






2020-21 Core Communication Activities

| Date | Object | Key Message | Vehicle | Channel |
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|  |  |  |  |  |
| June 6, 2020 | Return to School- Executive Summary | EECD doc | email | SchoolMessenger Website Social Media |
| July 24, 2020 | Bring Your Own Device | Subsidy, O365, spec sheet | Email – Grades 9-12 | SchoolMessenger Website Social Media |
| August 6, 2020 | Return to School (RTS) Details | -overview RTS k-5/6-12 (what's new, busing) | email | SchoolMessenger Website Social Media |
| August 13, 2020 | RTS Guide for Parents | EECD doc | email | SchoolMessenger Website Social Media |
| August 17, 2020 | IDEA Centre | Register for this semester | Email (Gr 10-12) | School Messenger Social Media |
| July/August, 2020 | Return to School | -updated resources, messaging, news items | | WEBSITE UPDATE |
| August 19, 2020 | Bus- Alternate Address | Alt address form | email | School Messenger |
| August 21, 2020 | Physical Attendance | -medical excuse, special needs, home school | email | SchoolMessenger Website Social Media |
| August 21, 2020 | BusPlanner Open | -register child -confirm busing | -email -orientation video -orientation flipbook | SchoolMessenger Website Social Media |
| August 21, 2020 | Cross-Boarder Custody | -HC Emergency Order | Email (SS schools, CIC, Milltown) | School Messenger |
| August 21, 2020 | Loss of Bus Service | -under 1.5 km bus service | Email (HW, Cent, Bayview, Seaside) | SchoolMessenger |

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| August 22, 2020 | School Schedules | -will be communicated by schools | Messaging | Social media |
| August 25, 2020 | Sports/ Phys Ed | | Shared | Social media |
| August 25, 2020 | Bus Safety/COVID-19 | | Video | Social media |
| August 25, 2020 | BusPlanner troubleshooting | | Messaging | Social media |
| August 25, 2020 | Red Flashing Lights | -joint press release with SJPF | Press release | |
| September 1, 2020 | Vaping | Sent to Ps and VPs | Tool kit | |
| September 2, 2020 | Operational Plans | -release date -contents | Email | School Messenger |
| September 3, 2020 | Welcome Back | -tips for returning -message from ZW | Video | Social Media |
| September 4, 2020 | Kindergarten welcome | | Email | School Messenger |
| September 4, 2020 (Reminder) | Masks | -clean, label, storage, 2x | graphics | Social media |
| September 4, 2020 (Reminder) | Water Bottle | -clean, label | graphics | Social media |
| September 4, 2020 | Scent-free/Peanut | | Hard Cards | |
| September 5, 2020 (Reminder) | Safe Arrivals | Sent to Ps | | |
| September 8, 2020 (Reminder) | Red Flashing Lights | | Graphic | Social media |
| September 8, 2020 | Increased Traffic | | | Social media |
| September 9, 2020 | Traffic Safety | | | Social media |
| September 9, 2020 (Reminder) | COVID-19 bus rules reminder | | | Social media |
| September 9, 2020 | Health Q & A | Letter to families | Email | School messenger, social media |
| September 10, 2020 | Back to school mental health check list | -Kids Help Phone resources | | Social media |
| September 15, 2020 | COVID-19 self-assessment tool | | | Social media |
| September 18, 2020 | First week back thank-you message to families | | | Social media |

