

Subject: NATIONAL's April Invoice
Date: Friday, 22 May, 2015 3:56:43 PM Atlantic Daylight Time
From: Emily Farlow
To: June Davidson
CC: Ruth Halliday

Hi June,

Thanks for taking the time to chat earlier this week. Please find attached our final invoice for the Dalhousie Recruitment videos. As discussed, we did go a little over budget. After reviewing everything closely, we came in \$1,500 over. This was primarily for additional meetings that were not anticipated in our initial budget and extra script revisions. As I mentioned on our call, if we do decide to create more videos down the road we should be able to streamline our process and work as efficiently as possible.

Let me know if you have any questions.

Have a wonderful weekend!

Thanks again,
Emily

Emily Farlow
Consultant
NATIONAL Public Relations
Founders Square
1701 Hollis Street, Suite L101
Halifax, Nova Scotia B3J 3M8
T 902-332-8054
E efarlow@national.ca
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Dalhousie University
P.O. Box 3000
Halifax, NS B3H 4R2
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Attn. Catherine Bagnell Styles

NOT DATESLEY.

Invoice 680400453

Project No. 68020129
Project Name Extension of Student Recruitment Campaign

Invoice Date 30-04-2015
Client No. 68010147
PO No. P9101222

Description	Price
Period: April, 2015	
Professional Fees	6,184.51
Production Expenses: Taxi charges March and April	91.23
Production Expenses Total	91.23

Total before Tax 6,275.74
GST/HST 941.36

Total CAD **7,217.10**

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

GST/HST # 86065 9135 RT0001

NATIONAL Public Relations Inc.
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To:	June Davidson
From:	Emily Farlow
Date:	May 21, 2015
Subject:	NATIONAL invoice: Dalhousie Recruitment Video
Job Code:	68020129

June,

Below you'll find a summary of work completed in April regarding the development of Dalhousie's student recruitment videos. This invoice concludes our work on the video project and includes professional fees and expenses for the following:

- Script revisions based on Dal feedback
- Liaising with Egg; developing production approach and scheduling
- Meetings with Dal team to review script revisions and discuss production approach
- Attending shoot, coordinating set-ups and providing art direction
- Assistance in editing process; reviewing 1st cuts and providing feedback
- Presenting video cuts to Dal team and coordinating feedback
- Facilitating approval of final videos
- Project management

Should you have any questions, please don't hesitate to get in touch.

Best,
Emily Farlow

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FAX: 902-422-2368

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NATIONAL Public Relations
1st Floor, Baine Johnston Centre
St. John's, NL, Canada A1C 1K4
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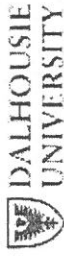
Subject: FW: Dal- NATIONAL invoices.
Date: Tuesday, 17 November, 2015 12:41:03 PM Atlantic Standard Time
From: Catherine Bagnell Styles
To: Wendy Gauthier

Catherine Bagnell Styles

Assistant Vice-President, Communications and Marketing
Dalhousie University
218, Henry Hicks Building
Halifax, NS
B3H 4H6

902.494.3078

cbstyles@dal.ca



From: Ruth Halliday <rhalliday@national.ca>
Date: Tuesday, 26 May, 2015 9:26 AM
To: Catherine Bagnell Styles <cbstyles@dal.ca>
Cc: ned perry <nperry@national.ca>, Emily Farlow <efarlow@national.ca>, Kevin McCann <kmccann@national.ca>
Subject: Dal- NATIONAL invoices.

Please find attached NATIONAL's invoices and memos.

Regards,
Ruth

Ruth Halliday-Hughes
Accounting Manager
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Attn. Catherine Bagnell Styles

Denistry - Communication
- WEBSITE
Invoice 680400443

Project No. 68020146
Project Name School of Dentistry

Invoice Date 30-04-2015
Client No. 68010147
PO No.

Description	Price
Period: April, 2015	
Professional Fees	3,967.05
Production Expenses:	
Catering of April 2 content strategy session	62.23
Taxi charges April	18.94
Production Expenses Total	81.17

Total before Tax 4,048.22
GST/HST 607.23

Total CAD **4,655.45**

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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Attn. Catherine Bagnell Styles

Invoice 680400429

DEPT STYL

Project No. 68020145
Project Name Difficult Conversation Session

Invoice Date 30-04-2015
Client No. 68010147
PO No.

Description	Price
Professional fees	1,900.00
Total before Tax	1,900.00
GST/HST	285.00
Total	2,185.00

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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Attn. Catherine Bagnell Styles

Invoice 680400431

Project No. 68020147
Project Name Digital Alignment

Invoice Date 30-04-2015
Client No. 68010147
PO No.

Dentistry - Website, online.

