

# Notice Schedule

Below is a notice schedule that could be implemented based on media funding and ad approval by May 30, 2012 and an opt out date and opt in date (for Class members who are not residents of the Province of Newfoundland and Labrador) of November 30, 2012.

Notice Tactic	Issued	Week of 6/18/12	Week of 6/25/12	Week of 7/2/12	Week of 7/9/12	Week of 7/16/12	Week of 7/23/12	Week of 7/30/12
Issue Informational Release		■						
Individual Mailings		■	■					
Organizational Outreach		■	■					
<i>First Nations Drum</i>	Monthly				■			
<i>Mi'kmaq Maliseet Nations News</i>	Monthly			■				
<i>Native Journal</i>	Monthly		■					
<i>Turtle Island News</i>	Weekly			■				
<i>Windspeaker</i>	Monthly		■					
Aboriginal Radio					■	■	■	
Aboriginal Television					■	■	■	
Mainstream Newspapers			■	■				
Mainstream Television					■	■	■	
Case Website	Constant	■	■	■	■	■	■	■

Blocks show when readers first receive publications (the on-sale date, not the issue/cover date). All media is subject to change based on availability at the time of placement.