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| September 23, 2020 | Student symptoms FAQ (GNB) | | | Social media |
| September 25, 2020 | BYOD support information | Hot line, passwords, support for MS Teams | | Social media |
| October 1, 2020 | BYOD support information | Password reminder | | Social media |
| October 5, 2020 | Immunization program | Letter home | Email, graphics | School messenger, social media |
| October 6, 2020 | Register for Kindergarten | News item | News item, graphics | Website, social media |
| October 9, 2020 | Expectations in the Event of an Outbreak | Outbreak plan, update contact information | Email | School messenger, social media |
| October 13, 2020 | Moncton/Campbellton Travel Guidelines | | Email, website | School messenger, social media |
| October 14, 2020 | Kindergarten Registration link open | | Graphic | Social media |
| October 14, 2020 | Updated Moncton/Campbellton Travel Guidelines | | Email, website | School messenger, social media |
| October 15, 2020 (Reminder) | BYOD support information | | | Social media |
| October 15, 2020 | Casual Bus Driver job ad | | Graphic | Social media |
| October 15, 2020 | Revised school calendar | Change to PL days | Email, website | School messenger, social media |
| October 16, 2020 | Restrictions reduced-Moncton/Campbellton | | Email, website | School messenger, social media |
| October 19, 2020 | Casual bus drivers and custodians | GNB message | | Social media |
| October 19, 2020 (Reminder) | No Class – PL Day reminder | | Graphics | Social media |
| October 20, 2020 | Casual bus drivers and custodians | GNB message | | Social media |
| October 20, 2020 (Reminder) | Kindergarten registration reminder | | Graphic | Social media |
| October 21, 2020 | 2 x Clean Mask reminder | | Graphic video | Social media |

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| October 22, 2020 | Update- Restrictions reduced Moncton/Campbellton | | Email, website | School messenger, social media |
| October 22, 2020 | Phone reminder Re: Communications | Reminder to families to check email for district/school messages | Voice message | School messenger |
| October 28, 2020 | GNB Halloween guidelines | GNB messaging | | Social media |
| October 28, 2020 (Reminder) | No Class – PL Day reminder | | Graphics | Social media |
| October 27, 2020 | Updated Screening Requirements | New poster, PL day reminder | Email, website | School messenger, social media |
| October 30, 2020 | Reminder- Daylight savings time ends | | | Social media |
| November 3, 2020 | GNB COVID-19 reminders | | | Social media |
| November 6, 2020 | Travel Zone 5 – restrictions lifted | | Email, website | School messenger, social media |
| November 6, 2020 | Cross-border restrictions implemented | | Email, website | School messenger, social media |
| November 6, 2020 | Reminder- Nov 11 No classes | | Graphics | Social media |
| November 10, 2020 (Reminder) | Remembrance Day message/ No classes | | Graphics | Social Media |
| November 12, 2020 | AARAO Virtual Career Fair | Grade 11 and 12 | Email | School messenger, social media |
| November 12, 2020 | Grade 9-12 Report Card info and Parent-Teacher Info | High School Families | Email, video | School messenger |
| November 13, 2020 | Parent-Teacher How To | | Video | Social Media |
| November 15, 2020 | Campobello COVID-19 info | Letter to Families | | School Messenger |
| November 16, 2020 | Dr. Barker/COVID-19 Info meeting | TEAMS meeting/Q&A | | TEAMS |
| November 17, 2020 | Teams Help resources | Links and Video overview | Video | Social Media |

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| November 19, 2020 | Reminder- No school Nov 20- PD Day/ Parent Teacher | | Graphics | Social media |
| November 20, 2020 | Transition to Orange Phase | | Letter to families | School messenger, social media |
| November 21, 2020 | Confirmed case - Simonds | | | |
| November 21, 2020 | Confirmed case- HMS | | | |
| November 21, 2020 | Confirmed Exposure- HVHS | | | |
| November 22, 2020 | ASD-S Letter to Families COVID-19 | | Email to all families, website | School messenger, social media |
| November 22, 2020 | Orange phase Mask reminder | | Graphics | Social Media |
| November 22, 2020 | HMS – Operational Response Day | | Letter to Families HMS | School messenger |
| November 23, 2020 | Confirmed case - RHS | | Letter to Families RHS | School messenger |
| November 23, 2020 | HMS Grade 7 Letter | Virtual Learning | Letter to Families HMS | Via Principal |
| November 23, 2020 | HMS Family Letter | Return to Class | Letter to Families HMS | Via Principal |
| November 23, 2020 | Confirmed Case Lakefield | | Letter to Families Lakefield | School Messenger |
| November 23, 2020 | Lakefield Cases Letter | | Letter to Families Lakefield | Via Principal |
| November 24, 2020 | Virtual Parent Teacher | K-8 Reminder | Video | Social Media |
| November 24, 2020 | Update your Contact Info | | Graphics | Social Media |
| November 24, 2020 | Dr Russell Reminders | Young people and COVID-19 | Graphics | Social Media |
| November 25, 2020 | Self-isolation rules | GNB's document | | Social Media |
| November 25, 2020 | TEAMS troubleshooting | | | Social Media, Website |
| November 25, 2020 | Attendance and home learning | | Family Letter | School messenger, website, social media |
| November 26, 2020 | Cancelled Provincial Exams | EECD Letter | | School Messenger, Social Media |
| November 30, 2020 | Grade k-5 Report Card info | K-5 Families | Email | School messenger |

