From:** Aquino, Christine <[Christine.Aquino@nrc-cnrc.gc.ca](mailto:Christine.Aquino@nrc-cnrc.gc.ca)>  
**Sent:** June 15, 2020 9:14 PM  
**To:** Sepers, Bram (IC) <[bram.sepers@canada.ca](mailto:bram.sepers@canada.ca)>; Gennaro, Miriam (IC) <[miriam.gennaro@canada.ca](mailto:miriam.gennaro@canada.ca)>; Sicard, Genevieve (IC) <[genevieve.sicard@canada.ca](mailto:genevieve.sicard@canada.ca)>  
**Cc:** Baril, Frederic (IC) <[frederic.baril@canada.ca](mailto:frederic.baril@canada.ca)>  
**Subject:** RE: Media training

Hi Bram – during the call you mentioned high level lines with how to segue calls to ISED. How will you be distributing it to everyone, along with the comms approach document? We have an overall tips and tricks for media which we are going to provide (attached).

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**From:** Sepers, Bram (IC) [<mailto:bram.sepers@canada.ca>]  
**Sent:** June 15, 2020 5:28 PM  
**To:** Aquino, Christine <[Christine.Aquino@nrc-cnrc.gc.ca](mailto:Christine.Aquino@nrc-cnrc.gc.ca)>; Gennaro, Miriam (IC)

<[miriam.gennaro@canada.ca](mailto:miriam.gennaro@canada.ca)>; Sicard, Genevieve (IC) <[genevieve.sicard@canada.ca](mailto:genevieve.sicard@canada.ca)>  
**Cc:** Baril, Frederic (IC) <[frederic.baril@canada.ca](mailto:frederic.baril@canada.ca)>  
**Subject:** Media training

Hi Christine

Just want to confirm the Media training.

Will ISED lead on media training for TTK and NRC lead for the VTF.

Or will NRC do it for both?

Bram