
Appendix 3.4.1C

Advertisement and Scheduling

BLACKWATER GOLD PROJECT

APPLICATION FOR AN
 ENVIRONMENTAL ASSESSMENT CERTIFICATE /
 ENVIRONMENTAL IMPACT STATEMENT
 ASSESSMENT PROCESS


Advertisement Placements and Scheduling (September 2012 to May 2013)

Date	Publication	Description
24 September – 24 October 2012	Burns Lake Chamber of Commerce Newsletter	E-invite (text)
September 28 2012	Village Website	E-invite at Fraser Lake
September 28 2012	Burns Lake Chamber of Commerce Newsletter	E-invite at Burns Lake
28 September 2012	Fraser Lake Chamber of Commerce Newsletter	E-invite at Fraser Lake
28 September 2012	Vanderhoof Chamber of Commerce Newsletter	E-invite at Vanderhoof
28 September 2012	Chamber Sign	Event Description (E-invite text) at Burns Lake
1 October – 31 October 2012	Village Website	E-invite (text) in Fraser Lake
1 October – 31 October 2012	Phraser Connector	Newspaper ad in Fraser Lake
1 October 2012	Omineca Express	Newspaper ad Vanderhoof
1 October 2012	Caledonia Courier	Newspaper ad Fort St. James
1 October 2012	Lakes District News	Newspaper ad Burns Lake
2 October 2012	Via E-mail (Invitation to various communities)	Open House Invitation – submitted to various online community event calendars
3 October – 24 October 2012	Chamber Sign	E-invite (text) in Burns Lake
3 October – 25 October 2012	Online Community Event Calendars	E-invite (text) All communities
3 October 2012	Gander	Newspaper ad Vanderhoof
3 October 2012	All	Northern Light
3 October 2012	All (HQPrinceGeorge.com, Ominecaonline.com, bhubble.com (Vanderhoof section), and hqbulkleyvalley.com)	Online Community Event Calendar
4 October 2012	Prince George Citizen	Newsletter ad Prince George
4 October 2012	All	Posters in Key Locations
9 October – 23 October 2012	Gander	Newspaper ad in Vanderhoof
10 October & 17 October 2012	Omineca Express	Newspaper ad in Vanderhoof
10 October & 17 October 2012	Caledonia Courier	Newspaper ad in Fort St. James
10 October, 17 October & 24 October 2012	Lakes District News	Newspaper ad in Burns Lake
15 October 2012	Omineca Express	Open House Media Notice in Vanderhoof

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Date	Publication	Description
15 October 2012	Caledonia Courier	Open House Media Notice in Fort St. James
16 October 2012	All	Newsletter Mailout via Canada Post for October 18 delivery
17 October 2012	PG Citizen	Media Notice Prince George
17 October 2012	All	Newsletter e-mail stakeholders
18 October 2012	Prince George Citizen	Newspaper ad in Prince George
18 October 2012	All	Newsletter, e-mail contractors
18 October 2012	Northern Light	Newspaper ad in all communities
18 October 2012	CBC and Local Radio	CBC Daybreak North, Vista broadcast Group (The Valley Wolf, 94X, The Peak, the Rush), The light
18 October 2012	CKPG News	Open House Media notice in Prince George
18 October 2012	Opinion 250 (online)	Open House Media notice in all communities
18 October 2012	HQ (Online events calendar)	Open House Media notice in Prince George
18 October 2012	Northern Lights (print)	Open House Media notice in Vanderhoof
19 October 2012	PG Citizen	Event notice in Prince George
22 October – 26 October 2012	CBC and local radio	Event notice to all communities
22 October 2012	HQ Media	HQ Article in Prince George
22 October 2012	Lakes District News	Media notice in Burns Lake
22 October 2012	HQ Prince George	Open Houses for Blackwater Gold Project This Week
23 October 2012	HQ Prince George	Open House Media Notice
28 October 2012	Via E-mail	Open House Invitation Distributed via MailChimp
30 October 2012	Gander, Omineca Express, Caledonia Courier, burns Lake Chamber Sign	All location Newspaper ad 2
30 October – 6 November 2012	Burns Lake Chamber of Commerce Sign	Newspaper ad 2
31 October 2012	Lakes News District	Lakes District News Article
2 November 2012	Omineca Express, Caledonia Courier, Prince George Citizen, Lakes District News, CBC, and local radio	All locations by media notice 2
5 November – 11 November 2012	Gander	Gander ad in Vanderhoof
7 November 2012	Omineca Express, Caledonia Courier	Newspaper ad 2 in Vanderhoof and Fort St. James
7 November 2012	Omineca Express	Omineca Express Story in Vanderhoof

