



# Investigation Report

**FILE NUMBER** 2018-3541

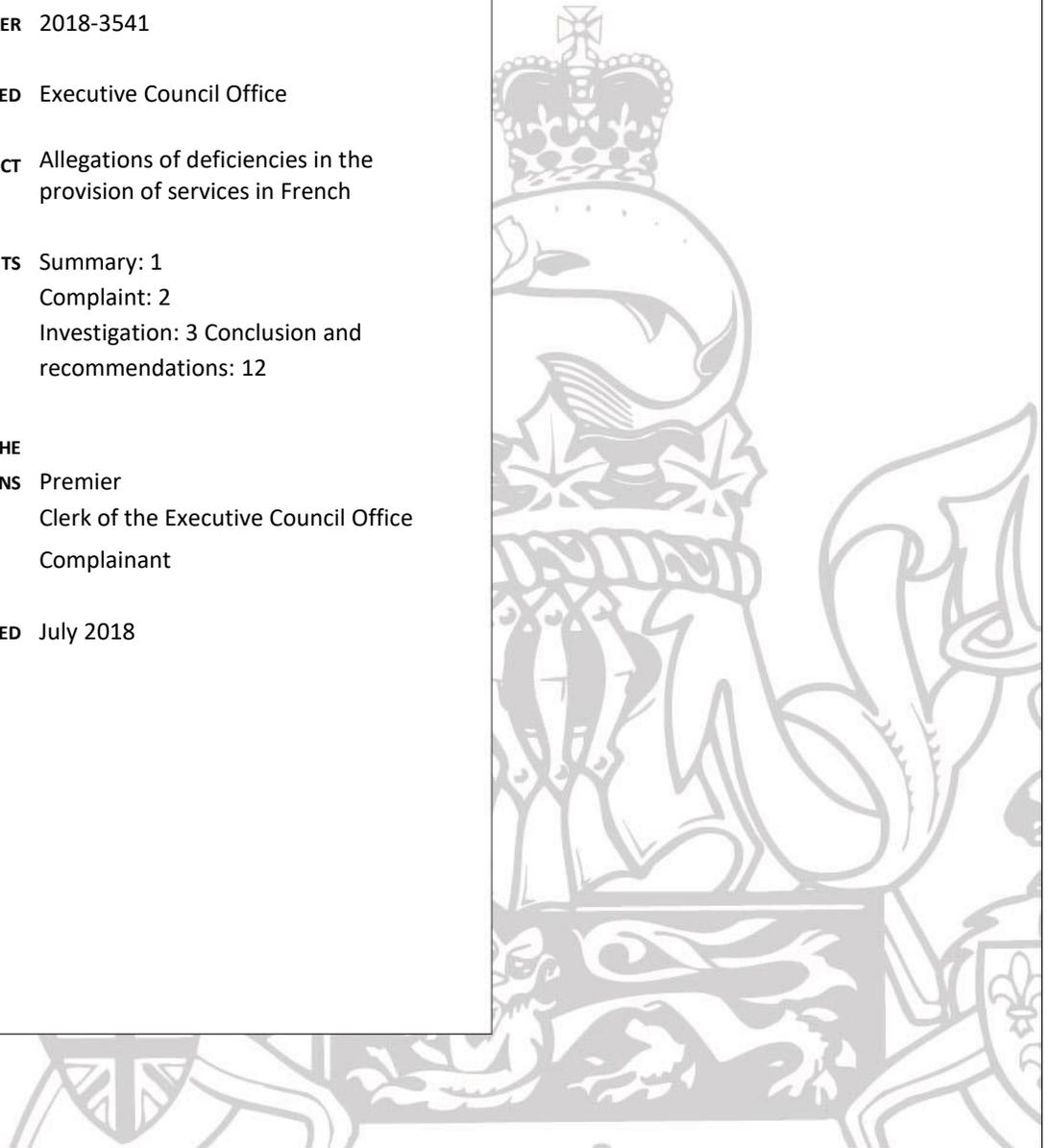
**INSTITUTION CONCERNED** Executive Council Office

**SUBJECT** Allegations of deficiencies in the  
provision of services in French

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**REPORT SENT TO THE  
FOLLOWING PERSONS** Premier  
Clerk of the Executive Council Office  
Complainant

**DATE REPORT ISSUED** July 2018



# Summary

This investigation report was prepared after a complaint against the Executive Council Office (hereinafter referred to as “the institution”) was filed with the Office of the Commissioner.

The complainant alleges a flagrant lack of respect for the French language during a government announcement that he viewed live through the social media tool Facebook Live from the Premier’s Facebook account. Specifically, the complainant criticized the presentations, which were in English only. He was also critical of the fact that the Premier expressed himself mainly in English. There was no simultaneous interpretation option available to Internet users who wanted to listen in the official language of their choice.