Description	Price
Period: April, 2015	
Professional Fees	1,338.25
Production Expenses: Taxi charges	39.83
Production Expenses Total	39.83

Total before Tax 1,378.08
GST/HST 206.71

Total CAD **1,584.79**

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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School of Dentistry
Job Code 68020146

Total: \$3,967.05 + taxi charges and catering

Employee	Name	Descr.	Description	Hours	Billing Rate	Billing Price
Emily Farlow	[B] Account Administration/Program Management	chat with KM and SM re DDS social media/content strategy planning + call with Ryan mcnuttt		1.00	169.60	169.60
Emily Farlow	[B] Account Administration/Program Management	social media planning + content strategy brainstorm: session + prep		2.50	169.60	424.00
Emily Farlow	[B] Account Administration/Program Management	Preparing community stories template for content hub + regroup with steph re: social planning report		2.00	169.60	339.20
Emily Farlow	[B] Account Administration/Program Management	Drafting social planning memo - calendar and recommendations re: first posts following hiatus		2.00	169.60	339.20
Emily Farlow	[B] Account Administration/Program Management	communications regroup: content hub planning		1.50	169.60	254.40
Emily Farlow	[B] Account Administration/Program Management	drafting DDS content for online hub		1.50	169.60	254.40
Kevin McCann	[B] Account Administration/Program Management	DDS workshop prep		0.75	265.00	198.75
Kevin McCann	[B] Account Administration/Program Management	Dentstry content strategy workshop with Erin and Kabe		2.00	265.00	530.00
Kevin McCann	[B] Account Administration/Program Management	Internal on comms plan		0.25	265.00	66.25
Kevin McCann	[B] Account Administration/Program Management	dds plan review		0.25	265.00	66.25
Kevin McCann	[B] Account Administration/Program Management	Call with Erin and writing first social post back		1.50	265.00	397.50
						Amount

Total:			
Kevin McCann	[B] Account Administration/Program Management	Meeting at DDS, follow up work on content and plan. Call with Brian Leadbetter.	2.50
Kevin McCann	[B] Account Administration/Program Management	Regroup internal.	0.25
Kevin McCann	[B] Account Administration/Program Management	Hub content	0.75
			20.75
			191.18
			3,967.05

Name	Descr.	Description	Quantity	Rate	Billing Price
	[AP B] Meals	Catering of DDS content strategy meeting April 2	1.00	62.23	62.23
	[AP B] Travel / Taxi	taxi charges April	1.00	18.94	18.94

Difficult Conversation Sessions
Job Code 68020145
Total: \$1,900.00

Employee	Name	Descr.	Description	Hours	Billing Rate	Billing Price
	Leo Artalejo	[B] Account Administration/Program Management	Prep for April 9 session;	1.00	233.20	233.20
	Leo Artalejo	[B] Account Administration/Program Management	Prep for April 9 session;	1.00	233.20	233.20
	Leo Artalejo	[B] Account Administration/Program Management	Prep for session;	1.00	233.20	233.20
				Amount		

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Attn. Catherine Bagnell Styles

Invoice 680400428

Project No. 68020144
Project Name Strategic Communications

Invoice Date 30-04-2015
Client No. 68010147
PO No.

Description	Price
Period: April, 2015	
Professional Fees	
In-House Expenses:	
D Scott additional travel expenses	7,966.27
Taxi charges March	375.28
Conference call costs	9.61
In-House Expenses Total	404.56

4251.58 (Dentistry)

375.28
9.61
19.67

Dentistry

Total before Tax	8,370.83
GST/HST	1,255.62
Total	9,626.45

CAD

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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To:	Catherine Bagnell Styles
From:	Kevin McCann
CC:	Ned Perry
Date:	May 21 2015
Subject:	NATIONAL memo, April 2015
Job Code:	68020146, 68020145, 68020147, 68020144

Hi Catherine,

Please see the date, hour, and cost breakdowns for work completed in April, re: the Faculty of Dentistry issue. The projects are broken out as such:

- Dentistry support
- Difficult Conversations
- Digital Alignment
- Strategic communications

If you have any questions or would like the information in another format, don't hesitate to call.

Regards,
Kevin McCann

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Employee	Name	Descr.	Description	Hours	Billing Rate	Billing Price
Leo Artalejo	[B] Account Administration/Program Management	Meet with June Davidson to revise talking points and PPT deck;		2.00	233.20	466.40
Leo Artalejo	[B] Account Administration/Program Management	Conduct session with June;		3.00	233.20	699.60
Total:				8.00	233.20	1,900.00

Digital Alignment
Job Code 68020147

Total: 1,338.25 + taxi charges

Employee	Name	Descr.	Description	Hours	Billing Rate	Billing Price
Kevin McCann	[B] Account Administration/Program Management	Policy investigation		0.25	265.00	66.25
Kevin McCann	[B] Account Administration/Program Management	Policy investigation		0.25	265.00	66.25
Kevin McCann	[B] Account Administration/Program Management	Policy investigation		0.25	265.00	66.25
Stephanie McGrath	[B] Digital Communication	meeting, meeting prep, notes afterward		2.50	227.90	569.75
Stephanie McGrath	[B] Digital Communication	social media brainstorm prep		1.50	227.90	341.85
Stephanie McGrath	[B] Digital Communication	update grid, send recommendations for return to social		1.00	227.90	227.90
Total:				5.75	232.74	1,338.25

Strategic Communications
 Job Code 68020144
 Total: \$ 7663.37

Dalhousie University : 68020144-005 (Toronto) Counsel - Corporate/Communication corporate

Employee	Name	Descr.	Description	Quantity	Rate	Billing Price	Amount
	[AP B] Travel / Taxi	Taxi charges February		1.00	11.18	11.18	
	Total:						11.18

