

## RE: Material to support comms discussion at CVTF meeting

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**From:** "Aquino, Christine" <christine.aquino@nrc-cnrc.gc.ca>  
**To:** "Steel, Cathryn" <cathryn.steel@nrc-cnrc.gc.ca>  
**Cc:** "Letourneau, Marie-Eve" <marie-eve.letourneau@nrc-cnrc.gc.ca>  
**Date:** Thu, 15 Oct 2020 22:45:31 +0000

Thanks! Let's package it all together when we have everything and send it at one time. We should follow the format of the monthly media report.

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**From:** Steel, Cathryn  
**Sent:** October 15, 2020 4:42 PM  
**To:** Aquino, Christine <Christine.Aquino@nrc-cnrc.gc.ca>  
**Cc:** Letourneau, Marie-Eve <Marie-Eve.Letourneau@nrc-cnrc.gc.ca>  
**Subject:** FW: Material to support comms discussion at CVTF meeting

Hi – I just wanted to let you know that I have started the ball rolling on this.

Matt is looking into the social media and media stats.  
I've sent a request to WebOps and Nadine to look into metrics on:

[Vaccine Task Force webpage](#)  
[Declaration of Interests Protocol](#)  
[COVID-19 Vaccine Task Force Registry of Interests](#)

[COVID-19 Joint Biomanufacturing Subcommittee](#)

I've asked for the information back by Monday if possible.

I've also let Purni know that we're on it.

Just FYI,  
Cathryn

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**From:** Narayanan, Purni  
**Sent:** October 14, 2020 4:43 PM  
**To:** Steel, Cathryn <[Cathryn.Steel@nrc-cnrc.gc.ca](mailto:Cathryn.Steel@nrc-cnrc.gc.ca)>  
**Subject:** FW: Material to support comms discussion at CVTF meeting

Hi Cathryn,

Roger is looking for some metrics on communications activities that the CVTF is involved in. Would you be able to help with this? I am not sure what kind of trackers or metrics the comms branch already collects, but if there are materials already created that we could work from, that would probably be easiest.

Thanks  
Purni

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**From:** Scott-Douglas, Roger  
**Sent:** October 14, 2020 8:31 AM  
**To:** Narayanan, Purni <[Annapurni.Narayanan@nrc-cnrc.gc.ca](mailto:Annapurni.Narayanan@nrc-cnrc.gc.ca)>; 'Rione Novak' <[rione.novak@canada.ca](mailto:rione.novak@canada.ca)>; Doering, Julia <[Julia.Doering@nrc-cnrc.gc.ca](mailto:Julia.Doering@nrc-cnrc.gc.ca)>; Kassam, Nishma <[Nishma.Kassam@nrc-cnrc.gc.ca](mailto:Nishma.Kassam@nrc-cnrc.gc.ca)>; Kuo Lee, Rhonda <[Rhonda.KuoLee@nrc-cnrc.gc.ca](mailto:Rhonda.KuoLee@nrc-cnrc.gc.ca)>; Chatterton, Angela <[Angela.Chatterton@nrc-cnrc.gc.ca](mailto:Angela.Chatterton@nrc-cnrc.gc.ca)>; Letourneau, Marie-Eve <[Marie-Eve.Letourneau@nrc-cnrc.gc.ca](mailto:Marie-Eve.Letourneau@nrc-cnrc.gc.ca)>; Steel, Cathryn <[Cathryn.Steel@nrc-cnrc.gc.ca](mailto:Cathryn.Steel@nrc-cnrc.gc.ca)>  
**Cc:** Aquino, Christine <[Christine.Aquino@nrc-cnrc.gc.ca](mailto:Christine.Aquino@nrc-cnrc.gc.ca)>  
**Subject:** Material to support comms discussion at CVTF meeting

Hi there, it struck me that we probably need another small product to support the discussion on comms at the CVTF. Specifically, we should do a short deck setting out the metrics of media stories on the CVTF, and media interviews by members. They should touch on the broad themes covered in the stories (and when they came out) and on the key issues of the media interview, when it was given and by whom. We could also mention hits of the CVTF website and whether there are any other social media metrics that are relevant. Happy to chat if this is not clear. Best, Roger

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