For its part, the institution said that Facebook Live is a relatively new medium and that, since its purpose is to present an event live, as it happens, it is not always possible to control the language of the speaker. The institution confirmed that the news conference in question had been broadcast live, with no interpretation services provided. However, the institution made a commitment to review its standards and policies on the live streaming of news conferences on Facebook and stated that it was open to any suggestions that might improve the process. One change that it proposed is a disclaimer stating that the Facebook Live video is being presented in real time in the language(s) delivered and that the full video with translation and/or subtitles will be made available after the live event.

Following its investigation, the Office of the Commissioner of Official Languages concluded that the institution had not only violated the *Official Languages Act* (OLA), it had also failed to uphold the spirit of the Act.

The Office of the Commissioner believes that, regardless of the method of information delivery used, the institution must take the necessary steps to guarantee simultaneous access to information in both official languages.

The Office of the Commissioner also believes that, even if simultaneous interpretation into French had been provided for all the presentations made that day, that would not have been acceptable either. The equality of status of French and English requires the balanced use of both official languages during a government announcement.

The Commissioner makes the following recommendations:

**THAT** the Executive Council Office stop live streaming public announcements unless it is possible to listen to them in real time in the official language of one’s choice.

**THAT** the Executive Council Office review all of its practices concerning the use of the two official languages in public announcements to ensure that they comply not only with the letter but also with the spirit of the OLA.

**THAT** the Executive Council Office report back to the Office of the Commissioner on the implementation of these two recommendations by Monday, October 1, 2018.

# Complaint

The complainant alleges a flagrant lack of respect for the French language during a government announcement that he viewed live through the LIVE option on Facebook. The announcement, made on January 11, 2018, at 1:30 p.m. at the YMCA in Saint John, concerned child care services in New Brunswick.

According to the complainant, all the individuals who spoke during the announcement used English, with the exception of the Premier. However, he used English more than French.

The complainant sent the Office of the Commissioner a hyperlink to the Premier's Facebook account<sup>1</sup> where the news conference can be viewed.

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<sup>1</sup> **APPENDIX A** – Screen shots taken by the Office of the Commissioner of Official Languages of the Facebook and Twitter accounts of the Premier of New Brunswick on January 11, 2018.

# Investigation

After the complaint was filed on January 15, 2018, the Office of the Commissioner sent a notice of investigation to the Clerk of the Executive Council Office, pursuant to subsection 43(13) of the *Official Languages Act* (OLA). In that letter, the Office of the Commissioner asked the institution to respond to the allegations made by the complainant, as well as to a series of questions.

## The institution's responses

In a letter dated February 21, 2018, the institution responded to the complainant's allegations and to the questions asked by the Office of the Commissioner.

### The institution summarized the facts as follows:

- On January 11, 2018, the Department of Education and Early Childhood Development held an event for local media at the Saint John YMCA where Premier Brian Gallant announced a new program to offer free child care for families with a gross annual income of under \$37,500.
- At this news conference, MLA Ed Doherty served as the master of ceremonies. Along with a statement from the Premier, three guests spoke: Donna Gates, executive director of Living SJ; Claire Ryan, chair of the Saint John Region Chamber of Commerce; and Don Darling, mayor of Saint John.
- The media event was broadcast in real time through the media tool Facebook Live from the Premier's Facebook account. It was shared on the Government of New Brunswick's official English and French Facebook accounts simultaneously, in the languages spoken live at the news conference. A media advisory was also issued in English and French to advise the news media that the event would be broadcast on Facebook Live with hyperlinks provided.
- During the live broadcast, members of the public were able to view the news conference in real time on the Government of New Brunswick's English and French Facebook accounts. They were able to ask questions and post comments about the announcement in real time. In keeping with social media policies, responses to questions are provided in the language of their choice.
- A news release was also posted in both official languages to coincide with the announcement, as well as subsequent English and French Facebook and Twitter posts from the Government of New Brunswick accounts. Additional English and French materials were accessible online via [www.gnb.ca/earlynb](http://www.gnb.ca/earlynb) and [www.gnb.ca/enfanceNB](http://www.gnb.ca/enfanceNB).
- Video clips summarizing the announcement were produced in English and French and posted the next day on the Government of New Brunswick's YouTube account:
  - Plan d'action pour les services de garderie éducatifs  
<https://www.youtube.com/watch?v=XjbdSNq65RI>
  - Early Learning and Child Care Action Plan  
<https://www.youtube.com/watch?v=fKs14GVn0os>

**The institution provided the following responses to the questions of the Office of the Commissioner:**

### **FIRST QUESTION**

The government document *Use of Social Media – Government of New Brunswick Standards and Guidelines*,<sup>2</sup> states as follows with regard to the purpose of the document:

*“Social media allows government to provide New Brunswickers with timely information, important resources, and responses to questions.” The type of content shared includes:*

- *announcements and news*
- *information on government priorities, programs, and services; photos and videos*
- *safety and emergency updates*

*The Government of New Brunswick (GNB), through Executive Council Office (ECO) Corporate Communications, uses social media tools in **both official languages** to further the goals of the Province and the missions of departments and agencies.”*

How does the Executive Council Office ensure that the videos presented on government and provincial minister social media accounts are in both official languages?