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| November 30, 2020 | Grade 6-8 Report Card info | 6-8 Families | Email | School messenger |
| December 07, 2020 | Family Feedback Survey-Virtual Parent Teachers | | Email/ Microsoft Forms survey | School messenger |
| December 07, 2020 | Inclement Weather policy | | Email, website | School Messenger, Social Media |
| December 17, 2020 | Message to Students | Thank you and well wishes | video | Social media and via teachers |
| December 17, 2020 | Message to Staff | Thank you and well wishes | Video | Email |
| December 18, 2020 | Mask- up campaign | EECD letter | Email | School messenger, social media |
| December 18, 2020 | Custody and self-isolation | Cross border vs provincial | Email, website | School messenger, social media |
| January 03, 2021 | Post-holiday reminder | Cross-border and mask-up | Email | School messenger, social media |
| January 11, 2021 | Update to travel requirements | Self-isolation and testing | Email, website | School messenger, social media |
| January 14, 2021 | Confirmed case at KVHS | | Email to KVHS families | School messenger |
| January 15, 2021 | Confirmed case at MNS | | Email to MNS families | School messenger |
| January 16, 2021 | Confirmed case at BES | | Email to BES families | School messenger |
| January 17, 2021 | Confirmed case a QMS | | Email to QMS | School messenger |
| January 17, 2021 | District COVID update | Family letter re: cases | Email, website | School messenger, social media |
| January 18, 2021 | Confirmed case at PES | | Email to PES families | School messenger |
| January 19, 2021 | Reminder- keep contact information up to date | | Graphics | Social media |
| January 19, 2021 | Move to Red Level | Message to families | Email, website | School messenger, social media |
| January 20, 2021 | New Screening info | Message to Families | Email, website | School messenger, social media |
| January 21, 2021 | EECD Curriculum updates-high school | Message to High School families | Email | School messenger |
| January 26, 2021 | Return to Orange | Message to Families | Email, website | School messenger, social media |

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| January 26, 2021 | Info – Symptoms and Attendance | | | Social media |
| January 26, 2021 | Info- Symptoms and Attendance II | | Graphic | Social media |
| January 27, 2021 | Clarification – outbreak communication | PES Families | Email | School messenger |
| January 27, 2021 | Kick to K video | | Website update | Website, social media |
| January 28, 2021 | Dates change reminder | Message to Families | Email | School messenger, social media |
| January 28, 2021 | French Language program | Info /Video | Website update | Website, social media |
| January 29, 2021 | French Language program meeting invite/letter | Message to Gr K & 5 families, by Ed Centre | | School messenger, social media |
| February 8, 2021 | Confirmed case at SSHS | | Email to SSHS families | School messenger |
| February 10, 2021 | Blended Learning Expectations | Message to high school families | | School messenger, social media |
| February 18, 2021 | High School graduation expectations | Message to Grade 12 families | | School messenger |
| March 07, 2021 | Return to Yellow | Message to Families | Email | School messenger, social media |
| March 17, 2021 | Reminder- Calendar Change | Message to Families | Email | School messenger, social media |
| March 19, 2021 | Full Return for High School | Message to High School families | Email, website | School messenger, social media |
| March 21, 2021 | High School Vaccination Clinics SSEC | Message to SSEC families | Email to SSEC families | School messenger, social media |
| March 22, 2021 | High School Vaccination Clinics HEC | Message to HEC families | Email to HEC families | School messenger, social media |
| March 22, 2021 | High School Vaccination Clinics SJEC | Message to SJEC families | Email to SJEC families | School messenger, social media |
| March 30, 2021 | DEC candidates | Info and links | | Website and social |
| April 3, 2021 | Confirmed case at LLS | Message to LLS families | Email to LLS Families | School messenger |
| April 8, 2021 | Changes to Buses, Masks | Message to HEC families | Email to HEC Families | School messenger |
| April 8, 2021 | Changes to Buses, Masks | Message to SJEC families | Email to SJEC Families | School messenger |
| April 8, 2021 | Changes to Buses, Masks | Message to SSEC families | Email to SSEC Families | School messenger |

