

Appendix 2 – List of Different Media Used to Promote the Draft RGS

Advertisements and Website Notices	Date(s)
RDN Transit Bus Adds and RGS Postcards	April 8, 2011 to May 27, 2011
Parksville Qualicum News	April 12, 2011 and May 20, 2011
Nanaimo News Bulletin	April 12, 2011 and May 21, 2011
The 'Wave' radio ads	A total of 62 add each on the Beach and Wave Radio Stations (approx. five radio ads per day over three days during week of April 13 and week of April May 16).
Shaw Television	April 27, 2011
A-Channel News Interview	May 17, 2011
City of Nanaimo Staff Intranet & table with information	May 2011
City of Parksville front counter display	April – May 2011
Town of Qualicum Beach front counter display	April – May 2011
District of Lantzville information display	April – May 2011
Nanaimo Community Gardens (through Seedy Sunday Workshop Promotion)	April 2011
Lighthouse Community Association Website	May 2011
Corcan and Meadowood Residents Association Website	April 11 to May 27, 2011
Mount Arrowsmith Biosphere Reserve Foundation Website	April 11 to May 27, 2011
Facebook & Twitter	Regular updates between April 8 and May 26 to direct people to the RGS website and online survey.
Regional Library Branches – Posters, brochures and information Binders	April 11 to May 27, 2011