### **ANSWER**

Communicating with citizens is a key responsibility of the Government of New Brunswick, involving officials and employees at all levels. The Executive Council Office’s Corporate Communications Branch (hereinafter referred to as “ECO Corporate Communications”) provides strategic communications planning and serves as a liaison between communications units across departments, agencies, and organizations within the Government of New Brunswick. It is a priority of the Government of New Brunswick to ensure that communications are respectful of the obligations set out in the *Official Languages Act*, S.N.B. 2002, c. O-0.5 and the *Canadian Charter of Rights and Freedoms*, Part 1, the *Constitution Act, 1982*, Schedule B of the *Canada Act 1982*, (UK), 1982, c. 11 (hereinafter jointly referred to as “language obligations”).

This requirement is reflected in the September 2014 “Communications Practices and Procedures” document, which guides the Province of New Brunswick’s corporate communications activities (hereinafter referred to as “Communications Practices and Procedures”).<sup>3</sup>

On official languages specifically, the Communication Practices and Procedures state:

*“New Brunswick is the only officially bilingual province in Canada. New Brunswickers have the right to communicate and receive communication from GNB in either official language.*

*All GNB communications are provided in English and French, following the *Official Languages Act* and related GNB policies. This requirement applies to all communications materials and activities included in this document.”*

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<sup>2</sup> **APPENDIX B** – Title page of *Use of Social Media*, as provided by the institution on February 21, 2018.

<sup>3</sup> **APPENDIX C** – Title page of *Communications Practices and Procedures*, as provided by the institution on February 21, 2018

ECO Corporate Communications has developed standards and guidelines for departmental use of social media,<sup>4</sup> entitled “Use of Social Media: Government of New Brunswick Standards & Guidelines” (hereinafter referred to as “Standards & Guidelines”), which state as follows:

“The Government of New Brunswick (GNB), through Executive Council Office (ECO) Corporate Communications, uses social media tools in **both official languages** to further the goals of the Province and the missions of departments and agencies.”

The Standards and Guidelines apply to all Part 1 departments and agencies that are responsible for managing and maintaining official Government of New Brunswick social media accounts.

All videos produced or developed by ECO Corporate Communications are developed and presented in both official languages through either bilingual speakers or subtitles. Government of New Brunswick videos are housed on the official YouTube channel of the Province of New Brunswick, which is managed by ECO Corporate Communications.

From time to time, social media posts may refer to some information from external sources in English or French. Links to these resources are provided for the convenience of users, while every effort is made to ensure information is available in both official languages and to ensure supporting materials are available in both official languages .

The video referenced in file 2018-3541 was shared on the Government of New Brunswick’s official Facebook account, and the media were advised that the event would be streamed on Facebook Live.

Facebook Live video streaming is a relatively new medium, and the complainant has raised an important question. Standards and policies are continuing to evolve and the Executive Council Office is committed to ensuring its activities align with the language obligations of the Government of New Brunswick.

In the future, the Executive Council Office would propose for consideration a proactive disclaimer stating that the Facebook Live video is being presented in real time in the language(s) delivered, and that the full video with translation and/or subtitles will be made available following the live event. This is in keeping with standards and practices currently being used in other governmental organizations, which were surveyed following receipt of this complaint.

For example, Canada’s Official Languages Commissioner frequently posts third-party links of media interviews<sup>5</sup> conducted by the Commissioner and housed on third-party websites, but the links are labelled proactively as being English or French only.

And, in September 2017, the Senate of Canada hosted a Facebook Live event on the subject of official languages, which was broadcast in real time in the language delivered by individual speakers (<https://sencanada.ca/en/sencaplus/news/youth-talk-modernizing-official-languages-act-with-senators-in-facebook-live-streamed-roundtable/>). The Senate followed that broadcast with English and French videos of the proceedings housed on YouTube, which featured translation dubbed over the audio.

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<sup>4</sup> See APPENDIX B.

<sup>5</sup> APPENDIX D – Screen shots provided by the institution on February 21, 2018.

