



BILL NO. 7

Government Bill

*1st Session, 62nd General Assembly
Nova Scotia
62 Elizabeth II, 2013*

**An Act to Amend Chapter 376
of the Revised Statutes, 1989,
the Public Service Act,
Respecting the Office
of Communications Nova Scotia**

CHAPTER 42
ACTS OF 2013

**AS ASSENTED TO BY THE LIEUTENANT GOVERNOR
DECEMBER 12, 2013**

The Honourable Andrew Younger
Minister of Communications Nova Scotia

*Halifax, Nova Scotia
Printed by Authority of the Speaker of the House of Assembly*

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**An Act to Amend Chapter 376
of the Revised Statutes, 1989,
the Public Service Act,
Respecting the Office
of Communications Nova Scotia**

Be it enacted by the Governor and Assembly as follows:

1 Section 25IB of Chapter 376 of the Revised Statutes, 1989, the *Public Service Act*, is repealed and the following Sections substituted:

25IB The objects and purposes of the Office of Communications Nova Scotia are to

(a) provide centralized delivery of communications services with respect to non-partisan communications from the Government of the Province, including, without limiting the generality of the foregoing,

- (i) strategic communications planning,
- (ii) marketing and advertising services, including media planning and buying,
- (iii) communications research and evaluation,
- (iv) media-relations services, including preparation and distribution of news releases,
- (v) graphic design,
- (vi) strategic Internet planning and design,
- (vii) photography and videography,
- (viii) writing and editorial services, and
- (ix) printing services;

(b) develop policies, practices, standards and guidelines with respect to communications from the Government of the Province, including, without limiting the generality of the foregoing, policies, practices, standards and guidelines with respect to paid advertising, management of the corporate identity of the Government of the Province and social media use; and

(c) ensure that communications from the Government of the Province are

- (i) timely,
- (ii) accurate,
- (iii) effective and designed to meet established objectives,
- (iv) presented in a factual and respectful manner,
- (v) delivered in a fiscally responsible manner,

- (vi) objective and not directed at promoting partisan interests,
- (vii) relevant to government responsibilities and priorities, and
- (viii) compliant with legal requirements and government policies and procedures.

25IC (1) The Minister of Communications Nova Scotia shall submit each fiscal year to the Executive Council a report for the previous fiscal year setting out the paid advertising conducted by the Office of Communications Nova Scotia for the Government of the Province, the objectives and outcomes of the advertising and the expenditures made with respect to the advertising.

(2) The Minister shall table the annual report in the Assembly if the Assembly is then sitting or, where the Assembly is not then sitting, file it with the Clerk of the Assembly within fifteen days of its submission to the Executive Council.