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| April 9, 2021 | Return to Full-Time In-Person Learning | Message to High School Families | Email to Families | School messenger, website, social media |
| April 9, 2021 | Additional Changes to Busing | Message to HEC families | Email to HEC Families | School Messenger |
| April 10, 2021 | Full-Time Return to School Delayed | Message to High School Families | Email to Families | School Messenger, website, social media |
| April 11, 2021 | Update to Changes to Buses/ Masks | Message to Families | Email to Families | School Messenger, website, social media |
| April 13-18, 2021 | Kindergarten registration | Facebook | Paid Facebook ads | Social media |
| April 22, 2021 | Info – IDEA Centre | Message to Gr 9, 10 ,11 families | Email to Families | School Messenger, social media |
| April 23, 2021 | Fundy Shores Closing | Message to Fundy Shores | Email/Voice mail | School Messenger |
| April 23, 2021 | Update to High School Return | Schools not returning to full-time in person | Email to High School Families | School Messenger, social media |
| May 7, 2021 | Kindergarten orientation | Message to current Ks | Email to Families | School Messenger |

Planned Media

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| Sept. 1 | <i>N.B putting K-8 students in classroom bubbles, with younger kids going in smaller groups</i> | CTV | Fairvale Elementary | https://atlantic.ctvnews.ca/n-b-putting-k-8-students-in-classroom-bubbles-with-younger-kids-going-in-smaller-groups-1.5088047?cache=%3FclipId%3D68596 |
| Sept. 2 | <i>Saint John High Preparing for Return to School</i> | CBC Info Morning | Saint John High School | https://www.cbc.ca/listen/live-radio/1-28/clip/15795685 |
| Sept. 3 | <i>Inside a New Brunswick elementary school before students return to class</i> | Global | Sussex Corner Elementary | https://globalnews.ca/news/7314611/inside-nb-elementary-covid-19/ |
| | <i>Transportation and Back to School</i> | CBC Info Morning | Interview- ZW | no link available |

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| Sept.8 | <i>Staggered Entries</i> | CTV | Interview- ZW | |
| | <i>Middle school receives donation to help with 'open air' learning</i> | Brunswick News | Hampton Middle School | |
| | <i>'Thrilled' former colleagues recognized for education excellence</i> | Brunswick News | Sussex Regional | |
| Sept.28 | <i>Bus driver implores drivers to pay attention</i> | CBC Info Morning | | https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15800288-bus-driver-implores-drivers-pay-attention |
| Oct. 1 | <i>'Put Down the Cell': Bus Driver on Distracted Driving</i> | Acadia | | |
| Oct.7 | <i>Teacher recognized by PM</i> | CBC Info Morning | Rothesay High | https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15801887-teacher-recognized-pm |
| | <i>Rothesay teacher recognized for innovation</i> | Brunswick News | Rothesay High | |
| Oct.13 | <i>Rothesay High Teacher Wins Award for Teaching Excellence</i> | Acadia | Rothesay High | |
| Oct.15 | <i>Schools Adjusting to Challenging School Year</i> | Acadia | DEC | |
| | <i>School district releases plan to get through pandemic year</i> | Brunswick News | DEC | |
| Oct.19 | <i>Recent Outbreaks Increase Messaging, Prompt Call for PD Day</i> | Acadia | DEC | |
| Oct.19 | <i>Teachers continue to train</i> | CBC Info Morning | Interview- ZW | https://www.cbc.ca/listen/live-radio/1-28/clip/15803774 |
| Oct,26 | <i>How do you practice English during a pandemic?</i> | Brunswick News | Newcomer Centre | |
| Nov.10 | <i>Lunch Programs</i> | CBC News | Hub Kitchen | |
| Nov.30 | <i>Virtual- Parent Teacher Meetings</i> | Acadia | | |
| Jan. 25 | <i>Information Morning - Saint John -: ASD-S responds to parents concerns</i> | CBC Info Morning | | https://www.cbc.ca/listen/live-radio/1-28/clip/15820559 |
| Jan 25 | <i>Bus Driver Awarded</i> | Brunswick News | Dwain Lyttle | |