Employee	Name	Descr.	Date	Description	Hours	Billing Rate	Billing Price
Kim West	Kim West	[B] Client Meetings	01/04/2015	Calls, emails School of Social Work	1.00	270.00	270.00
Kim West	Kim West	[B] Client Meetings	02/04/2015	Call with Brian re: School of Social Work	0.25	270.00	67.50
Kim West	Kim West	[B] Client Meetings	10/04/2015	Calls, emails	0.50	270.00	135.00
Kim West	Kim West	[B] Client Meetings	13/04/2015	Call with Catherine, emails	1.00	270.00	270.00
Kim West	Kim West	[B] Client Meetings	16/04/2015	Steering Committee	1.00	270.00	270.00
Kim West	Kim West	[B] Client Meetings	17/04/2015	Calls and emails with Catherine	1.00	270.00	270.00
Kim West	Kim West	[B] Client Meetings	20/04/2015	Steering Committee call	1.00	270.00	270.00
Kim West	Kim West	[B] Client Meetings	22/04/2015	Call on Communications Framework	1.00	270.00	270.00
Kim West	Kim West	[B] Client Meetings	24/04/2015	Communications Framework	2.00	270.00	540.00
Kim West	Kim West	[B] Client Meetings	27/04/2015	Call with CBS/Brian and Steering Committee Call	2.00	270.00	540.00
Kim West	Kim West	[B] Client Meetings	28/04/2015	Communications Framework	2.00	270.00	540.00
Kim West	Kim West	[B] Client Meetings	29/04/2015	Call with Catherine and Brian, revisions to framework	2.00	270.00	540.00
	Transaction						Amount

AAAAAA

2700
 270.00

Total:		14.75	270.00	3,982.50
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Dalhousie University ; 68020144-004 Media Outreach - Edward Perry - Corporate/Communication cooperative

Employee	Name	Descr.	Date	Description	Hours	Billing Rate	Billing Price	Amount	
	Tara Wickwire	[B] Account Administration/Program Management	14/04/2015	Developed list of media contacts for each market/story	1.00	227.90	227.90		
	Tara Wickwire	[B] Account Administration/Program Management	15/04/2015	Worked on Dal student pitch calendar--added media names, hooks, rec assets, sent to team, completed grid	1.50	227.90	341.85		
	Tara Wickwire	[B] Account Administration/Program Management	23/04/2015	pitched [REDACTED] added Hamilton mtg. Coordinated interview for [REDACTED]	1.25	227.90	284.88		
	Tara Wickwire	[B] Account Administration/Program Management	24/04/2015	response to Hamilton pub, additional Hamilton pitching	0.75	227.91	170.93		
	Tara Wickwire	[B] Account Administration/Program Management	27/04/2015	Continued to pitch students, follow up with Hamilton papers, Mississauga papers	1.25	227.90	284.88		
	Tara Wickwire	[B] Account Administration/Program Management	30/04/2015	finalize details for [REDACTED] interview	0.50	227.90	113.95		
	Total:							1,424.39	

Accountant

Dalhousie University ; 68020144-003 Monitoring - Corporate/Communication cooperative

Employee	Name	Descr.	Date	Description	Hours	Billing Rate	Billing Price	Amount	
	Curtis Sutton	[B] Account Administration/Program Management	02/04/2015	Media report analysis	1.50	121.90	182.85		
	Curtis Sutton	[B] Insights	02/04/2015	Sysomos usage for report	1.50	121.90	182.85		
	Total:							365.70	

Not Accountant

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Canada

Attn. Catherine Bagnell Styles

Invoice 680400760

Project No. 68020129
Project Name Recruitment Campaign: Ad Revisions

Invoice Date 31-07-2015
Client No. 68010147
PO No. P9101222

Description	Price
Period: July, 2015	
Professional Fees	1,401.85
Production Expenses: Annual domain name renewals	136.49
Production Expenses Total	136.49

Not Dentistry

Total before Tax 1,538.34
GST/HST 230.75

Total CAD **1,769.09**

Terms: Net 30 days
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Attn. Catherine Bagnell Styles

Invoice 680400505

Project No. 68020146
Project Name School of Dentistry

Dentistry

Invoice Date 31-05-2015
Client No. 68010147
PO No.

Description	Price
68020146 School of Dentistry	
Period: May, 2015	
Professional Fees	3,211.81
68020146-001 Town Halls (Dentistry)	
Period: May, 2015	
Professional Fees	3,804.08

} Dentistry

*} Not Dentistry
(misnamed)*

Total before Tax	7,015.89
GST/HST	1,052.38
Total	8,068.27

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

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Attn. Catherine Bagnell Styles

Invoice 680400503

Project No. 68020144
Project Name Strategic Communications

Invoice Date 31-05-2015
Client No. 68010147
PO No.

Dentistry

Description	Price
Period: May, 2015	
Professional Fees	8,461.83
Production Expenses:	
Taxi charges	11.26
Purchase of media clips	655.27
Production Expenses Total	666.53

Total before Tax 9,128.36
GST/HST 1,369.25

Total CAD 10,497.61

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

GST/HST # 86065 9135 RT0001

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Attn. Catherine Bagnell Styles

Invoice 680400504

Project No. 68020147
Project Name Digital Alignment

Invoice Date 31-05-2015
Client No. 68010147
PO No.