## **SECOND QUESTION**

The government announcement cited in the complaint was the subject of an advisory to the Anglophone and Francophone media, which indicated that the event would air live on Facebook.<sup>6</sup> What measures were taken by the Executive Council Office to ensure that individuals who wanted to watch the announcement could hear the statements made by all of the stakeholders in the official language of their choice?

## **ANSWER**

Facebook Live is a relatively new medium and a way to engage New Brunswickers in real time. The purpose of Facebook Live is to present an event live, as it happens, and control over the language of the speaker is not always possible. It is a tool that permits direct live communication with the public, whereby the public engages in real time, as events happen.

The Executive Council Office ensured that the live event was broadcast on the English and French Facebook accounts of the Government of New Brunswick, and that questions that were posed were responded to in the language chosen, in real time, with supporting materials (i.e., news releases, web resources) produced in both English and French.

However, the complaint raises an important question that should be addressed going forward, and the Executive Council Office is committed to researching options to ensure these events adhere to the language obligations of the Government of New Brunswick.

One potential solution that would enable the continued use of Facebook Live would involve ensuring that the event is recorded by a videographer and that a bilingual video of the live event is produced and made available. In addition, any advisories issued ahead of the event would clearly indicate the event will be live and in the language(s) spoken at the live event.

## **THIRD QUESTION**

Did the Executive Council Office retain the services of professional interpreters for the event?

## **ANSWER**

No. Interpretation services were not provided for this news conference. The Government of New Brunswick regularly does use interpretation services for general public engagement events. The Executive Council Office is committed to reviewing its standards and policies in regard to Facebook live streaming of news conferences.

In addition, if future news conferences are broadcast on Facebook Live, the Executive Council Office will work at ensuring that advisories of these events proactively identify that the broadcast is live and delivered in the language(s) spoken at the event and that individuals may comment or ask questions in either official language on a Facebook Live video and that they will be responded to in the language of their choice.

As Facebook Live is a relatively new technology, there are opportunities to contact various audiovisual suppliers to determine what can be done and what costs may be associated with providing interpretation for a Facebook Live event. ECO is committed to looking into identifying those options.

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<sup>6</sup> **APPENDIX E** – Text of media advisory, provided by Kelly Cormier of ECO on January 11, 2018.

#### **FOURTH QUESTION**

Do you think that airing a government announcement on social media where most of the stakeholders expressed themselves in one official language only and for which no simultaneous or consecutive interpretation was available is in keeping with the spirit and the letter of the *Official Languages Act*? If so, please provide us with the reasons that support your position.

#### **ANSWER**

A live event shared on social media (Facebook Live, Live News Conference, Live Streamed Broadcast) is one tool to connect with New Brunswickers, but it is not the only way information about government services is relayed to New Brunswickers. It is an authentic way to connect with New Brunswickers in real time, and it allows the general public to directly engage in real time by posting messages and questions in the language of their choice. While the live video itself is presented in the original language delivered, all accompanying materials (news release, website, additional social media posts) are always available in both English and French when presented on the Government of New Brunswick's official social media channels.

Facebook Live is also a relatively new social media tool that has been used by the Government of New Brunswick on very few occasions to date. It was first deployed by the Government of New Brunswick during the 2017 Ice Storm as a tool to communicate updates about the storm response and recovery with New Brunswickers impacted by the storm. In that case, the live event was broadcast without interpretation, in the language of the speaker, while all supporting communications products (news releases, GNB social media posts, online information) were available in both official languages.

The Executive Council Office is committed to reviewing and revising the government's social media guidelines on a regular basis, which would include the use of Facebook Live. In a spirit of cooperation and compliance with its language obligations, ECO Corporate Communications welcomes advice on how to proceed with these new media outlets, which constitute an important tool to convey important public information.

#### **FIFTH QUESTION**

Are there any government guidelines on the use of both official languages during public government announcements? If so, please send us those guidelines.

**ANSWER:** Yes.<sup>7</sup>

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<sup>7</sup> See APPENDIX C.

## **Analysis of the Office of the Commissioner of Official Languages for New Brunswick**

### **Alleged violations of the *Official Languages Act***

According to the complainant's allegations, there were violations of the following provisions of the Act, which state as follows:

**27** Members of the public have the right to communicate with any institution and to receive its services in the official language of their choice.

**27** Le public a le droit de communiquer avec toute institution et d'en recevoir les services dans la langue officielle de son choix.

**28** An institution shall ensure that members of the public are able to communicate with and to receive its services in the official language of their choice.

**28** Il incombe aux institutions de veiller à ce que le public puisse communiquer avec elles et en recevoir les services dans la langue officielle de son choix.