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| Jan 28 | <i>Excellence awards winners</i> | Brunswick News | | |
| Feb 1 | <i>ASD-S seeing need increase for mental health supports</i> | CBC Info AM | Peter Smith | https://www.cbc.ca/listen/live-radio/1-28/clip/15822220 |
| Feb 26 | <i>Grade 2 students making connections with New Brunswick seniors thanks to pen pal project</i> | CTV | PES | https://atlantic.ctvnews.ca/grade-2-students-making-connections-with-new-brunswick-seniors-thanks-to-pen-pal-project-1.5324701 |
| March 11 | <i>"Bag Ban passes"</i> | Brunswick News | Hampton High Students | |
| March 23 | <i>Information Morning - Saint John: Schools in southern New Brunswick close for immunization blitz of high school staff</i> | CBC Info morning | Interview- ZW | https://www.cbc.ca/listen/live-radio/1-28/clip/15832917 |
| March 26 | <i>Extraordinary in every way – SJHS student wins prestigious \$100K Scholarship</i> | Brunswick News | Patricia Gallagher | |
| April 06 | <i>Districts Prepare Buses, Schools For Return Of High School Students</i> | Acadia Broadcasting | Interview - ZW | https://www.thewave.ca/2021/04/06/districts-prepare-buses-schools-for-return-of-high-school-students/ |
| April 12 | <i>High schools return full-time learning on hold</i> | CBC Info Morning | Interview ZW | https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15836469-high-schools-return-full-time-learning-hold |
| April 12 | <i>New Brunswick teachers union says province should stick with hybrid high school</i> | Global | Interview ZW | https://globalnews.ca/news/7753499/n-b-teachers-union-hybrid-high-school/ |
| May 4 | <i>ASD-S superintendent speaks to policy of retaining or promoting students</i> | CBC Info Morning | Interview ZW | https://www.cbc.ca/listen/live-radio/1-28/clip/15840989 |
| May 5 | <i>Feature- Essential Skills Pathway</i> | Brunswick News | Heather Kyle – Sussex Regional | TBD |

Media Requests (April 2021 Redacted)

| Date 2021 | NAME: | OUTLET | CONTACT | EMAIL | DEADLINE | REQUEST |
|-----------|-------|--------|---------|-------|--------------|---|
| April 1 | | BN | | | 4pm | Psychologist vacancies |
| April 1 | | Acadia | | | n/a | Bus Scheduling during pandemic |
| April 4 | | BN | | | n/a | COVID- Loch Lomond School |
| April 5 | | BN | | | n/a | COVID- Loch Lomond School |
| April 6 | | CTV | | | n/a | COVID- Loch Lomond School |
| April 7 | | CBC | | | | Return to School – ZW Interview |
| April 12 | | Global | | | 4pm | Return to School – ZW Interview |
| April 12 | | BN | | | 4pm | Return to Full time- High School Hampton High |
| April 14 | | BN | | | n/a | Anti-Racism Committee |
| April 15 | | BN | | | 4pm | Return to Full time- High School |
| April 18 | | BN | | | n/a | Breakfast Programs |
| April 20 | | BN | | | 4:30 | Psychologist Hiring |
| April 22 | | BN | | | 4:30 | Psychologist Hiring Follow up |
| April 23 | | BN | | | 3pm | Hampton High – NB Power award |
| April 29 | | CBC | | | Friday @ 2pm | French immersion Barnhill |
| April 30 | | CTV | | | Friday @ 4 | Reach for the Top win |
| April 30 | | BN | | | | SSHS mental health |
| May 3 | | CBC | | | | Retention policy |
| May 3 | | CBC | | | | Retention Policy |
| May 4 | | BN | | | 4:30pm | Operational Plan Belleisle Community Pool |
| May 4 | | BN | | | Thurs., 12pm | Essential Skills Pathway program - SRHS |