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Invoice **680400025**

Dalhousie University
PO Box 3000
Halifax, NS B3H 4R2

Invoice Date January 31, 2015
Client No. 68010147

Attn: Catherine Bagnell Styles

Project No. 68011053
Project Name Counsel (Dentistry)

Description

Period: January 2015

Professional fees 108,241.41

Miscellaneous Expenses

Conference call charges December

31.40

Miscellaneous Expenses Total

31.40

<< Total before taxes >> 108,272.81

Taxes

GST/HST 16,240.92

<<< TOTAL DUE >>> \$124,513.73

Terms: Net 30 days
Overdue invoices are subject to a 1.5% interest per month (18% P.A.)

GST/HST# 86065 9135 RT0001

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To:	Catherine Bagnell Styles
From:	Ned Perry
CC:	Kevin McCann
Date:	February 9, 2015
Subject:	NATIONAL invoice January 2015
Job Code:	68011053 (-001/-002/-003/-004/-008)

Hi Catherine,

Accompanying this memo are invoices reflecting professional fees and applicable charges for work and counsel delivered in support of Dalhousie's response and related efforts re: The Faculty of Dentistry issue.

6801153-002 – Issues Management / Counsel - \$57,430.30

This job number reflects meetings, phone calls, counsel and strategic sessions as well as drafting, reviewing and editing supporting documents. Below please find a breakdown of activities.

- Q&A for media questions and emails with Dal team / Comms deliverable grid sharing with CBS / Digital strategy memo to Dal / Content for Culture of Respect / Calls to Erin S., June and CBS. Drafting framework deck for RF / planning w/o Jan.5, Jan. 1
- DDS meeting at Dal. Updating deliverables grid / emails and prep for media training / Social media mtg / website review / mtg @ NATIONAL re: grid / Culture of Respect content / Twitter content / key messages / Steering committee call, Jan. 2
- Suspension key messaging and Q&A streamlining / emails. Prep for media training for next day – media training coordination / mtg. at NATIONAL with ES re: social planning / Building social worksheet and setting timing for w/o Jan. 5 / discussing recruitment approach, follow up review of presentation, Jan. 3
- Media training prep – printing materials and room prep. / messaging for 2 hours and video run through with RF and TB (media training) / transcribe RF and TB opening remarks and send to them / finalize Q&As / Social media work / emails regarding DalPrs presence / Review of files and emails re: recruiting Jan. 4
- Prep for Q&As and messaging / view press conference and feedback / revise community guide / call re: Anonymous threat with CBS and KW / Concall at 8PM and contact report/feedback from June / G&M article / Social content work at Dal / Counsel as day unfolded / Steering committee call, Jan. 5

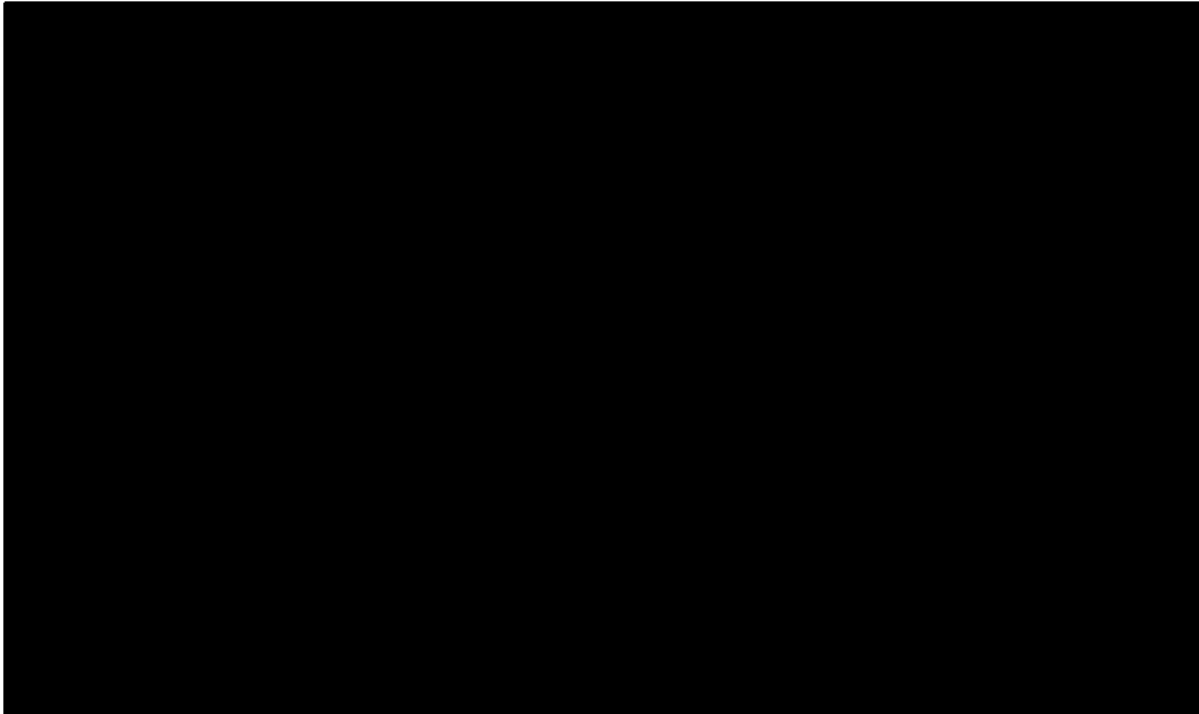
- Call with Catherine re: budget from Dec. / emails / internal calls / letter from [REDACTED] [REDACTED] consideration / discussion about Bayliss' group presentation / evening call with whole group, Steering committee call, Jan. 6
- Internal group meeting / organizing for 10AM meeting on Thursday / Planning for Friday announcement / emails / NATIONAL contact list for Dal / covering social for ES Steering committee call, Jan. 7
- Team meeting at Dal with Ellie / Iain / KMc / and whole Dal team re: go forward strategy and getting to pivot (in Research Boardroom) / draft 2 pager review of meeting and strategy for video to share with team / Draft road ahead Q&As for tomorrow's announcement / Steering committee call, Jan. 8
- Dal – release draft / Q&As – update and update again / meeting at C&M for 2 hrs. / counsel – (onsite for 10 hrs) / Florizone conference / Steering committee call, Jan. 9
- Organizing monitoring for Saturday / review of plan for return to class / emails with CBS / response and counsel to RF re: Anonymous statement / Steering committee call, Jan. 10
- Review of updated Q&As and tracked changes back to team / emails with team re: Dal Gazette and timeline criticism, Jan. 11
- Call with BL re: Senate and media attention / media report and sourcing CBC clip (As It Happens) / Steering committee call, Jan. 12
- Dal internal regroup / DDS comms at Dal in afternoon / Call with KMc and KW re: HPD / Steering committee call, Jan. 13
- Internal call with KMc / KW / [REDACTED] / LA update re: KB and [REDACTED] / scenario planning / Steering committee call, Jan. 14
- Counsel re: Coast article and other counsel / internal with KMc / HRP advice and Dawgfather issue, Steering committee call, Jan. 15
- Meeting at Dal / framework drafting with EB based on morning meeting / Response for CBC and Global enquiries / response re: misogyny tweets / CRA proposal research, thoughts and send through to CBS / Steering committee call, Jan. 16
- Concall with KW / CBS / NP / BL / Steering committee call, Jan. 19
- Dal emails and calls with CBS / KW and KMc re: rebuild and working on storyboard / Community email from KB review and edits – call with June / meeting re: rebuild with KMc / EB / KT / Media framework risk reward drafting that evening / Steering committee call, Jan. 20
- Media (Millet's counsel) conference review / media monitoring (interim report) arrangement and discussion / Steering committee call, Jan. 21
- Research call with CBS for what is needed / update storyboard re: task force story in Dal news / convo with CBS re: consolidated plan / Steering committee call, Jan. 22
- Calls, emails, Jan. 23
- Calls, emails, Jan. 26
- Planning documents / calls / emails, Jan. 27
- Calls, emails, Jan. 28
- Coordinating re: media relations / emails with Brian L. / counsel / updating storyboard and sending along to CBS & BL / Fifth Estate / Calls emails, Jan. 29