Not Denkiety

Description	Price
Period: May, 2015	
Professional Fees	265.00

Total before Tax	265.00
GST/HST	39.75
Total	304.75

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

GST/HST # 86065 9135 RT0001

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School of Dentistry
 Job Code 68020146
 Total: 3,211.81 + taxi charges

Employee			Amount		
Name	Descr.	Description	Hours	Billing Rate	Billing Price
Darcie Muise	[B] Account Administration/Program Management	meeting with emily to discuss DDS issue social media infographic, traffic to designers	0.50	143.10	71.55
Emily Farlow	[B] Account Administration/Program Management	arrange content hub follow up meeting	0.25	169.60	42.40
Emily Farlow	[B] Account Administration/Program Management	communications regroup re: dds content hub (meeting + prep); arranging monitoring post meeting	2.00	169.60	339.20
Emily Farlow	[B] Account Administration/Program Management	Gathering DDS metrics for erin and arranging graph design	2.00	169.60	339.20
Emily Farlow	[B] Account Administration/Program Management	working with josh on social metrics for PPT infographic	1.75	169.60	296.80
Emily Farlow	[B] Account Administration/Program Management	finalizing and sending metrics graphics to erin	1.00	169.60	169.60
Emily Farlow	[B] Administrative Services	Status call with KT and CBS; review of status report	0.50	169.60	84.80
Emily Farlow	[B] Administrative Services	Updating status report and circulating to team	0.50	169.60	84.80
Josh Rooney	[B] Account Administration/Program Management	Infographic for Dentistry deck	1.75	121.90	213.33
Kevin McCann	[B] Account Administration/Program Management	Review of plan, emails to Jon	0.50	265.00	132.50
Kevin McCann	[B] Account Administration/Program Management	Rewriting hub landing page	1.00	265.00	265.00

Kevin McCann	[B] Account Administration/Program Management	Emails and planning	0.50	265.00	132.50
Kevin McCann	[B] Account Administration/Program Management	Meeting at Dal, starting memo, working with Leo	2.00	265.00	530.00
Kevin McCann	[B] Account Administration/Program Management	Finalizing World Cafe memo	0.50	265.00	132.50
Kevin McCann	[B] Account Administration/Program Management	Emails re DDS	0.50	265.00	132.50
Kevin McCann	[B] Account Administration/Program Management	email from Jon	0.50	265.00	132.50
Kevin McCann	[B] Account Administration/Program Management	Project mgmt.	0.25	265.00	66.25
Paul Williams	[B] Account Administration/Program Management	sort out graph project;	0.25	185.52	46.38
Total:			16.75	191.75	3,211.81

Town Hall Presentations
Job Code 68020146-001
Total: \$3,804.08

Employee		Amount			
Name	Descr.	Description	Hours	Billing Rate	Billing Price
Darcie Muise	[B] Account Administration/Program Management	meeting to discuss town hall ppt and next steps	0.75	143.11	107.33
Emily Farlow	[B] Account Administration/Program Management	briefing meeting and call with Egg	1.00	169.60	169.60

Emily Farlow	[B] Account Administration/Program Management	briefing PDW/prepping timeline	0.50	169.60	84.80
Kevin McCann	[B] Account Administration/Program Management	Responding to Brian's plan	0.50	265.00	132.50
Kevin McCann	[B] Account Administration/Program Management	Meeting with CBS, Catherine, Martha, et al, memo to capture	2.00	265.00	530.00
Kevin McCann	[B] Account Administration/Program Management	Conversation and email with Brian, pm internally	1.00	265.00	265.00
Kevin McCann	[B] Account Administration/Program Management	Call with brian	0.25	265.00	66.25
Kevin McCann	[B] Account Administration/Program Management	Project Management	0.25	265.00	66.25
Kevin McCann	[B] Account Administration/Program Management	Project Management	0.25	265.00	66.25
Kevin McCann	[B] Account Administration/Program Management	Project Management	0.25	265.00	66.25
Leo Artalejo	[B] Account Administration/Program Management	Meeting with Dal team to discuss approach and venues;	1.50	233.20	349.80
Leo Artalejo	[B] Account Administration/Program Management	Work on speech outline including visuals;	2.00	233.20	466.40
Leo Artalejo	[B] Account Administration/Program Management	Review script and show flow docs from client; draft creative brief;	1.50	233.20	349.80
Leo Artalejo	[B] Account Administration/Program Management	Change to creative brief and email to client for review; draft slide deck and hand off to creative;	1.50	233.20	349.80
Leo Artalejo	[B] Account Administration/Program Management	Emails and planning around delayed Town Halls;	0.50	233.20	116.60

Paul Williams	[B] Account Administration/Program Management	briefing with EF;	0.50	185.50	92.75
Paul Williams	[B] Account Administration/Program Management	cb&s feedback; outline review;	0.50	185.50	92.75
Paul Williams	[B] Account Administration/Program Management	[B] Account Administration/Program Management	1.00	185.50	185.50
Samira Saoud	[B] Account Administration/Program Management	Briefing meeting/brainstorm on Dal TownHall	1.50	164.30	246.45
Total:			18.00	211.34	3,804.08

Employee		Amount			
Name	Descr.	Description	Quantity	Rate	Billing Price
	[AP B] Travel / Taxi	Taxi Service May 2015	1.00	19.80	19.80
Total:			1.00		19.80

