

ITEM 18
MANAGER'S REPORT NO. 62
COUNCIL MEETING Oct. 4/76

Re: 1976 REFERENDUM PUBLICITY

Following is a report from the Director of Planning dated October 1, 1976 regarding the 1976 Referendum Publicity.

RECOMMENDATIONS:

1. THAT Council approve the publicity program and budget as outlined in this report and authorize an allocation of \$40,000 from the contingency fund; and
2. THAT copies of this report be sent to the Parks and Recreation Commission and the Library Board.

* * * *

Planning Department
October 1, 1976

TO: MUNICIPAL MANAGER

FROM: DIRECTOR OF PLANNING

RE: 1976 REFERENDUM PUBLICITY

Council approval of a publicity program and budget is requested in order to publicize the referendum which is to be placed before the people on November 20th.

To coordinate the publicity for the referendum a Liaison Committee has been set up, chaired by the Municipal Manager, and with the following representation from the three elements of the referendum (Parks, Library, Roads).

Mrs. E. Fisher	-	Member, Parks and Recreation Commission
Mr. Gordon Smith	-	Member, Library Board
Mr. B. McCafferty	-	Municipal Treasurer
Mr. B. Bacon	-	Chief Librarian
Mr. D. Gaunt	-	Parks and Recreation Administrator
Mr. E. Olson	-	Municipal Engineer
Mr. A. Parr	-	Director of Planning

While all details of the various publicity items have not yet been worked out agreement has been reached on the program listed in this report. (See "Program and Budget" on page 2)

Since the by-law is a composite one the Committee has taken the view that the publicity should be handled in a unified manner. Whichever medium of publicity is being used the basic approach will be to focus attention on the referendum in its entirety, rather than to concentrate separately on each element (Parks, Library, Roads); as an example even those signs which will advertise individual projects will also contain a request to vote "Yes" for the whole Community projects referendum.

Also following the combined approach, on most of the various articles and signs the telephone number of the Municipal main switchboard will be provided for those wishing further information. The switchboard operator will then forward any questions which she cannot answer to the appropriate department.

Because we are taking this unified approach toward the referendum and its publicity we are proposing one overall publicity budget covering the whole program rather than charging items of publicity to Parks, Library or Roads accounts.

The publication of "Booknews" by the Library Board, the arrangements made for distribution of Library buttons and the possible bus tours which may be arranged by the Parks Commission, (these are all described below), can be regarded in a sense as independent efforts. However these items are exceptions and we have taken the position that they too should be included within the one publicity budget.

Not itemized in the list below is the "Burnaby Book" enclosed in a wrapper on which will be a message asking for a "Yes" vote on the whole referendum and pointing out that further details appear in the "Information Burnaby" bulletin. Arrangements are being made to distribute the "Burnaby Book" concurrent with "Information Burnaby" on November 12. The extra cost of the wrapper is charged to the "Burnaby Book" account and is not included in the publicity budget.

Also involving no publicity budget item, "fact sheets" will be prepared which will enable staff in various locations to explain all projects in the referendum to the public. The fact sheets will be available to those wishing to take one.

A time schedule of all publicity events will now be drawn up. Also other forms of publicity, for example a press conference, TV information programs and radio 'open line' shows etc. will be considered by the Liaison Committee. Council will be informed of the proposed schedule, together with any further additions or changes to the program.

The publicity program and the budget required to implement it is listed hereunder:

PROGRAM AND BUDGET

Ref #	Publicity Medium	Description	Est. Cost \$
1	"Information Burnaby" bulletin	A special edition of "Information Burnaby" will be prepared.	\$ 5,600

The issue will be double the usual size. There will be a map of the whole of Burnaby upon which will be indicated schematically the approximate location of every project in the referendum. The map will be two-coloured, with black symbols and titles appearing on a green background.

1976 Referendum Publicity.....page 2

Program and Budget continued...

Ref #	Publicity Medium	Description	Est. Cost \$
1	continued	<p>There will appear a description Justification and cost estimate of each Parks, Library and Roads project, together with a reference to the total amount of money to be borrowed, the debt repayment period and the effect of taxes on the average homeowner.</p> <p>Details as to what the text will contain have not yet been worked out. For example we may use a "question and answer" approach for part of the explanation of the program.</p> <p>This special bulletin will be devoted entirely to the referendum. No other articles will appear since they may distract the reader. For this reason the whole of the cost of this special edition will be attributed to the publicity budget. The regular "Information Burnaby" bulletin will appear at a later date.</p> <p>Delivery to homes and businesses is scheduled for November 12, eight days before the vote on the referendum.</p>	
2	Project Signs	<p>23 - 4' x 8' signs will advertise individual projects and will be placed in strategic locations throughout the Municipality. Though the individual projects will be advertised each sign will however contain a map of Burnaby with <u>all</u> projects marked thereon together with the message to vote for the whole Community Projects Referendum. Three colours will be used.</p> <p>Two further 4' x 8' signs will be specially designed to advertise the Burrard Inlet proposal and will comprise a map and a full description of the project.</p>	\$ 8,300
3	Signs-General Promotion	<p>60 - 4' x 4' signs asking for a "Yes" vote for the whole referendum and not referring to any one specific project, will be placed in various locations throughout the community (Parks, Libraries, Community Centres, etc.). Two colours will be used on these signs.</p>	\$ 7,000
4	Posters	<p>300 posters will be prepared and distributed. These posters will consist of a two-coloured map of the whole of Burnaby with all projects marked thereon and a request to vote "Yes". The maps will be enlargements of those appearing in "Information Burnaby" as described earlier.</p>	\$ 300

1976 Referendum Publicity.....page 4

Program and Budget continued...