**28.1** An institution shall ensure that appropriate measures are taken to make it known to members of the public that its services are available in the official language of their choice.

**28.1** Il incombe aux institutions de veiller à ce que les mesures voulues soient prises pour informer le public que leurs services lui sont offerts dans la langue officielle de son choix.

**29** Institutions shall publish all postings, publications and documents intended for the general public in both official languages.

**29** Tout affichage public et autres publications et communications destinés au grand public et émanant d'une institution sont publiés dans les deux langues officielles.

The complaint concerns a news conference that was held on January 11, 2018, in Saint John. According to the complainant, the individuals who spoke during the announcement used English only, with the exception of the Premier. The complainant noted that even the Premier used English more than French.

In its response, the institution explained that the Department of Education and Early Childhood Development had held the news conference where the Premier announced a new program to offer free child care for families with a gross annual income of under \$37,500. This new program is intended for all New Brunswickers, so we can therefore conclude that the communications issued during that news conference were meant for the general public and not a specific clientele.

The news conference was broadcast through the social media tool Facebook Live from the Premier's Facebook account. In addition to the Premier, other speakers were the MLA for the riding in which the news conference was held, who also served as the master of ceremonies; the executive director of Living SJ; the chair of the Saint John Region Chamber of Commerce; and the mayor, and they expressed themselves in English only.

Members of the public could watch the conference live on the English and French Facebook accounts of the Government of New Brunswick. They could also ask questions and post comments about the announcement in real time, in the official language of their choice, and answers to their questions were provided in the language of their choice. A news release was posted in both official languages to coincide with the announcement and, later, messages in both official languages were posted on the Facebook and Twitter accounts of the provincial government. Video clips in both official languages summarizing the announcement were broadcast the following day on the government's YouTube account.

The institution ensures that ECO Corporate Communications, which is responsible for strategic communications planning and serves as a liaison with the communications units of government departments and agencies, is aware that it must comply with the obligations set out in the *Official Languages Act*. It added that this concern is reflected in the document entitled *Communications Practices and Procedures*, which states clearly that all government communications must be provided in both official languages. This is also the branch that developed the standards and guidelines on the use of social media by government institutions. These standards and guidelines provide that the Government of New Brunswick uses social media tools in both official languages.

However, the institution notes that messages posted on social media may refer to external information sources in English or French. It adds that links are then provided for users to ensure that the information and supporting materials are available in both official languages. With respect to the video referenced in the complaint, the institution stated that it was broadcast on the government's official Facebook account and that the media were advised that the news conference would be streamed on Facebook Live.

The institution also said that Facebook Live is a relatively new tool and that it is open to any suggestions that could improve the process. One of the changes it proposed is a disclaimer stating that the Facebook Live video is being presented in real time in the language(s) delivered and that the full video with translation and/or subtitles will be made available after the live event.

This matter is similar to that of *Quigley v. Canada (House of Commons)*, 2002 FCT 645. In that case, the Board of Internal Economy of the House of Commons agreed that the Cable Public Affairs Channel (CPAC) would be responsible for broadcasting House debates and proceedings. The agreement provided in part that the House would produce and deliver debates and proceedings and certain committee proceedings in both official languages to CPAC; that the House would deliver to CPAC a live television signal and three audio programming signals: (i) a sound originating from the floor of the House (floor sound), (ii) a sound signal in English only, (iii) a sound signal in French only; and that CPAC would transmit these four signals to all cable television distribution undertakings throughout Canada.

The Rogers Cable Company of Moncton, New Brunswick, provided Mr. Quigley, a resident of Riverview, with CPAC broadcasts in floor sound only, i.e., the untranslated version. Unable to understand those parts that are spoken in French, Mr. Quigley filed a complaint with the federal Commissioner of Official Languages. The Office of the Commissioner of Official Languages produced a report concluding that, although the House system for the production of its debates for broadcast met the requirements of the *Official Languages Act* of Canada, the House had failed to ensure that the broadcasting and delivery system also met those requirements; that the House could not evade its official languages obligations by entering into a contract, as in this case between itself and CPAC, that separated production and initial broadcast from ultimate delivery of broadcast signals to the

public; and finally, that the House was not fully complying with its linguistic obligations. It also concluded that the House had to ensure that CPAC took the measures necessary to guarantee effective delivery of the televised debates and proceedings to members of the public in their preferred official language.

We believe that the same conclusion can be reached here. The institution, regardless of the delivery method used, must take the measures necessary to guarantee effective delivery of the services in question in both official languages, and it must ensure that members of the public can access those services in the official language of their choice, without delay.

