

From: Davis, Terry
Sent: Friday, October 2, 2009 3:05 PM
To: Webb, Allison <Allison.Webb@dfo-mpo.gc.ca>; Lake, Diane <Diane.Lake@dfo-mpo.gc.ca>; Grout, Jeff <Jeff.Grout@dfo-mpo.gc.ca>; Ryall, Paul <Paul.Ryall@dfo-mpo.gc.ca>; Thomson, Andrew <Andrew.Thomson@dfo-mpo.gc.ca>; Bate, Angela <Angela.Bate@dfo-mpo.gc.ca>; Saunders, Mark <Mark.Saunders@dfo-mpo.gc.ca>; Patterson, David <David.Patterson@dfo-mpo.gc.ca>
Cc: Farlinger, Susan <Susan.Farlinger@dfo-mpo.gc.ca>; Poirier, Julie <Julie.Poirier@dfo-mpo.gc.ca>; Sprout, Paul <Paul.Sprout@dfo-mpo.gc.ca>; McRae, Cathy <Cathy.McRae@dfo-mpo.gc.ca>; Robbins, Tom <Tom.Robbins@dfo-mpo.gc.ca>
Subject: RE: Sample speeches and templates
Attach: SP_Fraser_River_Sockeye.doc

Sorry -- here it is...

Terence Davis

Regional Director, Communications / Directeur régional, communications
Fisheries and Oceans Canada, Pacific Region / Pêche et Océans Canada, région du
pacifique
200 - 401 rue Burrard St., Vancouver, BC V6C 3S4
Tel. / tél.: (604) 666-3855
Cell / cellulaire: (778) 868-9385
Fax / téléc. : (604) 666-1847
e-mail / courriel : terry.davis@dfo-mpo.gc.ca

From: Davis, Terry
Sent: October 2, 2009 3:03 PM
To: Webb, Allison; Lake, Diane; Grout, Jeff; Ryall, Paul; Thomson, Andrew; Bate, Angela; Saunders, Mark; Patterson, David
Cc: Farlinger, Susan; Poirier, Julie; Sprout, Paul; McRae, Cathy; Robbins, Tom
Subject: RE: Sample speeches and templates
As noted in my previous message, I am forwarding you the existing 20-minute speech. Please get back to me ASAP with any suggested changes or corrections.
Many thanks.

Terry

Terence Davis

Regional Director, Communications / Directeur régional, communications
Fisheries and Oceans Canada, Pacific Region / Pêche et Océans Canada, région du
pacifique
200 - 401 rue Burrard St., Vancouver, BC V6C 3S4
Tel. / tél.: (604) 666-3855
Cell / cellulaire: (778) 868-9385
Fax / téléc. : (604) 666-1847
e-mail / courriel : terry.davis@dfo-mpo.gc.ca

From: Davis, Terry
Sent: October 2, 2009 2:49 PM
To: Webb, Allison; Lake, Diane; Grout, Jeff; Ryall, Paul; Thomson, Andrew; Bate, Angela; Saunders, Mark; Patterson, David
Cc: Farlinger, Susan; Poirier, Julie; Sprout, Paul; McRae, Cathy; Robbins, Tom

DFO-084126[00-01]

\\svbcanfp01\Cohen-Comm\Network Drives\Communications\E-Mail -- Director of Communications\Sent Messages\RE Sample speeches and templates (50).msg

CAN053673_0001

Subject: RE: Sample speeches and templates

Importance: High

Thanks Allison,

I have touched base with NHQ Communications on this, as there is some confusion about what is needed and the process for undertaking the work.

The bottom line is that Parliamentary Affairs has asked for 80 minutes of speeches to be developed on a range of issues related to Pacific salmon, for use by members of the government, in the event that an emergency debate on Pacific salmon is called in the House of Commons.

In most cases, these types of speeches are developed by program staff in NHQ. NHQ Communications provides editing support and advice. However, in this instance, as the subject matter experts on Pacific salmon are based here, the Region has been asked to develop the speeches. Pacific Region Communications and NHQ Communications will work in tandem to either edit the speeches produced by program staff or to turn the information you develop into speeches.

Essentially, in the debate, members of the government will put forward the Department's arguments/positions/information on Pacific salmon. The MPs are essentially speaking for the Department, and representing us in the House. We should be looking at developing speeches or assembling the information required to write them from this perspective, i.e. it is an opportunity for us to see the Department's positions on the issue of Pacific salmon conveyed in the House of Commons.

Given that program staff in the region do not have speech writing experience, what I suggest is that you develop the main messages that we want to convey on the topics that were identified on the call with Parliamentary Affairs on Tuesday, as well as assemble background information on the topics. This could take the form of existing briefing notes, background notes, etc., but it is key for you to clearly state the main messages/arguments that we would like to convey in the debate, and to do so with a logical flow that would help Communications and our speechwriters turn the information you provide into speeches. For each topic, we need enough material to complete a 10 minute speech.