Ref #	Publicity Medium	Description	Est. Cost \$
5.	Flyers	35,000 flyers will be prepared. Details have not been worked out but it is expected that these will consist of the two-coloured map of all the project locations on one side and a summarized description of the projects on the other side, together with the request to vote "Yes". These will be distributed to the schools.	\$ 1,000
6.	Bumper Stickers	2,500 bumper stickers, using a minimum of two colours, will be prepared and distributed at Commercial Malls and at the Library Branches. These will contain a request to vote for the referendum.	\$ 450
7.	Transit Advertisements	Arrangements have been made to have advertisements attached to each of 30 buses which run in Burnaby. Details have not been worked out but these will likely contain primarily just the request to vote for the whole referendum. These will appear from November 6th to 20th.	\$ 2,600
8.	Brentwood Banner	A one page advertisement is to be put into the Brentwood Banner. Details of the content have not been worked out but likely there will be a summary type of coverage of all projects using the map and/or text.	\$ 400
9.	Lougheed Mall Bulletin	An allocation is included for a one page advertisement in the Lougheed Mall Bulletin which will be published on November 8. Content would be similar to that considered for the Brentwood Banner.	\$ 435
10.	Hastings Flyer	At the time of writing an estimate was not available from Beacon publications. Assuming a price comparable with other similar commercial publications an allocation of \$400 is included. Content would be similar to that considered for the Brentwood Banner.	\$ 400
11.	Mall Displays	The Library Board will set up miniature "libraries" in the Brentwood, Old Orchard, Middlegate and Kensington Shopping Centres. For the two days that these programs are to be in effect it will be possible to check out books and obtain library memberships at these locations. There will be puppet shows and storytelling for children, films oriented to the family, slide shows and pictorial displays of both Library activities and the referendum Library projects. In the case of the Brentwood and Lougheed Malls there will be direct telephone connections established with the branch libraries.	\$ 1,500

1976 Referendum Publicity.....page 5

Program and Budget continued...

Ref #	Publicity Medium	Description	Est. Cost \$
11	continued	In addition, in the same Shopping Centres, the Parks Commission will arrange for sketch and photo displays of Parks projects.	
12	"Booknews" Publication	The Library Board will include a description of the Library projects, together with the request for a "Yes" vote within a special issue of "Booknews". This will be distributed throughout the libraries in the usual manner.	\$ 600
13	BCA and BVA Information Sheets	Publicity of the referendum will be included within information sheets produced by the BCA and BVA organization. It is assumed no Municipal cost will be involved.	
14	Library Buttons	The Library Board has made arrangements to distribute 3,000 buttons with the message "Yes Burnaby Public Library" thereon.	\$ 555
15	Parks Tours	The Parks Commission is considering the possibility of arranging for bus tours to take interested people to visit the sites of some of the Park projects, and to receive an explanation of the projects.	\$ 1,200
16	Radio 'Spot' Advertisements	Radio 'spots' are proposed to cover the dates November 15th to 19th CHQM - ten 30 sec. spots over 5 days \$310 CKIG - ten 30 sec. spots over 5 days 320 CJOR - twelve 30 sec. spots over 5 days 360 CKNW - ten 30 sec. spots over 5 days 320(to be verified) CJVB - ten spots, each spot being 30 sec. in one language and 30 sec. in another language. Languages covered are English, Italian, East Indian, German, Dutch and Chinese. <div style="text-align: right;"> 220 <u>\$1530</u> </div>	\$ 1,530
<p><u>Note:</u> It was hoped to start the radio spots after completion of the Vancouver referendum, but since this latter is on November 17 this would not leave sufficient time. Also the most economical package obtainable for radio 'spots' covers a five-day period.</p>			
17	TV Spots	Investigation by the Library Staff has indicated that the cost of TV advertising is so high that we would not obtain the best value for our money by using this medium.	

Program and Budget continued...

Ref #	Publicity Medium	Description	Est. Cost \$
18	Newspaper Advertising	Final details of the content of the newspaper advertising have not yet been worked out but the following is an outline of the proposal: The main advertisement will be within a space approximately 9" x 15". Within this space will be a 7" x 10" map in two colours indicating all projects in the referendum. (The map previously referred to several times which also contains the request to vote "Yes" etc.). Also there will be within the remainder of the 9" x 15" space, 600 words of text describing each project in summary form. There will be no reference to costs, the telephone number of the main switchboard will be included for those requiring further information. Secondly, there will be a small space, appearing in three places in any one issue, one column wide and about 3" long with the request to vote "Yes" for the referendum. The above described coverage is proposed for two consecutive days immediately prior to the referendum, in "The Vancouver Sun", "The Province" and the "Columbian".	\$ 7,312

TOTAL OF PROJECTS	\$ 39,182
Rounded off to include small contingency	<u>40,000</u>

RECOMMENDATIONS

It is recommended:

THAT Council approve the publicity program and budget as outlined in this report and authorize an allocation of \$40,000 from the contingency fund.

A. L. Parr
A. L. Parr
DIRECTOR OF PLANNING,
ON BEHALF OF THE
LIAISON COMMITTEE

ORL/dm

- cc Municipal Manager
- Municipal Treasurer
- Municipal Engineer
- Parks and Recreation Administrator
- Director of Planning
- Chief Librarian
- Mrs. E. Fisher, Member, Parks and Recreation Commission
- Mr. Gordon Smith, Member, Library Board
- C. R. Lowther