Digital Alignment
 Job Code 68020147
 Total: \$265.00

Employee			Amount		
Name	Descr.	Description	Hours	Billing Rate	Billing Price
Kevin McCann	[B] Account Administration/Program Management	Exchanges with Erin on FHRITP incident, overall	1.00	265.00	265.00
Total:			1.00	265.00	265.00

Media Outreach
 Job Code 68020144-004
 Total: \$170.93

Employee			Amount		
Name	Descr.	Description	Hours	Billing Rate	Billing Price
Tara Wickwire	[B] Account Administration/Program Management	Project Management	0.25	227.92	56.98
Tara Wickwire	[B] Account Administration/Program Management	Provided recap to project team - identified stories, media outlets, uptake and analysis	0.50	227.90	113.95
Total:			0.75	227.91	170.93

Toronto Counsel (Kim West)

Job Code 68020144-005

Total: \$3,645.00

Employee			Amount		
Name	Descr.	Description	Hours	Billing Rate	Billing Price
Kim West	[B] Client Meetings	Steering Committee prep and conference call	2.00	270.00	540.00
Kim West	[B] Client Meetings	Call and emails	0.50	270.00	135.00
Kim West	[B] Client Meetings	Calls, emails	1.00	270.00	270.00
Kim West	[B] Client Meetings	Steering Committee call, review draft report	3.00	270.00	810.00
Kim West	[B] Client Meetings	Conference calls (2), messages, plan	4.00	270.00	1,080.00
Kim West	[B] Client Meetings	Call	0.50	270.00	135.00
Kim West	[B] Client Meetings	emails graduation	0.50	270.00	135.00
Kim West	[B] Client Meetings	Call and emails	1.00	270.00	270.00
Kim West	[B] Client Meetings	Call, email re: Dan Aresenault	1.00	270.00	270.00
Total:			13.50	270.00	3,645.00

Media Monitoring + Cision Media Transcript

Job Code 68020144-003

Total: \$4,520.90

Employee			Amount		
Name	Descr.	Description	Hours	Billing Rate	Billing Price
Christina Aubrecht	[B] Insights	9 a.m. media monitoring report on Dal Dentistry.	1.50	143.10	214.65
Claire Parsons	[B] Media Monitoring	Dal media monitoring report with E.Farlow	1.50	143.10	214.65
Emily Farlow	[B] Account Administration/Program Management	setting up monitoring in preparation for global coverage	0.50	169.60	84.80

Emily Farlow	[B] Account Administration/Program Management	morning and evening media scan and monitoring reports	5.00	169.60	848.00
Emily Farlow	[B] Account Administration/Program Management	monitoring and report generation	3.00	169.60	508.80
Kevin McCann	[B] Account Administration/Program Management	Ramping up for announcements	2.00	265.00	530.00
Kevin McCann	[B] Account Administration/Program Management	Review of monitoring, recomendations to Kim/Erin	1.50	265.00	397.50
Kevin McCann	[B] Account Administration/Program Management	Monitoring comparison	0.50	265.00	132.50
Sean Payne	[B] Account Administration/Program Management	Reviewing dates for requested update reports, emailing with Kevin and Emily to confirm my availability and next steps	0.25	159.00	39.75
Sean Payne	[B] Account Administration/Program Management	ASCC Decision - Getting the project in order, performing searches and communicating situation to the client	1.50	159.00	238.50
Sean Payne	[B] Account Administration/Program Management	Sourcing Global content, initial evening scan and report followed by more in-depth scan and report	4.50	159.00	715.50
Sean Payne	[B] Account Administration/Program Management	Emails, downloading and sending video and transcript to Dalhousie; sourcing someone to do the afternoon report	1.50	159.00	238.50
Sean Payne	[B] Insights	Media monitoring report	2.25	159.00	357.75
Total:			25.50	177.29	4,520.90

Employee		Amount			
Name	Descr.	Description	Quantity	Rate	Billing Price
	[AP B] Media Monitoring	Dal Transcript Media Monitoring Services	1.00	516.44	516.44
Total:			1.00		516.44

Issues Management
Job Code 68020144-001
Total: \$138.83

Employee			Amount		
Name	Descr.	Description	Quantity	Rate	Billing Price
	[AP B] Media Monitoring	Cision Global Clip Transcript Dal Monitoring	1.00	138.83	138.83
Total:			1.00		138.83

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To: Catherine Bagnell Styles

From: Kevin McCann

CC:

Date: June 22nd, 2015

Subject: NATIONAL memo, May 2015

Job Code: 68020146, 68020145, 68020147, 68020144

Hi Catherine,

Please see the date, hour, and cost breakdowns for work completed in May. The projects are broken out as such:

- Dentistry support
- Digital Alignment
- Media Outreach
- Town Hall Presentations
- Toronto Counsel
- Media Monitoring
- Issues Management

If you have any questions or would like the information in another format, don't hesitate to call.

Regards,
Kevin McCann

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Attn. Catherine Bagnell Styles

Invoice 680400666

Project No. 68020144
Project Name Strategic Communications

Invoice Date 30-06-2015
Client No. 68010147
PO No.

Dentistry

Description	Price
Period: June, 2015	
Professional Fees	4,655.45
In-House Expenses: Infomart clips (5)	25.00
In-House Expenses Total	25.00

Total before Tax 4,680.45
GST/HST 702.07

Total CAD **5,382.52**

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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Attn. Catherine Bagnell Styles

Invoice 680400667

Project No. 68020146
Project Name School of Dentistry

Invoice Date 30-06-2015
Client No. 68010147
PO No.

