

## Hayes, Dana GCPE:EX

---

**From:** Hurrell, Lara GCPE:EX  
**Sent:** Wednesday, July 23, 2014 8:39 AM  
**To:** 'dennis walker'  
**Cc:** Currie, David GCPE:EX  
**Subject:** RE: Video: Job Creation/Investment in the Okanagan

Hi Dennis,

That's great. You're on our media list so we'll be sending media releases your way.

Sincerely,

**Lara Hurrell**

Public Affairs Officer – Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Skills Training and Responsible for Labour  
W: 250.356.7959 / C: 778 679 8440  
E: [lara.hurrell@gov.bc.ca](mailto:lara.hurrell@gov.bc.ca)

---

**From:** dennis walker s.22  
**Sent:** Wednesday, July 23, 2014 6:56 AM  
**To:** Hurrell, Lara GCPE:EX  
**Subject:** Re: Video: Job Creation/Investment in the Okanagan

Thank You Lara.  
I want to be included in your press releases.  
I'm the only true local radio station around here broadcasting daily.  
( Ask MLA Ashton )  
Thanks again.

Dennis Walker  
Host / Producer  
**SO Country Internet Radio**  
Studio Phone: 1-778-476-1674



Click [here](#) to listen live!

On Wednesday, July 23, 2014 6:00:42 AM, "Hurrell, Lara GCPE:EX" <[Lara.Hurrell@gov.bc.ca](mailto:Lara.Hurrell@gov.bc.ca)> wrote:

Good Afternoon,

B.C.'s Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour Shirley Bond was in the Okanagan on Friday, July 18<sup>th</sup>. While on tour, she had a first-hand look at job creation and investment in Penticton and Okanagan Falls

We're pleased to provide this video of her tour. Here's the link for sharing on Facebook, email or twitter:

<http://youtu.be/LhN2FhulaJU>

Should you wish to share the video on your website, this is the embed code:

If you have any questions, please call us at:

Media Relations

Ministry of Jobs, Tourism and Skills Training and Responsible for Labour

250 387-2799

**Lara Hurrell**

Public Affairs Officer – Government Communications and Public Engagement

Ministry of Jobs, Tourism and Skills Training and Responsible for Labour

W: 250.356.7959 / C: 778 679 8440

E: [lara.hurrell@gov.bc.ca](mailto:lara.hurrell@gov.bc.ca)

## Hayes, Dana GCPE:EX

---

**From:** Hurrell, Lara GCPE:EX  
**Sent:** Tuesday, July 22, 2014 2:58 PM  
**To:** 'Joe Fries'  
**Subject:** RE: Video: Job Creation/Investment in the Okanagan

Hi Joe,

We're sending it along should you wish to feature it somewhere on your website for your readers. They may be interested since the minister is exploring what's going on with job creation and investment locally. I see that you have a Facebook page and Twitter account. You could also tweet it out or do a post on Facebook highlighting the visit and local angle as well.

Sincerely,

**Lara Hurrell**

Public Affairs Officer – Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Skills Training and Responsible for Labour  
W: 250.356.7959 / C: 778 679 8440  
E: [lara.hurrell@gov.bc.ca](mailto:lara.hurrell@gov.bc.ca)

---

**From:** Joe Fries [<mailto:jfries@pentictonwesternnews.com>]  
**Sent:** Tuesday, July 22, 2014 2:41 PM  
**To:** Hurrell, Lara GCPE:EX  
**Subject:** Re: Video: Job Creation/Investment in the Okanagan

Profile it for whom? Just curious is all.

### Joe Fries - Reporter

Penticton Western News  
Penticton, B.C.  
Office: 250-492-3636 ext. 218  
Cell: 250-859-0740  
On Twitter: @JoeFries

On 2014-07-22, at 2:37 PM, Hurrell, Lara GCPE:EX wrote:

Hi Joe,

It's to profile the minister's tour. You're welcome to use it. It's up to you.

