

## Appendix B

*Thematic Coding of Newspaper Data*

Publication	Author	Date	Article Title	Themes						
				Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Tim Baines	1-Nov-12	Ottawa Mayor Jim Watson eyes winter classic game between Senators and Canadiens at Lansdowne for 2017	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Bruce Garrioch	28-Nov-13	Ottawa Senators make pitch to host Heritage Classic in 2017	Anniversary		Competition	Interest Groups		Event landscape	
Ottawa Sun	Bruce Garrioch	23-Dec-13	Ottawa Senators will get outdoor game	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
Ottawa Citizen	Peter Raaymakers	9-Sep-14	Raaymakers: Ottawa candidates should discuss 2017 now	Anniversary	Logistics					
CBC News		2-Oct-14	Gary Bettman, Ottawa mayor meet about 2017 outdoor NHL game	Anniversary		Competition	Interest Groups		Event landscape	
Ottawa Sun	Jon Willing	2-Oct-14	Mayor meets NHL boss, pitches for Winter Classic	Anniversary			Interest Groups		Event landscape	
Ottawa Citizen	Matthew Pearson	13-Nov-14	Community event fund gets 2017 cash injection				Interest Groups			
Ottawa Citizen	Ken Warren	18-Nov-14	Senators aim for 2017 Heritage Classic	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	

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				Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Tim Baines	29-Mar-15	2017: Ottawa's championship year?	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Metro		16-Apr-15	Ottawa wants it all in 2017: Grey Cup, NHL Winter Classic, and even the Pope	Anniversary			Interest Groups			
Ottawa Citizen	Matthew Pearson	16-Apr-15	Hoteliers pony up \$2.5M for City of Ottawa's 2017 celebrations	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	
Ottawa Citizen	Matthew Pearson	29-Jun-15	Q and A with Guy Laflamme: Meet the man behind Ottawa's 2017 celebrations	Anniversary	Logistics		Interest Groups	Nostalgia		
Ottawa Citizen	Matthew Pearson / Don Butler	29-Jun-15	Federal government still mum on Canada 2017 celebrations	Anniversary			Interest Groups			
Metro	Lucy Scholey	6-Jul-15	Senators announce \$500k contribution to Ottawa 2017 celebrations	Anniversary			Interest Groups	Nostalgia		
Ottawa Citizen	Wayne Scanlan	6-Jul-15	Sweet dreams: A Grey Cup, outdoor game and Junos for 2017	Anniversary	Logistics		Interest Groups	Nostalgia		
Ottawa Sun	Sam Cooley	6-Jul-15	Sens boost 2017 party by 500Gs	Anniversary			Interest Groups	Nostalgia		
Ottawa Community News	Nevil Hunt	14-Sep-15	Sens vs. Habs on Parliament Hill?	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Bruce Garrioch	15-Sep-15	Ottawa Senators ponder outdoor venues	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	

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TSN	Ian Mendes	15-Sep-15	Outdoor game on Parliament Hill could be in works for Senators, Canadiens		Logistics	Competition	Interest Groups		Event landscape	
Huffington Post Canada	Jesse Ferreras	16-Sep-15	NHL Game On Parliament Hill? Ottawa's Mayor Certainly Hopes So	Anniversary	Logistics		Interest Groups		Event landscape	
Ottawa Sun	Danielle Dube	16-Sep-15	Mayor gets Ottawa talking Winter Classic	Anniversary			Interest Groups		Event landscape	
Ottawa Sun	Bruce Garrioch	5-Nov-15	Will Ottawa get NHL Heritage Classic outdoor game? City keen to know early	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Citizen	Andrew Duffy	6-Nov-15	Sens working with OSEG to win outdoor NHL game, Grey Cup	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Bruce Garrioch	15-Dec-15	Bettman, Melnyk discuss 2017 Heritage Classic		Logistics	Competition	Interest Groups		Event landscape	
Ottawa Sun	Bruce Garrioch	1-Jan-16	Jacques Demers wants to see a 2017 outdoor game on Parliament Hill	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
Ottawa Citizen	Joanne Laucisus	19-Jan-16	'Blockbuster' 2017 announcement coming Thursday	Anniversary			Interest Groups			
Ottawa Citizen	Joanne Laucisus	21-Jan-16	Ice Cross championships coming to Ottawa locks in 2017	Anniversary			Interest Groups			