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Date	Publication	Description
8 November 2012	The Peak	HQ Article 2 in Houston, Smithers, Granisle, Hazelton, Burns Lake
21 December 2012	Mass Mailout	Notice of CEAA Public Comment period for the EIS Guidelines (21 Dec – 20 Jan)
21 December 2012	Via E-mail (Announcement)	Public Comment Period Announced (Draft EIS Guidelines)
22 December 2011	Via Letter	Invite to Round Up 2012 in Vancouver
22 December 2011	Via Letter	Invite to Round up 2012
2 January 2013	Omineca Express	Newspaper Ad for the CEAA Draft EIS Guidelines Public Comment Period
9 January 2013	Caledonia Courier	Article – “Public Comment Sought” Ending notification
15 April 2013	Burns Lake Chamber of Commerce newsletter	E-advertisement (text)
15 April 2013	Vanderhoof Chamber of Commerce newsletter	E-advertisement (text)
16 April 2013	Canada Post	Project newsletter
16/26 April 2013	Email distribution to Blackwater Project email distribution list	Open house ad
19 April 2013	Valley Wolf and 94x	Radio advertisement
19 April 2013	Burns Lake Chamber of Commerce electronic sign	Open house advertisement
19 April 2013	Fraser Lake Chamber of Commerce newsletter	E-advertisement (text)
19 April 2013	Omineca Express	Open House ad
19 April 2013	Gander	Open House ad
19 April 2013	Lakes District News	Open House ad
19 April 2013	Caledonia Courier	Open House ad
19 April 2013	Cariboo Observer	Open House ad
19 April 2013	250 News – website banner advertisement	E-advertisement (text)
23 April 2013	Lakes District Free Classifieds	Open House ad
26 April 2013	Caledonia Courier	Open house media notice
26 April 2013	Lakes District News	Open house media notice
26 April 2013	Omineca Express	Open house media notice
26 April 2013	Cariboo Observer	Open house media notice
26 April 2013	CBC and local radio	Open house media notice
26 April 2013	Prince George Chamber of Commerce newsletter	E-advertisement (text)
26 April 2013	Initiatives Prince George newsletter	E-advertisement (text)

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26 April 2013	Online event calendars: HQ Prince George, Omineca Online, bhubble (Vanderhoof section), HQ Bulkley Valley, CKPG, CBC Daybreak North, RDBN Mining Portal, Infomine, Mining Association of British Columbia, 1697 Alliance, Trumba.com, Northern Interior Mining Group, Community Futures, Northern Development Trust	E-advertisement (text)
26 April 2013	New Gold Blackwater Project website	Open House ad
26 April 2013	Key locations in Vanderhoof, Fraser Lake, Burns Lake, Fort St. James	Open House poster
28 April 2013	Omineca Online	Open House ad
29 April 2013	16/97 Economic Alliance	Open House ad
30 April 2013	All	Newsletter Mailout via Canada Post for April 30 delivery
2 May 2013	Caledonia Courier events calendar	E-advertisement (text)
2 May 2013	Fort St. James Chamber of Commerce website calendar	E-advertisement (text)
2 May 2013	Prince George Citizen	Open House ad
6 May 2013	Burns Lake Chamber of Commerce email blast to members	E-advertisement (text)
7 May 2013	Prince George Citizen	Open house media notice
7 May 2013	Prince George Free Press	Open house media notice
7 May 2013	CKPG News	Open house media notice
7 May 2013	250 News (online)	Open house media notice