

**NORTH VANCOUVER HIGH SCHOOL 100<sup>TH</sup> ANNIVERSARY  
CELEBRATION**

**NORSEMAN PARK, SATRDAY, AUGUST 14, 2010**

**Communication, marketing, promotion, advertising strategy for  
executive committee meeting Tuesday, June 1, 2020**

***Objective: To reach as many students who attended North Vancouver High School to advise and encourage them to attend the above event.***

**A. Newspapers**

- 1. The Outlook: Letters to the Editor Thursday, May 27 by Doug Bonner (cell 604-613-8076), Black Press  
Len Corben's column *Instant Replay* appears with box advertisement each month; last edition May 20**
- 2. North Vancouver Homes Real Estate: Tony Rossetti will insert promotional material in his advertisement throughout June, maybe July**
- 3. Preparing story for Greg Douglas, Vancouver Sun, on three former students – Harry Jerome, Bill Parnell, Sonny Homer**
- 4. North Shore News: Miss Daien Ide, reference historian, North Shore Museum & Archives, working with Erin McPhee, responsible for *Time Traveler*, to insert late August photo of students attending Sadie Hawkins Dance.**

**B. Advertising**

**Paid advertising in *The Outlook* (\$256) March and *North Shore News* (\$350) in April**

**C. Photographs**

**TBA: photo op with the two mayors and two co-chairs with proclamation at Norseman Park last two weeks June: both mayors' secretaries coordinating and will advise of specific date; then advise newspapers and Ian Rutherford (924-1761), volunteer photographer**

**D. Personal Biogs**

**Jim Carabetta story and pix for possible publication in North Shore News; have to arrange with Erin McPhee  
Other "Old Timers: Doreen Atkinson (988-3016), who lives on Doran Road, delivered a registration form for her sister, age 90, who lives in White Rock, grad 1938 at age 18.**

**-continued**

**E. Radio/TV**

**Mike McCardell, Global TV, will appear on site; no formality  
Red Robinson, AM 650, will do some promotion and appear on site**

**F. Special Events**

**CANADA DAY July 1<sup>st</sup>: three volunteers Vi Kinnear, Katie Dixon  
and Deljeet Dimock, who also attended rainy Lynn Valley Days**

**G. Budget**

**Polygon Homes Ltd., who is developing Lonsdale School site,  
declined to offer financial assistance. They do support Artists for  
Kids.**

**No response from Seaspan or CertaPro painters.**