There is also a 20 minute speech that has been developed by NHQ, which I will forward to you shortly. Please review the speech, and forward any changes/corrections you believe are required to me ASAP.

Communications needs all materials from you by Monday morning, so that we can get speeches to the DM by Tuesday.

Many thanks for your help with this. Don't hesitate to contact me if you have questions.

Terry

Terence Davis

Regional Director, Communications / Directeur régional, communications

Fisheries and Oceans Canada, Pacific Region / Pêche et Océans Canada, région du pacifique

200 - 401 rue Burrard St., Vancouver, BC V6C 3S4

Tel. / tél.: (604) 666-3855

Cell / cellulaire: (778) 868-9385

Fax / téléc. : (604) 666-1847

e-mail / courriel : terry.davis@dfo-mpo.gc.ca

From: Webb, Allison

Sent: October 2, 2009 1:19 PM

To: Lake, Diane; Grout, Jeff; Ryall, Paul; Thomson, Andrew; Bate, Angela; Saunders, Mark; Patterson, David

Cc: Davis, Terry; Farlinger, Susan; Poirier, Julie

\\svbcvanfp01\Cohen-Comm\Network Drives\Communications\E-Mail -- Director of Communications\Sent Messages\RE Sample speeches and templates (50).msg

CAN053673_0002

Subject: RE: Sample speeches and templates

Sorry to be the bearer of bad news for all, particularly on a sunny Friday pm, but apparently we need to get these speeches moving forward for completion on Monday. I am not sure if you have already sent info to Communications, but if not, I would suggest that the subject matter experts write some bullet points and send these to Terry Davis in Communications who can either draft these into speeches or work with a speech writer to have this turned into speeches. This will ensure a consistent style.

Diane Lake had identified the following themes and responsible parties and given our time constraints I am suggesting a slight refinement to reduce the workload and #s of speeches, but focusing only on those topics most likely to generate debate or be contentious:

- salmon overview (20 minutes, complete - I'll send it on tomorrow)
- forecasting (10 minutes) (Jeff, Paul)
- in-season management/post-season review (20 minutes) (Jeff, Paul)
- environmental context (10 minutes) (Mark, Dave)
- aquaculture and sea lice (10 minutes) (Andy)
- the way forward - (post-season review science (10 minutes) (Jeff) I WOULD NOT DO THIS ONE, it is included above in post season review)

Q's and as are also required on;

-compensation (Allison) This is already done in NHQ and there are Qs and As around compensation that were developed nationally re lobster.

-PICFI (Angela) I WOULD NOT DO THIS ONE as it is not likely to be raised in this context.

If anyone is really, really jammed, let me know and I can try to write your bullets for you and then send them back to you for review. I may or may not be able to do it today likely, but could work on it on Sun pm.

Thanks,

Allison

L. Allison Webb
Regional Director / Directrice régionale
Policy Branch/ Direction des politiques
Fisheries and Oceans Canada/ Pêches et Océans Canada
200 - 401 rue Burrard Street
Vancouver BC / C-B
V6C 3S4
tel 604-666-7963
fax 604-666-3295
email/courriel: Allison.Webb@dfo-mpo.gc.ca

From: Lake, Diane

Sent: Monday, September 28, 2009 3:32 PM

To: Grout, Jeff; Ryall, Paul; Thomson, Andrew; Webb, Allison; Bate, Angela; Saunders, Mark; Patterson, David

Cc: Davis, Terry

Subject: FW: Sample speeches and templates

TEMPLATES

<< File: House Speeches.doc >>

As per our call today with Parliamentary Affairs and other HQ staff, we've been asked to prepare 10-minute speeches on the following below, to be possibly used in the House should the Speaker grant an emergency debate on Pacific salmon. Attached are templates which can be used to cut and paste existing material into (briefing notes and other documents).

Based on our discussion, it seems like the following are best suited to provide information on the various subject matters. The speeches are to total 80 minutes, and comprise the following themes:

- salmon overview (20 minutes, complete - I'll send it on tomorrow)
- forecasting (10 minutes) (Jeff, Paul)
- in-season management/post-season review (20 minutes) (Jeff, Paul)
- environmental context (10 minutes) (Mark, Dave)
- aquaculture and sea lice (10 minutes) (Andy)
- the way forward - (post-season review science (10 minutes) (Jeff)

Q's and as are also required on;

-compensation (Allison)

-PICFI (Angela)

Please note: A 10 minute speech is 1000-1200 words. Communications branch will handle edits/approvals of material. deadline for material is the end of the week - Oct. 2. Please send to Terry Davis when complete.

Thanks

Diane