

60s Scoop Claimant Communications Plan

Date: May 26, 2020

Argyle's mandate is to support the Administrator's and Class Counsels' efforts to communicate clearly, compassionately, and effectively with Sixties Scoop Survivors, in the wake of disruptions due to COVID-19. To achieve this mandate, Argyle proposes a communication program aimed to increase Survivor's awareness and understanding of ongoing updates related to the claims process, their rights relating to that process, and the supports available to them.

We will implement a multi-channel, multi-media program that includes:

- Ongoing communications strategy and key message development around key milestones and updates;
- Proactively monitoring and engaging media to ensure information is reported clearly and correctly about the claims process;
- Developing new content for and updating the existing Sixties Scoop Settlement Information website to optimize user-experience and accessibility;
- Creating visual and multi-media assets to help communicate key information to Survivors;
- Developing an organic social media program, including distributing information via existing Facebook groups, and responding to questions on social media – as appropriate;
- Earned media strategy and execution, including the development of press releases, media backgrounders and other materials to ensure the accurate and clear information is shared through traditional media channels;
- Paid media strategy, ad buy, and creative execution that includes search, social and digital ads in both English and French, with the aim to amplify accurate information and “sources of truth” regarding the claim process;
- Informational video development (for direct distribution as well as for organic social);
- Drafting, editing, and reviewing direct communications to Applicants from the Administrator (including emails and voice messages) to ensure communications are clear, culturally sensitive, and trauma-informed;
- Issues management (if and as needed);
- Project management.

Success means:

- Information is provided to Survivors—both through direct and public communications— in a way that they find clear, accessible, helpful, and respectful;
- Increasing the availability and accessibility of transparent and accurate information about the process and key milestones in the public realm, both online and in traditional media;
- Mitigating and addressing the spread of misinformation regarding the claim process online and in traditional media.

Respectfully submitted,

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