**Lara Hurrell**

Public Affairs Officer – Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Skills Training and Responsible for Labour  
W: 250.356.7959 / C: 778 679 8440  
E: [lara.hurrell@gov.bc.ca](mailto:lara.hurrell@gov.bc.ca)

---

**From:** Joe Fries [<mailto:jfries@pentictonwesternnews.com>]  
**Sent:** Tuesday, July 22, 2014 2:28 PM  
**To:** Hurrell, Lara GCPE:EX  
**Subject:** Re: Video: Job Creation/Investment in the Okanagan

What's the purpose of the video?

## **Joe Fries - Reporter**

**Penticton Western News**  
**Penticton, B.C.**  
**Office: 250-492-3636 ext. 218**  
**Cell: 250-859-0740**  
**On Twitter: @JoeFries**

On 2014-07-22, at 1:59 PM, Hurrell, Lara GCPE:EX wrote:

Good Afternoon,

B.C.'s Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour Shirley Bond was in the Okanagan on Friday, July 18<sup>th</sup>. While on tour, she had a first-hand look at job creation and investment in Penticton and Okanagan Falls

We're pleased to provide this video of her tour. Here's the link for sharing on Facebook, email or twitter:  
<http://youtu.be/LhN2FhulaJU>

Should you wish to share the video on your website, this is the embed code:

If you have any questions, please call us at:  
Media Relations  
Ministry of Jobs, Tourism and Skills Training and Responsible for Labour  
250 387-2799

**Lara Hurrell**  
Public Affairs Officer – Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Skills Training and Responsible for Labour  
W: 250.356.7959 / C: 778 679 8440  
E: [lara.hurrell@gov.bc.ca](mailto:lara.hurrell@gov.bc.ca)

## Hayes, Dana GCPE:EX

---

**From:** Hurrell, Lara GCPE:EX  
**Sent:** Wednesday, July 16, 2014 10:13 AM  
**To:** McAndrews, Caroline GCPE:EX  
**Subject:** Video Info for Okanagan Falls/Penticton Tour  
**Attachments:** Video Info OK Falls-Penticton Tour.docx

Hi Caroline,

Here's the completed video information for Friday's tour.

**Lara Hurrell**

Public Affairs Officer – Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Skills Training and Responsible for Labour  
W: 250.356.7959 / C: 778 679 8440  
E: [lara.hurrell@gov.bc.ca](mailto:lara.hurrell@gov.bc.ca)

## Video Information for Okanagan Falls/Penticton Tour, July 18, 2014

Please provide us with as much of the following as possible when your request has been approved, including an itinerary and/or draft news release (where applicable):

**1: What is the key message you want captured in this video?** Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour, is on the road to get a first-hand look at job creation and investment in Penticton and Okanagan Falls.

**2: Where do you plan to have this video posted? (I.e. Newsroom, website only, social media, combo, etc.):** Newsroom, website and social media.

**3: Who are the people appearing in the video, are they on social media? If yes, provide twitter/Fb handles and secure their cooperation in advance to share our materials:**, FB: <https://www.facebook.com/KaroleenaHomes>, City of Penticton @CityofPenticton, FB: <https://www.facebook.com/cityofpenticton>, Brodo Kitchen @TasteBrodo FB: <https://www.facebook.com/tastebrodo>

**4: Provide 1-3 tweets and 1 FB post:**

**TWITTER:**

#Penticton in the spotlight as @ShirleyBond takes a look at jobs + investment in area: (link to video) @CityofPenticton

Jobs + investment in #OkanaganFalls front + centre as @ShirleyBond tours (link to video) #BCPoli

Brodo Kitchen is one of @CityofPenticton businesses thriving as @ShirleyBond visits (link to video) @TasteBrodo

**FB:**

#Penticton and #OkanaganFalls are seeing their economies thriving. Businesses are growing and new jobs are being created. The Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour Shirley Bond tours this bustling part of B.C. (link to video).

**5: Will there be interviews, with whom? If you have specific questions to be asked, (2-3 max. per person is recommended) prepare and send to us at least a day or two in advance.**

### Okanagan Falls:

- **Interview with Mark Burleigh UEE.** What kind of investment is going on in Okanagan Falls or the province that is generating jobs? What growth is expected for UEE?
- **Interview with Karoleena Homes:** Are there some key factors that fuel the growth of your business?
- **Brutus Truck Bodies wanted to media** – not sure if they want to be on video, maybe just as BROLL

### Penticton:

**Interview with Mayor of Penticton Garry Litke?** Penticton is going through exciting revitalization, how has this affected local business?

