



## PUBLIC AFFAIRS GUIDANCE (PAG): 2022 NATIONAL VETERANS' WEEK SPEAKERS PROGRAM

### References:

- A. DAOD 2008-0, Public Affairs
- B. Policy on Communications and Federal Identity of the Government of Canada
- C. Directive on the Management of Communications of the Government of Canada
- D. DND and CAF Public Affairs Strategy 2018-2020, March 2018
- E. CDS/DM Directive on DND/CAF Operating and Reconstituting in a Persistent COVID-19 Environment (February 2022)
- F. CANFORGEN for National Veterans' Week Speakers Program, 5 to 11 November 2022
- G. CDS Tasking Order for National Veterans' Week Speakers Program, 5 to 11 November 2022
- H. National Veterans' Week Speakers Program Engagement Plan 2022

### Introduction

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1. This Public Affairs Guidance (PAG) is provided to inform Canadian Armed Forces (CAF) personnel of the communications objectives and responsibilities related to the CAF role in the 2022 National Veterans' Week Speakers Program (NVWSP).
2. The NVWSP aims to recognize Canadian veterans, as well as to acknowledge the contributions of CAF members in defending peace, security, and Canadian values during domestic and international operations, while continuing to strengthen DND/CAF's relationship with Canadians.
3. In 2022, pre-recorded videos of CAF speakers will be augmented by live virtual presentations (through Google Classroom, Skype, Zoom or other platforms). In-person presentations may be accommodated should local conditions and regulations allow, but these will be assessed on a case-by-case basis.
4. Regular and Reserve Forces members will be encouraged to participate in the program and engage with Canadians during Veterans' Week (VW). In order to do so, they should register as a NVWSP speaker, once they have approval from their supervisor, through an online registration form available from the CAF resource page (<http://dgpaapp.forces.gc.ca/en/vet/speaker/index.asp>).
5. Reference F, CANFORGEN, and Reference G, the CDS Tasking Order, are the main supporting documents to this PAG.

### Purpose

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6. This PAG applies to all CAF personnel, particularly those involved in providing support to the coordination of requests for CAF speakers by the public in either a direct or supporting role. It is intended to increase understanding of the NVWSP among public affairs practitioners in Level 1 organizations (L1s) and the Environmental Commands (ECS) and to outline expectations for their participation in the program.
7. The NVWSP provides a coordinated approach to ensure maximum CAF visibility at learning institutions and community organizations across Canada, while promoting a similar message as the lead Veterans' Week department, Veterans' Affairs Canada (VAC).

## Guidance

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8. Due to the ongoing effects of the COVID-19 pandemic, and evolving direction from national, provincial and local health authorities, all mass gatherings and activities that put people in close contact may be limited again in 2022. Therefore, without knowing the possibility of large, assembly-like gatherings occurring during Veterans Week 2022, the NVWSP will once again provide alternative options for Canadians to hear the stories of Canadian Armed Forces personnel.
9. As the Defence Team resumes activities in a progressive, deliberate, and safe manner, so will the NVWSP. This will include a tailored approach to meet different needs across the country based on local conditions. The ultimate goal of the 2022 NVWSP will remain the same; however, the way in which the program is delivered has evolved.
10. For 2022, this means that the NVWSP will focus on offering virtual components to learning institutions and community organizations to support their Remembrance Day activities. By choosing this approach, we are ensuring the program will be minimally impacted should new restrictions be put in place by provincial and local health authorities.
11. The NVWSP will offer, through the website, CAF speaker videos and live virtual presentations, as well as the opportunity to participate in virtual question and answer sessions with a panel of CAF speakers. In-person presentations may be undertaken in areas where local and provincial health direction permits, and only under prescribed social and physical distancing conditions. Approval for in-person presentations will be provided by the responsible chain of command and aligned with current CDS direction.

## Responsibilities / Authorities

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12. In line with the CDS Tasking Order and CANFORGEN, the CAF will support the 2022 NVWSP in the following ways:
  - a. CAF members will be encouraged to participate in the CAF speaker video series. Chosen candidates will work with local image technicians to record the NVWSP video scripts. These recordings will then be sent to ADM(PA) for final production and shared with organizations that make a request through the NVWSP website.
  - b. CAF members will also be encouraged to register as a speaker to help fill the requests received through the NVWSP website for live virtual presentations.
  - c. In-person presentations may be undertaken on a case-by-case basis at the discretion of local chain of command and will be based on CDS direction and local health and safety guidelines.
  - d. CAF members may also be approached to participate as a panelist in one of the interactive virtual question and answer sessions being organized.
13. RCN/CA/RCAF/VCDS (CRES and CJCR), CJOC (JTF-N) and MPC (CFB Borden) will:
  - a. Identify a National Office of Primary Interest (OPI) working group member who is expected to:
    - i. Assist DOAS in identifying CAF speakers at all ranks to participate in the CAF speaker videos.
    - ii. Provide guidance to the national coordinator from their respective commands and provide support for their regional points of contact (POC); and
    - iii. Consolidate all the tracking templates prepared by their respective POC, with all speaking engagements undertaken by their L1/Command, and provide to [DNDRemembrance.SouvenirMDN@forces.gc.ca](mailto:DNDRemembrance.SouvenirMDN@forces.gc.ca) no later than 2 December 2022.
14. RCN/CA/RCAF will:
  - a. Identify a POC from operational teams, if possible, for each base, wing, and unit across the country. These POCs will:

- i. Respond to all requests received directly from organizations, and as required, inform them of changes to the 2022 program;
- ii. Inform the NVWSP national coordinator and their National Office OPI of evolving direction from their chain of command;
- iii. Assist speakers at all ranks in preparing for virtual presentations by providing them with presentation guidelines and products developed by DOAS;
- iv. Record each request and maintain records of activities using the tracking template supplied by DOAS; and
- v. Provide the completed tracking template to their respective command OPI by 28 November 2022.

15. All CAF NVWSP speakers will:

- a. Obtain supervisors' approval for all VW in-person speaking engagements prior to accepting them;
- b. Inform the national coordinator and their respective POC, via e-mail, of any speaking engagements – virtual and in-person – they have accepted, including written permission from their chain of command to participate; and
- c. Follow current guidelines put in place by Canadian health authorities, the Canadian Forces Surgeon General, and their chain of command.

16. All image technicians will:

- a. Aid CAF speakers in recording their presentations for the CAF speaker video series, if required; and
- b. Aid CAF speakers who recorded footage for the CAF speaker videos series in uploading their recordings, if required.

17. All Public Affairs officers will:

- a. Aid CAF speakers in presenting and recording their presentations, if required;
- b. Aid POCs at their base/wing/unit identify speakers, if required; and
- c. Promote the NVWSP and VAC activities on their social media channels, if deemed appropriate, in line with the NVWSP 2022 social media calendar (reference I.).

## **Points of Contact**

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18. Questions, comments or concerns may be addressed to Mélodie Gratton, at 1-833-223-8322 or [DNDRemembrance.SouvenirMDN@forces.gc.ca](mailto:DNDRemembrance.SouvenirMDN@forces.gc.ca).