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Ottawa Magazine	Ottawa Magazine Staff	8-Feb-16	Winter Classic Blues: Ottawa's dream game may go to St. Louis	Anniversary		Competition	Interest Groups	Nostalgia	Event landscape	
Ottawa Citizen	Jon Willing	9-Feb-16	Ottawa still 'in the running' for outdoor NHL game, Watson says	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Jon Willing	9-Feb-16	Ottawa still in running for 2017 Winter Classic: Mayor	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
Ottawa Sun	Don Brennan	12-Feb-16	Why would Ottawa Senators owner Eugene Melnyk keep team if he doesn't win LeBreton Flats bid		Logistics		Interest Groups		Event landscape	
Sports Illustrated	Allan Muir	17-Feb-16	NHL outdoor games: Who'll get one?	Anniversary			Interest Groups		Event landscape	
National Post	Bruce Garrioch	10-Mar-16	Ottawa Senators still hopeful they'll get to take on the Montreal Canadiens on Parliament Hill	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Bruce Garrioch	10-Mar-16	Senators pushing for a Parliament Hill game	Anniversary	Logistics		Interest Groups		Event landscape	
Ottawa Sun	Bruce Garrioch	22-Mar-16	Senators still hoping for Parliament Hill game		Logistics		Interest Groups		Event landscape	
Metro	Lucy Scholey	30-May-16	Tourism summit plans Ottawa's post-2017 'hangover'	Anniversary			Interest Groups		Event landscape	

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Ottawa Citizen	Bruce Garrioch	30-May-16	Parliament Hill not the only NHL option for potential outdoor game in Ottawa	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
Ottawa Sun	Bruce Garrioch	30-May-16	NHL still interested in outdoor game on Parliament Hill	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
Sensshot	Rob Eamer	8-Jun-16	Ottawa Senators To Host 2017 Heritage Classic?	Anniversary	Logistics		Interest Groups		Event landscape	
Sensshot	Ian Smith	2-Aug-16	Ottawa Senators Looking to Bring Outdoor Game to City	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Bruce Garrioch	16-Aug-16	Senators focused on trying to make Parliament Hill game work		Logistics		Interest Groups		Event landscape	
Ottawa Citizen	Bruce Garrioch	19-Sep-16	Sens want the Hill, not TD Place for outdoor game	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
Ottawa Sun	Bruce Garrioch	19-Sep-16	Ottawa Senators not looking at TD Place for NHL outdoor game	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
National Post	Bruce Garrioch	20-Sep-16	Parliament Hill or bust: Ottawa Senators want to host outdoor game in 2017, but not at football stadium	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
CBC News	Joanne Chianello	21-Sep-16	Hockey on Parliament Hill would break most of the protocols for activities there	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	Parliamentary Rules

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Ottawa Sun	Jon Willing	22-Sep-16	TD Place tailor-made for outdoor hockey game, but left out in the cold	Anniversary	Logistics		Interest Groups		Event landscape	
Ottawa Sun	Don Brennan	30-Sep-16	Ottawa Senators should keep TD Place as an option for outdoor game	Anniversary	Logistics		Interest Groups		Event landscape	
Ottawa Sun	Susan Sherring	3-Oct-16	Sherring: Let's hope Melnyk takes high road to Winter Classic	Anniversary	Logistics		Interest Groups		Event landscape	
Ottawa Sun	Scott Thompson	4-Oct-16	Your letters to the editor, Ottawa Sun		Logistics		Interest Groups	Nostalgia	Event landscape	
CBC News	Joanne Chianello	27-Oct-16	MP calls NHL bid for hockey on the Hill offside	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
CBC News	Joanne Chianello	4-Nov-16	No hockey on the Hill in 2017, Heritage Minister's office says		Logistics		Interest Groups	Nostalgia		Parliamentary Rules
National Post	Bruce Garrioch	4-Nov-16	Canadian government quietly nixes Parliament Hill outdoor NHL game	Anniversary	Logistics		Interest Groups	Nostalgia		Parliamentary Rules
Ottawa Citizen	Bruce Garrioch	4-Nov-16	Garrioch: Canadian government bailing on NHL Parliament Hill game a bad call	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	Parliamentary Rules
Ottawa Sun	Don Butler	4-Nov-16	Government rejects plan for NHL game on Parliament Hill in 2017	Anniversary	Logistics		Interest Groups		Event landscape	Parliamentary Rules