**Interview Greyback Construction and Penticton Fabricating:** both ITA events but they are busy with projects. What creates a positive climate for your business growth?

**Interview with Brodo Kitchen?** What is your key to be a successful restaurant and to make it work in a competitive market?

**6: If your video is for YouTube, please ensure you provide a title, a full description including link to more information and a set of tags (these can be seen publicly and help search engines find your video) at least a day in advance of the film shoot as it will be loaded up with the approval copy for preview. Please note that YouTube videos automatically feed into the YouTube player in the BC Newsroom, and they will also be embedded in individual news releases when there is one that goes with it.**

Title: Okanagan Jobs and Investment in the Spotlight as Minister Shirley Bond Tours

Description: Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour, is on the road to get a first-hand look at job creation and investment in Penticton and Okanagan Falls.

Link: BC Jobs Plan <http://www.bcjobsplan.ca/>

Tags: Jobs, tourism, skills training, economy, investment, Penticton, Okanagan Falls

## Video Information for Okanagan Falls/Penticton Tour, July 18, 2014

Please provide us with as much of the following as possible when your request has been approved, including an itinerary and/or draft news release (where applicable):

**1: What is the key message you want captured in this video?** Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour, is on the road to get a first-hand look at job creation and investment in Penticton and Okanagan Falls.

**2: Where do you plan to have this video posted? (I.e. Newsroom, website only, social media, combo, etc.):** Newsroom, website and social media.

**3: Who are the people appearing in the video, are they on social media? If yes, provide twitter/Fb handles and secure their cooperation in advance to share our materials:** No social media accounts for Dogtown Coffee, Unit Electrical Engineering, Brutus Truck Bodies (Nor-Mar Industries), Penticton Fabrication, Greyback Construction. Karoleena Homes @KaroleenaHomes, FB: <https://www.facebook.com/KaroleenaHomes>, City of Penticton @CityofPenticton, FB: <https://www.facebook.com/cityofpenticton>, Brodo Kitchen @TasteBrodo FB: <https://www.facebook.com/tastebrodo>

**4: Provide 1-3 tweets and 1 FB post:**

**TWITTER:**

#Penticton in the spotlight as @ShirleyBond takes a look at jobs + investment in area: (link to video) @CityofPenticton

Jobs + investment in #OkanaganFalls front + centre as @ShirleyBond tours (link to video) #BCPoli

Brodo Kitchen is one of @CityofPenticton businesses thriving as @ShirleyBond visits (link to video) @TasteBrodo

**FB:**

#Penticton and #OkanaganFalls are seeing their economies thriving. Businesses are growing and new jobs are being created. The Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour Shirley Bond tours this bustling part of B.C. (link to video).

**5: Will there be interviews, with whom? If you have specific questions to be asked, (2-3 max. per person is recommended) prepare and send to us at least a day or two in advance.**

**Okanagan Falls:** Interview with (Penticton/Okanagan Falls) Mayor Garry Litke. What kind of investment is going on in Okanagan Falls? What kinds of jobs are being created? What growth is expected? **Interview with Dogtown Coffee:** What kind of growth has your company been experiencing? How do you feel about this? What are you hoping for in the next couple of years? **Interview with Karoleena Homes:** What kind of growth has Karoleena Homes been experiencing? What kind of growth do you see coming up for the company?

**Penticton:** Interview with Mayor of Penticton Garry Litke. What kind of growth is Penticton seeing? What growth are you expecting to see within the next few years? How many



jobs are expected? The Okanagan can be a tough place for those looking for employment. Is this changing? What kind of business investment is Penticton attracting? **Interview with Brodo Kitchen and Greyback Construction:** What kind of growth has your company experienced? How does it feel to see this kind of growth? Will you be looking for more employees and if so for what kinds of work?