Description	Price
68020146 School of Dentistry	
Period: June, 2015	
Professional Fees- School of Dentistry	
Professional Fees- Town Halls	164.30
Taxi charges May	6,413.03
	19.80

*NOT DENTISTRY
misnamed*

Dentistry

Total before Tax	6,597.13
GST/HST	989.57
Total	CAD 7,586.70

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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To: Catherine Bagnell Styles

From: Kevin McCann

CC:

Date: August 10, 2015

Subject: NATIONAL memo, June 2015

Job Code: 68020146, 68020144

Hi Catherine,

Please see the date, hour, and cost breakdowns for work completed in June. The projects are broken out as such:

- Dentistry support
- Town Hall Presentations
- Toronto Counsel
- Media Monitoring

If you have any questions, please don't hesitate to call.

Regards,
Kevin McCann

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School of Dentistry
Job Code 68020146
Total: \$164.30

- Design of graph for Dentistry related PPT deck

Town Hall Presentations
Job Code 68020146-001
Total: \$6,413.03

- Town Hall deck design and revisions based on client feedback
- Proofing deck
- Project management; liaising with client and designer to manage changes
- Review of draft script and discussion with Dal team re: content assets

Toronto Counsel (Kim West)
Job Code 68020144-005
Total: \$945

- Steering committee meetings
- Calls and e-mails re: Backhouse report release

Media Monitoring
Job Code 68020144-003
Total: \$3,710.45

- Planning monitoring updates for Backhouse release
- Monitoring of coverage during Backhouse release
- Follow-up scans and reporting

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Attn. Catherine Bagnell Styles

Invoice 680400733

Project No. 68020280
Project Name Team Debrief

Invoice Date 31-07-2015
Client No. 68010147
PO No. P9109848

Dentistry

Description	Price
Professional fees	4,550.00
Total before Tax	4,550.00
GST/HST	682.50
Total	5,232.50

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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To:	Catherine Bagnell-Styles
From:	Leo Artalejo
Date:	August 13, 2015
Subject:	C&M Team Debrief
Job No:	68020280

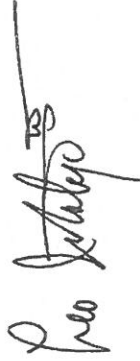
Below is a summary of activities that comprise cost for work completed in July 2015. Should you have any questions, please do not hesitate to contact either myself or Ruth Halliday, Accounts Receivable at 902.332.8049 or rhalliday@national.ca.

Team Debrief

- Three 90-minute discovery meetings with each of the teams that make up C&M - Communications, Marketing, Creative Services
- One-on-one meetings follow up meetings for those not able to attend group sessions
- Summary document presenting the overall themes as expressed by C&M team
- Presentation of summary to senior leadership
- Planning for half day offsite with C&M team
- Facilitation of offsite with C&M team
- Summary notes and follow-up from C&M team offsite

Thank you for trusting me to do this important work with you and your team.

Warm regards,



Leo Artalejo

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Attn. Catherine Bagnell Styles

Invoice 680400759

Project No. 68020144
Project Name Strategic Communications

Dentistry

Invoice Date 31-07-2015
Client No. 68010147
PO No.

Description	Price
Period: July, 2015	
Professional Fees	2,524.10
Total before Tax	2,524.10
GST/HST	378.62
Total	2,902.72

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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To: Catherine Bagnell Styles
From: Kevin McCann
CC:
Date: August 27, 2015
Subject: NATIONAL memo, July 2015
Job Code: 68020144-003

Hi Catherine,

Please find attached the invoice for July 2015, which includes time spent on the following professional services and activities:

68020144-003: Media Monitoring

Name	Date	Description	Hours	Rate	Total
Emily Farlow	01/07/2015	Media monitoring and reporting re: Task Force report release	3	\$169.60	\$508.80
Emily Farlow	03/07/2015	Media monitoring and reporting following Task Force report release	2	\$169.60	\$339.20
Kevin McCann	07/07/2015	Liaising with team re: monitoring needs	.5	\$265	\$132.50
Michael Watkins	07/07/2015	Monitoring and preparing report re: [REDACTED]	3.5	\$143.10	\$500.85
Sean Payne	03/07/2015	Social media monitoring and reporting	1	\$159	\$159.00
Sean Payne	07/07/2015	Setting up monitoring search set, reviewing draft monitoring reports	1.25	\$159	\$198.75
Sean Payne	07/08/2015	Preparing monitoring report	2.5	\$159	\$397.50
Media Monitoring Subscription	-----	Media monitoring program usage	5.75	\$50	\$287.50
Total					\$2524.10

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If you have any questions, please don't hesitate to call.

Regards,
Kevin McCann

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Attn. Catherine Bagnell Styles

Invoice 680400884

Project No. 68020144
Project Name Strategic Communications

Invoice Date 31-08-2015
Client No. 68010147
PO No.

Not Due Yet

Description	Price
Period: August, 2015	
Professional Fees	405.00
Total before Tax	405.00
GST/HST	60.75
Total	CAD 465.75

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

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Attn. Catherine Bagnell Styles

Invoice 680400881

Project No. 68020312
Project Name Monitoring and Analysis

Invoice Date 31-08-2015
Client No. 68010147
PO No.