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Ottawa Sun	Bruce Garrioch	4-Nov-16	Government bailing on NHL Parliament Hill game a bad call	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	
Ottawa Citizen	Don Dutler	5-Nov-16	Watson still hopes for outdoor NHL game in 2017 after Municipal government nixes Parliament Hill option	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	Parliamentary Rules
Ottawa Sun	Don Brennan	5-Nov-16	Melnyk needs to bite the bullet and work with OSEG on outdoor game		Logistics		Interest Groups		Event landscape	
Ottawa Sun	Jim Hand	9-Nov-16	Your letters for Wednesday		Logistics		Interest Groups		Event landscape	
Ottawa Citizen	Bruce Garrioch	11-Nov-16	Senators contemplate outdoor game at TD Place after meeting with mayor	Anniversary	Logistics		Interest Groups			
Ottawa Citizen	Bruce Garrioch	14-Nov-16	NHL mulling moving proposed outdoor game out of Ottawa	Anniversary	Logistics	Competition	Interest Groups		Event landscape	
Ottawa Citizen	Ottawa Citizen Editorial Board	14-Nov-16	Editorial: We can still score that outdoor NHL game	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Bruce Garrioch	14-Nov-16	Senators' plans for outdoor game in Ottawa on thin ice	Anniversary	Logistics	Competition	Interest Groups	Nostalgia	Event landscape	Parliamentary Rules

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CBC News		15-Nov-16	NHL commissioner sows doubt about Ottawa outdoor game in 2017	Anniversary		Competition	Interest Groups	Nostalgia	Event landscape	
Ottawa Citizen	Susana Mas	15-Nov-16	Sens owner calls it 'unfair' to suggest he doesn't care about Ottawa after outdoor Hill game turned down	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Citizen	Bruce Garrioch	15-Nov-16	Garrioch: Melnyk responds to Citizen criticism	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Citizen	Eugene Melnyk	15-Nov-16	Eugene Melnyk responds to the Citizen: Ottawa Senators fought hard for an NHL game on the Hill, so don't blame me	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Jim Hand	15-Nov-16	Your Letters to the Editor, Ottawa Sun		Logistics					
Ottawa Sun	Bruce Garrioch	15-Nov-16	Senators owner Eugene Melnyk responds to Citizen criticism	Anniversary	Logistics		Interest Groups		Event landscape	
Ottawa Sun	Susana Mas	15-Nov-16	Melnyk cries foul over outdoor game criticism	Anniversary	Logistics		Interest Groups		Event landscape	
Ottawa Citizen	Bruce Garrioch	21-Nov-16	Ottawa hockey fans figure to get their outdoor game — if they're patient	Anniversary	Logistics	Competition	Interest Groups		Event landscape	



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CBC News	Joanne Chianello	1-Dec-16	OSEG 'optimistic' about talks for bringing an outdoor Senators game to Lansdowne	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
Ottawa Sun	Bruce Garrioch	15-Dec-16	Senators' outdoor game in NHL's hands now	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	Parliamentary Rules
Ottawa Citizen	Bruce Garrioch	16-Dec-16	Update: Sens getting closer to finalizing outdoor game		Logistics		Interest Groups	Nostalgia	Event landscape	Parliamentary Rules
CBC News		16-Mar-17	Senators, Canadiens set to announce outdoor game this morning	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
CBC News		17-Mar-17	Ottawa to host outdoor NHL game Dec. 16 at TD Place			Competition	Interest Groups	Nostalgia	Event landscape	
National Post	Canadian Press	17-Mar-17	Ottawa Senators to host Montreal Canadiens in outdoor game to mark NHL centennial	Anniversary			Interest Groups	Nostalgia		Parliamentary Rules
Ottawa Sun	Bruce Garrioch	17-Mar-17	Ottawa Senators to host outdoor game against Montreal Canadiens at TD Place in December	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	
TSN	Canadian Press	18-Mar-17	NHL announces Sens/Habs outdoor game	Anniversary	Logistics		Interest Groups	Nostalgia	Event landscape	

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CTV	Terry Pedwell	16-Mar-17	Senators, Canadiens to mark NHL centennial with outdoor game in December		Logistics			Nostalgia	Event landscape	
CTV	Ian Mendes	22-Sep-17	Sens may still stage alumni game on The Hill , sans Habs		Logistics			Nostalgia	Event landscape	
TSN	Ian Mendes	22-Sep-17	Sens may still stage alumni game on The Hill, sans Habs		Logistics		Interest Groups	Nostalgia	Event landscape	Parliamentary Rules
Ottawa Citizen	Bruce Garrioch	14-Dec-17	The Senators will finally celebrate their history	Anniversary			Interest Groups	Nostalgia		
Hockey News	Ryan Melnyk	18-Dec-17	Eugene Melnyk doesn't have to be the villain in Ottawa				Interest Groups	Nostalgia	Event landscape	