**6: If your video is for YouTube, please ensure you provide a title, a full description including link to more information and a set of tags (these can be seen publicly and help search engines find your video) at least a day in advance of the film shoot as it will be loaded up with the approval copy for preview. Please note that YouTube videos automatically feed into the YouTube player in the BC Newsroom, and they will also be embedded in individual news releases when there is one that goes with it.**

Title: Okanagan Jobs and Investment in the Spotlight as Minister Shirley Bond Tours

Description: Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour, is on the road to get a first-hand look at job creation and investment in Penticton and Okanagan Falls.

Link: BC Jobs Plan <http://www.bcjobsplan.ca/>

Tags: Jobs, tourism, skills training, economy, investment, Penticton, Okanagan Falls

## Hayes, Dana GCPE:EX

---

**From:** McAndrews, Caroline GCPE:EX  
**Sent:** Tuesday, July 15, 2014 3:09 PM  
**To:** Hurrell, Lara GCPE:EX  
**Subject:** VIDEOinfo -K Falls Penticton Tour  
**Attachments:** Itinerary OK Falls Penticton.docx

Hi Lara: can you take a first crack at filling this out for the Friday tour?, below is the one I did for Monday's tour and attached is the quick glance itinerary. More info in the Tour Folder under OK falls Penticton Tour.  
Thanks!

### 2. ONCE YOU RECEIVE APPROVAL:

Please provide us with as much of the following as possible when your request has been approved, including an itinerary and/or draft news release (where applicable):

1. What is the key message you want captured in this video?
2. Where do you plan to have this video posted? (ie. Newsroom, website only, social media, combo, etc)
3. Who are the people appearing in the video, are they on social media? If yes, provide twitter/Fb handles and secure their cooperation in advance to share our materials
4. Provide 1-3 tweets and 1 FB post
5. Will there be interviews, with whom? If you have specific questions to be asked, (2-3 max. per person is recommended) prepare and send to us at least a day or two in advance.
6. If your video is for YouTube, please ensure you provide a title, a full description including link to more information and a set of tags (these can be seen publicly and help search engines find your video) at least a day in advance of the film shoot as it will be loaded up with the approval copy for preview. Please note that YouTube videos automatically feed into the YouTube player in the BC Newsroom, and they will also be embedded in individual news releases when there is one that goes with it.

### Chilliwack/Agassiz

Please provide us with as much of the following as possible when your request has been approved, including an itinerary and/or draft news release (where applicable):

7. What is the key message you want captured in this video? B.C.'s Skills for Jobs Blueprint – working with educators to align with labour market needs.
8. Where do you plan to have this video posted? (ie. Newsroom, website only, social media, combo, etc)  
Newsroom, website, social media
- Who are the people appearing in the video, are they on social media? If yes, provide twitter/Fb handles and secure their cooperation in advance to share our materials – UFV and Seabird Island Faculty, students in action, we will share the video link with them so they can share on their websites. University students, post-secondary instructors, university leadership and key community/industry leaders (invite list tbc).
9. Provide 1-3 tweets and 1 FB post  
Twitter:
10. VIDEO: @shirleybond Visits @goUFV Trades & Technology Centre <https://video> link
11. VIDEO: @shirleybond Visits @goUFV North America's tallest greenhouse at 11.5 metres <http://video> link
12. VIDEO: @shirleybond Visits @SeabirdIsland College - Unique & innovative programs in FN education.  
<http://www.seabirdisland.ca/page/home>

Facebook:

Minister Bond visits University of the Fraser Valley and Seabird College today to talk about skills training and tour the facilities.

13. Will there be interviews, with whom? If you have specific questions to be asked, (2-3 max. per person is recommended) prepare and send to us at least a day or two in advance.

UFV President, Seabird College President, just wanted some comments on the importance of skills training from UFV and on why unique and innovative programming models are successful for Seabird College.

14. If your video is for YouTube, please ensure you provide a title, a full description including link to more information and a set of tags (these can be seen publicly and help search engines find your video) at least a day in advance of the film shoot as it will be loaded up with the approval copy for preview. Please note that YouTube videos automatically feed into the YouTube player in the BC Newsroom, and they will also be embedded in individual news releases when there is one that goes with it. Video should link to the WorkBC page where the Blueprint is located.

Justin will give you a call this afternoon to discuss both Chilliwack and OK Falls.

Thank you,  
Ashlea