Not Industry

Description	Price
Period: August, 2015	
Professional Fees	3,301.91

Total before Tax	3,301.91
GST/HST	495.29
Total	CAD 3,797.20

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

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To: Catherine Bagnell Styles
From: Kevin McCann
CC:
Date: September 28, 2015
Subject: NATIONAL memo, August 2015
Job Code: 68020144-003

Hi Catherine,

Please find attached the invoice for August 2015, which includes time spent on the following professional services and activities:

68020144-003: Media Monitoring

Name	Description	Hours	Rate
Brittany MacIsaac	Monitoring and reporting (█████ story)	5.5	143.10
Kevin McCann	Conversation and research re: █████ issue	1	265.00
Sarah Simpson	Monitoring set-up, planning	1.75	190.80
Sarah Sullivan	Monitoring set-up, coordinating internal monitoring team, briefing with client, social and traditional media monitoring	6	206.70
Sean Payne	Media scan and monitoring	4.25	159.00
Total		18.5	\$3,301.91

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68020144-005: Toronto Counsel

Name	Description	Hours	Rate
Kim West	Call with Catherine Advice on security issue	1.5	\$270.00
Total			\$405

If you have any questions, please don't hesitate to call.

Regards,
Kevin McCann

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Attn. Catherine Bagnell Styles

Invoice 680400888

Project No. 68020308
Project Name Content Strategy Workshop

Invoice Date 31-08-2015
Client No. 68010147
PO No.

Description

Period: August, 2015

Professional Fees

NOT DEDUCTIBLE

Price

1,000.00

Total before Tax 1,000.00
GST/HST 150.00

Total **CAD** 1,150.00

Terms: Net 30 days

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To:	Catherine Bagnell-Styles
From:	Stephanie McGrath & Ellie Bramah
Date:	September 24, 2015
Subject:	NATIONAL August invoice: Content Strategy Workshop

Below you'll find a summary of work completed in August to prepare for and facilitate a content strategy workshop with the extended communications and marketing teams. This invoice includes professional fees and expenses for the following:

- Participate in calls regarding the structure and approach of the session
- Prepare session materials and presentation
- Conduct content session on August 20, 2015

Should you have any questions, please don't hesitate to get in touch.

Best,
Ellie Bramah

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To:	Hope McCallum and June Davidson
From:	Emily Farlow
Date:	August 27, 2015
Subject:	NATIONAL July invoice: Dalhousie Recruitment Ad Revisions
Job Code:	68020129

Below you'll find a summary of work completed in July pertaining to recommendations regarding the Dalhousie student recruitment ads. This invoice includes professional fees and expenses for the following:

- Call with June Davidson re: ad revision requirements
- Briefing meeting with June Davidson and C&M team re: desired creative and copy direction

Should you have any questions, please don't hesitate to get in touch.

Best,
Emily Farlow

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Attn. Catherine Bagnell Styles

Invoice 680401041

NOT Duplicated

Project No. 68020129
Project Name Recruitment Campaign: Ad Revisions

Invoice Date 01-10-2015
Client No. 68010147
PO No. P9101222

Description	Price
Period: August, 2015	
Professional Fees	2,098.15

Total before Tax	2,098.15
GST/HST	314.72
Total	2,412.87

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

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Attn. Catherine Bagnell Styles

Invoice 680400883

Project No. 68020129
Project Name Recruitment Campaign: Ad Revisions

Invoice Date 31-08-2015
Client No. 68010147
PO No. P9101222

Description

Period: August, 2015

Professional Fees

2,500.00

Price

Total before Tax 2,500.00
GST/HST 375.00

Total **CAD** 2,875.00

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

*Cancelled +
Invoice # 680401241
Invoice # 680400883*

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To:	Hope McCallum
From:	Emily Farlow
Date:	September 22, 2015
Subject:	NATIONAL August invoice: Dalhousie Recruitment Ad Revisions
Job Code:	68020129

Below you'll find a summary of work completed in August pertaining to recommendations regarding the Dalhousie student recruitment ads. This invoice includes professional fees and expenses for the following:

- Review of current recruitment photography
- Internal meeting re: design revisions, copy direction and overall ad look and feel
- Drafting new ad headlines
- Preparing new design direction and several ad mock-ups
- Presentation of recommendations to Dalhousie team

Should you have any questions, please don't hesitate to get in touch.

Best,
Emily Farlow

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Attn. Catherine Bagnell Styles

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Invoice 680400962

Project No. 68020312
Project Name Monitoring and Analysis

Invoice Date 30-09-2015
Client No. 68010147
PO No.

Not Dated

Description	Price
Period: September, 2015	
Professional Fees	1,743.70

Total before Tax	1,743.70
GST/HST	261.56
Total	CAD 2,005.26

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

GST/HST # 86065 9135 RT0001

NATIONAL Public Relations Inc.
Founders Square
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Dalhousie University
P.O. Box 3000
Halifax, NS B3H 4R2
Canada

Attn. Catherine Bagnell Styles

Invoice 680400963

Project No. 68020144
Project Name Strategic Communications

Invoice Date 30-09-2015
Client No. 68010147
PO No.