We wish to note that the complaint does not just concern the institution's use of Facebook Live. It also concerns the limited use of French during the announcement of this new program intended for all New Brunswickers. Even if all the presentations given that day had been translated into French, that would still not have been acceptable. The purpose of the *Official Languages Act* is to ensure equal treatment of the province's two official languages. Making one language available through translation only would therefore not be equal treatment of this language compared to the other.

In the case of the announcement that is the subject of this complaint, we wish to make a few comments concerning the use of French. First of all, the fact that the Premier, who, under section 2 of the Act, is responsible for the administration of the *Official Languages Act*, used English more than French during the announcement may have been poorly perceived by the complainant and may have transmitted the message that one of the province's official languages is more important than the other. It is therefore essential, during public announcements like the one on January 11, 2018, that the Premier be more attentive to ensuring that he uses both official languages equally in his presentation, regardless of where it is made.

Furthermore, while we understand that, during such announcements, the government wants to provide a role for the MLA representing the riding in which the event is being held, we wish to make a few comments about this specific case. The fact that the MLA, a unilingual Anglophone, also served as master of ceremonies during the announcement could have been interpreted to mean that one of New Brunswick's languages is more official than the other. It is certainly not our intention to remove the MLA from this event; he certainly had an important role to play. However, to meet the obligation set out in section 29 of communicating in both official languages, would it not have been more appropriate in this case to choose a bilingual master of ceremonies? Also, the fact that the other participants spoke English only just added to the perception that, at that event, one language was more official than the other. Moreover, it would seem odd to us if, during the announcement of a program intended for all New Brunswickers made in Caraquet, for instance, the government had a unilingual Francophone master of ceremonies and if those invited to speak were also unilingual Francophones. In such a case, we would fully understand the frustration of an Anglophone user of Facebook Live. The same goes for a Francophone listener.

In this regard, we wish to reiterate the comments made in our 2015-2016 annual report:

“The vitality of a language is not only related to the number of speakers. Several other factors play a role: its status (official language or not), its instruction in the schools, its use in the workplace, and its presence in the media. Also, public use of a language, particularly within large institutions, can have an influence on public perceptions with respect to its importance or place within society.”

[Our emphasis]

We therefore believe that balanced use of both official languages during a government announcement, whether it is delivered through traditional methods, social media, or new tools such as Facebook Live, is very important to the perception that each official linguistic community will have of its importance in New Brunswick society.

We realize that not all participants at these events can be bilingual. Furthermore, there is nothing forcing the representatives of civil society in Saint John to use both official languages during such events. However, it would have been possible to invite some Francophones and have them express themselves in French.

As for the questions and comments from members of the public, needless to say, these can be in the official language of their choice. This is not the case for the government institution, which must comply with the obligations set out in the *Official Languages Act*. When a communication from an institution is intended for the general public, as is the case when it is posted on social media, it must be published in both official languages. If the reply is given in private, it must be in the official language chosen by the member of the public.

# Conclusion and Recommendations

For the reasons given above, the Office of the Commissioner concludes that the complaint is **founded** and that the institution failed not only to meet its obligations under the *Official Languages Act*, but it also failed to uphold the spirit of the act.

The Office of the Commissioner wishes to reiterate that balanced use of both official languages during government announcements is very important because this influences the perception that the members of each official community have about their own language. The Office of the Commissioner therefore believes that it would be preferable to invite members of both linguistic communities to participate in this type of announcement and have them express themselves only in their own language to avoid holding a news conference that transmits the message that one language is more official than the other.

The Commissioner makes the following recommendations:

**THAT** the Executive Council Office stop live streaming public announcements unless it is possible to listen to them in real time in the official language of one's choice.

**THAT** the Executive Council Office review all of its practices concerning the use of the two official languages in public announcements to ensure that they comply not only with the letter but also with the spirit of the OLA.

**THAT** the Executive Council Office report back to the Office of the Commissioner on the implementation of these two recommendations by Monday, October 1, 2018.

The Office of the Commissioner notes the cooperation of the Executive Council Office in this matter and its commitment to reviewing and revising on a regular basis the government's guidelines concerning social media, which are important tools for communicating with the public.

In accordance with subsection 43(16) of the OLA, we respectfully submit this report to the Premier, to Clerk of the Executive Council Office, and to the complainant.

Pursuant to subsection 43(18) of the OLA, if the complainant is dissatisfied with the conclusions presented following this investigation, he may apply to the Court of Queen's Bench of New Brunswick for a remedy.

Katherine d'Entremont, MPA  
Commissioner of Official Languages for New Brunswick  
Dated at Fredericton  
Province of New Brunswick  
This 19th day of July 2018

## APPENDIX A

### Screen shots taken by the Office of the Commissioner of Official Languages of the Facebook and Twitter accounts of the Premier of New Brunswick on January 11, 2018

**Brian Gallant** @BrianGallantNB · Jan 11  
Nous seront en direct sur Facebook à 13 h 30 pour une annonce visant à rendre plus abordables les services de garderie au Nouveau-Brunswick.

