

Ross, Cheryl

From: Richards, Laura
Sent: January 11, 2011 2:52 PM
To: Miller-Saunders, Kristi
Cc: Saunders, Mark
Subject: RE: Media requests - science paper

Kristi : I understand your concern, but unfortunately there is nothing they can do. The issue about acronyms relates to a sudden change in the rules about formatting which has caught all of us. Laura

Dr. Laura Richards
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From: Miller-Saunders, Kristi
Sent: January 11, 2011 2:42 PM
To: Richards, Laura
Cc: Saunders, Mark
Subject: FW: Media requests - science paper

Laura,
I am giving you the heads up that the approvals for media interviews have not moved past Ottawa Communications yet, and we have seven requests for interviews (see below) that are all writing their articles to come out on Thursday PM, when the Embargo is lifted on the paper, which comes out in SCIENCE on Friday. Hence, their drop dead time for interviews is tomorrow at noon.

While I understand that approvals must be gained, is there any way to get this moving through the system more quickly to make these deadlines? Media people like Mark Hume are likely to publish what they have anyway, and will likely lambaste DFO for not being willing to respond to his media requests. That and whatever outlandish conclusions he makes about aquaculture impacts will be the crux of his story rather than the good news that DFO Science is actually doing novel research to better understand potential factors involved in highly fluctuating salmon mortalities.

Ottawa communications told Diane that approvals must go through the PCO and the DM, and that they had not sent the media lines on because there were acronyms like DFO and UBC in them that they wanted her to fix first. So we lost a day for that. This seems like complete incompetence (on their part) to me.

Kristi Miller

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From: Lake, Diane
Sent: January 11, 2011 1:52 PM
To: Miller-Saunders, Kristi
Subject: FW: Media requests - science paper

Kristi:

I'll give you a call.

From: Walker-Sistie, Rhonda
Sent: Tuesday, January 11, 2011 12:46 PM
To: Lake, Diane; Davis, Terry; McRae, Cathy
Cc: Stanek, Frank; Stewart, Landon; Beelen, Christine
Subject: RE: Media requests - science paper

Hi all,

The docket with lines is moving. Tomorrow morning for interviews is not completely reasonable although we are pushing for that timeline. The Centre needs to approve this so all bets are off until they see the products. Will keep you updated.
Thanks, Rhonda

From: Lake, Diane
Sent: January 11, 2011 3:14 PM
To: Davis, Terry; McRae, Cathy; Walker-Sistie, Rhonda
Cc: Stanek, Frank; Stewart, Landon; Beelen, Christine
Subject: RE: Media requests - science paper

The up-to-date tally:

Greg Rasmussen, **CBC TV**; Margaret Munro, **Postmedia News**; Mark Hume, **Globe and Mail**; Jim Lebens, producer, **Quirks and Quarks, CBC**; Carmen Chai, **Postmedia News** reporter, Ottawa; Amy, **Science Media Centre**; Camille Bains, **Canadian Press**; Andrea Anderson, online publication **Genome Web Daily News**.

They are all requesting interviews for Wednesday am at the latest. CBC TV wants to do a live interview with Kristi between 11-12 in Nanaimo tomorrow. I have committed to getting back to all reporters as soon as possible - when pressed, by the end of the Tuesday...

Thanks
Diane

From: Davis, Terry
Sent: Monday, January 10, 2011 4:19 PM
To: McRae, Cathy; Walker-Sistie, Rhonda
Cc: Stanek, Frank; Lake, Diane; Stewart, Landon; Beelen, Christine
Subject: Media requests - science paper
Importance: High

Cathy,

Media are continuing to seek interviews on the Kristi Miller-Saunders' paper. Seven requests so far, including two from Post Media, one from the Globe, one from CBC and one from CP. All are looking for interviews tomorrow.

Terry

Terence Davis
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From: Lake, Diane
Sent: January 10, 2011 3:55 PM

To: 'Amos, Heather'
Cc: Davis, Terry
Subject: media requests - science paper

Hi Heather:

The up-to-date tally:

Greg Rasmussin, CBC TV; Margaret Munro, Postmedia News; Mark Hume, Globe and Mail; Jim Lebans, producer, Quirks and Quarks; Carmen Chai, Postmedia News reporter, Ottawa; Amy, Science Media Centre; Camille Bains, Canadian Press; Andrea Anderson, online publication Genome Web Daily News.

(Eight to date in total)