Not Due by

Description

Period: September, 2015

Professional Fees

	Price
	556.20
Total before Tax	556.20
GST/HST	83.43
Total	CAD 639.63

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

GST/HST # 86065 9135 RT0001

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Attn. Catherine Bagnell Styles

Invoice 680401017

Project No. 68010973
Project Name General Marketing Support

Invoice Date 30-09-2015
Client No. 68010147

Not Recruitment - Embassy

Description	Price
Period: September, 2015	
Professional Fees	1,034.83

Total before Tax	1,034.83
GST/HST	155.22
Total	1,190.05

CAD

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

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Dalhousie University
P.O. Box 3000
Halifax, NS B3H 4R2
Canada

Attn. Catherine Bagnell Styles

Invoice 680401018

Not Billed

Project No. 68020351
Project Name General Counsel

Invoice Date 30-09-2015
Client No. 68010147
PO No.

Description

Period: September, 2015
Professional Fees Price
2,752.03

Total before Tax	2,752.03
GST/HST	412.80
Total	CAD 3,164.83

Terms: Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

GST/HST # 86065 9135 RT0001

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To: Catherine Bagnell Styles

From: Kevin McCann

CC:

Date: October 29, 2015

Subject: NATIONAL memo September 2015

Job Code:

MEMO

Dalhousie University ; 68010973 General Marketing Support - Corporate Communication / Communication corporative

Employee		Transaction			Amount	
Name	Date	Description	Hours	Billing Rate	Billing Price	
John Deans (Iain)	18/09/2015	Quarterly meeting with dal team; prep and follow up	2.50	217.30	543.25	
John Deans (Iain)	22/09/2015	Internal ad meeting about digital strategy (leading to memo for Hope)	0.50	217.30	108.65	
John Deans (Iain)	28/09/2015	Recruitment meeting, strategic counsel, conversation and brief with Hope and Catherine and follow-through	1.50	217.30	325.95	
Stephanie McGrath	22/09/2015	Internal ad meeting about digital strategy, crafting memo to Hope on social/digital ad	0.25	227.92	56.98	
Total:			4.75	217.86	1,034.83	

Dalhousie University ; 68020144-001 Issues Management - Corporate Communication / Communication corporative

Employee		Transaction			Amount	
Name	Date	Description	Hours	Billing Rate	Billing Price	
Christina Aubrecht	15/09/2015	Evening report.	2.00	143.10	286.20	
Total:			3.00	95.40	286.20	

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1701 Hollis Street, suite L101
Halifax, NS, Canada B3J 3M8
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Fax: 902-422-2368

NATIONAL Public Relations
75 Prince William Street, Suite 210
Saint John, NB, Canada E2L 2B2
Telephone: 506-672-1860
Fax: 506-672-1821

NATIONAL Public Relations
1st Floor, Baine Johnston Centre
10 Fort William Place
St. John's, NL, Canada A1C 1K4
Telephone: 709-754-9614

Dalhousie University ; 68020144-005 (Toronto) Counsel - Kim West -
 Corporate Communication / Communication corporate

Employee		Transaction		Amount	
Name	Date	Description	Hours	Billing Rate	Billing Price
Kim West	02/09/2015	Call with Brian (security) and emails	0.50	270.00	135.00
Kim West	03/09/2015	Call with Brian, reputation	0.50	270.00	135.00
Total:			1.00	270.00	270.00

Dalhousie University ; 68020312 Monitoring and Analysis - Corporate
 Communication, / Communication corporate

Employee		Transaction		Amount	
Name	Date	Description	Hours	Billing Rate	Billing Price
Brittany MacIsaac	02/09/2015	social report	1.50	143.10	214.65
Brittany MacIsaac	03/09/2015	social report	3.00	143.10	429.30
Emily Farlow	03/09/2015	monitoring and reporting re [REDACTED] issue	2.50	169.60	424.00
Kevin McCann	01/09/2015	[REDACTED] issue, report and conversation	0.25	265.00	66.25
Kevin McCann	02/09/2015	[REDACTED] issue, report and conversation	0.25	265.00	66.25
Kevin McCann	04/09/2015	Call with Brian and assessing Monitoring need	0.25	265.00	66.25
Sean Payne	02/09/2015	Dalhousie - morning and evening reports	3.00	159.00	477.00
Total:			10.75	162.20	1,743.70

Dalhousie University ; 68020351 General Counsel - Corporate
 Communication / Communication corporate

Employee	Transaction		Amount		
	Date	Description	Hours	Billing Rate	Billing Price
Eleanor Bramah	14/09/2015	Prep meeting for Friday	1.00	169.60	169.60
Eleanor Bramah	18/09/2015	Meeting with Dalhousie team + writing up next steps	4.00	169.60	678.40
Eleanor Bramah	16/09/2015	Meeting with Hope on recruitment next steps	2.00	-	-
Kevin McCann	16/09/2015	Call with Catherine, briefing team, recap	0.50	265.00	132.50
Kevin McCann	17/09/2015	Sending package to Catherine, emails with Catherine and team	1.00	265.00	265.00
Kevin McCann	18/09/2015	Meeting at Dal with several team members, follow-up internal meeting to organize	3.00	265.00	795.00
Kevin McCann	21/09/2015	Recap from Friday and responding to key messages note	0.75	265.00	198.75
Tara Wickwire	18/09/2015	Planning mtg with client	2.25	227.90	512.78
Total:			19.75	162.82	2,752.03