À ne pas manquer : [facebook.com/BrianGallantNB/](https://facebook.com/BrianGallantNB/)



1

**Brian Gallant** @BrianGallantNB · Jan 11  
We will be going live on Facebook at 1:30pm for a major announcement regarding child care affordability in New Brunswick.

Be sure to tune in: [facebook.com/BrianGallantNB/](https://facebook.com/BrianGallantNB/)



1 7 7

**Brian Gallant** @BrianGallantNB

- Accueil
- À propos
- Photos
- Évènements
- Vidéos
- Publications
- Communauté
- Publicités
- Créer une Page

**Brian Gallant**  
11 janvier · 🌐

We will be going live on Facebook at 1:30pm for a major announcement regarding child care affordability in New Brunswick. Be sure to tune in! ----  
Nous seront en direct sur Facebook à 13 h 30 pour une annonce visant à rendre plus abordables les services de garderie au Nouveau-Brunswick. À ne pas manquer!



J'aime Commenter Partager

FR French (Canada) Help

Brian Gallant (@BrianGal) x (2) Brian Gallant - Home x

Secure | https://www.facebook.com/BrianGallantNB/videos/1646723245421643/

Apps Suggested Sites Translation Request Imported From IE New Brunswick Govern

Search Verilo Home Find Friends

Back



The MacMurray Community Room

Donnons à nos enfants une longueur d'avance... dès la naissance

Everyone at their best from the start

Like Comment Share

**Brian Gallant** was live. about an hour ago · Follow

126 66 Shares 5.9K Views

Like Comment Share

Comments Up Next

Comments (106) Realtime Comments

**Claudia Saint-Pierre** · 13:55 Wonder- full news !!!!  
Like · 1h · 2

**Denise Poitras** · 13:42 Et puis Moncton cest quand ?  
Like · 24m

**Pamela Coates** · 13:33 good news  
Like · 1h · 1

**Victor Boudreau** · 13:30 Détails seront au gnb.ca  
Like · 1h · 3

**Pamela Coates** · 13:15 I wonder were the money is coming from  
Like · 1h

**Melissa Petersen** · 13:11 they need to mirror quebec's system.  
Like · 1h · 1

Write a comment...

125%

3:33 PM 1/11/2018

## APPENDIX B

Title page of *Use of Social Media*, as provided by the institution on February 21, 2018

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# Utilisation des médias sociaux

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Normes et lignes  
directrices du  
gouvernement du  
Nouveau-Brunswick

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Direction des communications  
gouvernementales du Bureau du  
Conseil exécutif

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Janvier 2017

## APPENDIX C

Title page of *Communications Practices and Procedures*,  
as provided by the institution on February 21, 2018

# Communications

Pratiques et procédures



New  Nouveau  
**Brunswick**

## APPENDIX D

### Screen shots provided by the institution on February 21, 2018

The screenshots are arranged in two columns. The left column contains four screenshots, and the right column contains four screenshots. Each screenshot shows a tweet or a promotional card from ICI Radio-Canada.ca.

**Top Left Screenshot:** A tweet from OCOL of Canada (@OCOLCanada) dated Feb 13. The text says: "Listen to Commissioner Thérberge's interview on @pfumsask! It's at 5:20 (CST) on @icisaskatchewan [ow.ly/SxwB30imc5s](https://ow.ly/SxwB30imc5s) (in French only)". Below the text is a profile picture of Doris Labrie and a promotional card for "Pour faire un monde | ICI Radio-Canada.ca Première". The card text reads: "Pour faire un monde est votre rendez-vous culturel et communautaire. Avec des chroniques variées et des invités dynamiques, Doris Labrie vous accompagne en... [ici.radio-canada.ca](https://ici.radio-canada.ca)".

**Second Left Screenshot:** A tweet from OCOL of Canada (@OCOLCanada) dated Feb 13. The text says: "Canada's new Commissioner of Official Languages is on the air in the West at 5 p.m. (CST) tonight on 'Téléjournal Manitoba'. @icimanitoba is live at [ow.ly/tfuE30imczp](https://ow.ly/tfuE30imczp) (in French only)". Below the text is a promotional card for "Le Téléjournal Manitoba | ICI Radio-Canada.ca". The card text reads: "Découvrez le site du Téléjournal Manitoba [ici.radio-canada.ca](https://ici.radio-canada.ca)".