- DDS comms meetings / meeting with BL and KC / CBC inquiry re: Sexual Assault, Jan. 30

6801153-001 – Monitoring - \$21,264.93

This job number reflects 2X daily of pulling information from search tools re: Dalhousie DDS query info / analysis of information / writing reports including specific sections re: Risk / # analysis / special requests for interim scan / additional request of provision of full clips, Below please find a breakdown of activities.

- Monitoring report and social monitoring, Jan. 1
- Monitoring reports (X2) and social monitoring, Jan. 2
- Monitoring reports (X2) and social monitoring, Jan. 3
- Monitoring reports (X2) and social monitoring, Jan. 4
- Morning review / ongoing monitoring – RF conference / 2 reports (2pm / 6pm), Jan. 5
- Monitoring reports (X2) and social monitoring, Jan. 6
- Monitoring reports (X2) and social monitoring / Media clips additional, Jan. 7
- Monitoring reports (X2) and social monitoring / Media clips additional / Daily review of reports and Twitter monitoring, Jan. 8
- Monitoring reports (X2) and social monitoring / Media clips additional, Jan. 9
- Monitoring reports (X2) and social monitoring / Media clips additional / review ongoing basis throughout day, Jan. 10
- Monitoring reports (X2) and social monitoring / Media clips additional / Additional media reports throughout re: Millet media conference, Jan 21
- Monitoring reports (X2) and social monitoring / Media clips additional / Jan. 11 through Jan. 30





68011053-003 – Training - \$5127.75

This job number reflects work associated with preparation for and delivery of workshops for various internal stakeholders regarding crisis response and handling difficult questions / conversations. Below please find a breakdown of activities.

- Meet with Dal team to discuss recruiter training, Jan. 5
- Draft agenda and deck content for crisis response training, Jan. 6
- Review questions / agenda / deck with June, Adam, Mairead / draft content for presentation, Jan. 7
- Deliver workshop for Dal Recruiting Office, Jan. 8
- Prep and print / Deliver session 1 for External Relations Office, Jan. 14
- Revise key messages, prep for session, Jan. 19
- Deliver workshop #3, External Relations, Jan. 20

68011053-008 – Dentistry Restoration - \$424.00

This job number reflects work associated with preparing a tactical plan for DDS to apply in its efforts to restore normalcy at the Faculty and build confidence following the DDS Facebook issue. Below please find a breakdown of activities.

- Email to Katie and Jon, planning, Jan. 29
- Planning for Monday meeting w/ dentistry, internal, Jan. 30
- Planning for Monday meeting w/ dentistry, Jan. 31

Should you have any questions regarding this invoice, please call me directly at (902) 332-8026.

Best regards,

Ned Perry
Director