**Third Left Screenshot:** A tweet from OCOL of Canada (@OCOLCanada) dated Feb 13. The text says: "In order to truly guarantee the bilingual capacity of all Supreme Court judges, we absolutely need a law." – Canada's new Commissioner of Official Languages: [//twitter.com/Midiinfo/status/963456001180651520](https://twitter.com/Midiinfo/status/963456001180651520)".

**Bottom Left Screenshot:** A tweet from OCOL of Canada (@OCOLCanada) dated Feb 13. The text says: "Canada's new Commissioner of Official Languages will be live with @Midiinfo in a few moments. Listen live here: [ow.ly/5x7V30imbom](https://ow.ly/5x7V30imbom) (in French only)". Below the text is a profile picture of Michel Lacombe and a promotional card for "Midi info | ICI Radio-Canada.ca Première". The card text reads: "Votre rendez-vous quotidien au coeur de l'actualité nationale et internationale. [ici.radio-canada.ca](https://ici.radio-canada.ca)".

**Top Right Screenshot:** A tweet from CLO du Canada (@CLOduCanada) dated Feb 13. The text says: "Écoutez l'entrevue qu'accordera le commissaire Thérberge à l'émission @pfumsask! C'est à 17 h 20 (HNC), sur @icisaskatchewan". Below the text is a promotional card for "Pour faire un monde | ICI Radio-Canada.ca Première". The card text reads: "Pour faire un monde est votre rendez-vous culturel et communautaire. Avec des chroniques variées et des invités dynamiques, Doris Labrie vous accompagne en... [ici.radio-canada.ca](https://ici.radio-canada.ca)".

**Second Right Screenshot:** A tweet from CLO du Canada (@CLOduCanada) dated Feb 13. The text says: "Le nouveau Commissaire aux langues officielles du Canada sera également présent dans l'Ouest du pays, à 17 h ce soir (HNC), au Téléjournal Manitoba. À écouter sur les ondes de @icimanitoba". Below the text is a promotional card for "Le Téléjournal Manitoba | ICI Radio-Canada.ca". The card text reads: "Découvrez le site du Téléjournal Manitoba [ici.radio-canada.ca](https://ici.radio-canada.ca)".

**Third Right Screenshot:** A tweet from CLO du Canada (@CLOduCanada) dated Feb 13. The text says: "Midi info @Midiinfo -Si on veut vraiment assurer la pérennité du bilinguisme des juges à la Cour suprême, ça doit absolument passer par une loi.- Le nouveau commissaire au @CLOduCanada #polcan".

**Bottom Right Screenshot:** A tweet from CLO du Canada (@CLOduCanada) dated Feb 13. The text says: "Le nouveau Commissaire aux langues officielles du Canada sera au micro de @Midiinfo dans quelques instants. On peut l'entendre en direct ici:". Below the text is a profile picture of Michel Lacombe and a promotional card for "Midi info | ICI Radio-Canada.ca Première". The card text reads: "Votre rendez-vous quotidien au coeur de l'actualité nationale et internationale. [ici.radio-canada.ca](https://ici.radio-canada.ca)".

## APPENDIX E

### Text of media advisory, provided by Kelly Cormier of ECO on January 11, 2018

#### Media advisory

Early learning and affordable child care announcement

NB

Jan.10, 2018

SAINT JOHN: Thursday, Jan. 11 – 1:30 p.m.

EDITOR'S NOTE: An announcement regarding early learning and affordable child care will take place at 1:30 p.m. on Thursday, Jan. 11, in the lobby of the YMCA of Greater Saint John, 191 Churchill Blvd. Premier Brian Gallant will participate. The announcement will also be [livestreamed on Facebook](#).

Gallant will also participate in an activity with children beginning at 1 p.m. in the MacMurray room.

MEDIA CONTACT:

Kelly Cormier, communications, Department of Education and Early Childhood Development, 506-444-5395.

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#### Avis aux médias

Annnonce concernant des services abordables d'apprentissage et de garde des jeunes enfants

NB

Le 10 janvier 2018

SAINT JOHN : le jeudi 11 janvier – 13 h 30

AUX CHEFS DES NOUVELLES : Une annonce concernant des services abordables d'apprentissage et de garde des jeunes enfants aura lieu à 13 h 30, le jeudi 11 janvier, dans le hall du YMCA de la grande région de Saint John, situé au 191, boulevard Churchill, à Saint John. Le premier ministre, Brian Gallant, sera présent. L'annonce sera aussi [diffusée en direct sur Facebook](#).

M. Gallant prendra également part à une activité avec des enfants à compter de 13 h dans la salle MacMurray.

RENSEIGNEMENTS POUR LES MÉDIAS :

Kelly Cormier, communications, ministère de l'Éducation et du Développement de la petite enfance, 506-444-5395.