

Sampson, Laura EDUC:EX

From: Harrison, Veronica EDUC:EX
Sent: August 7, 2020 11:30 AM
To: Craik, Jason GCPE:EX
Cc: Farrance, Melissa EDUC:EX; Wieczorek, Chris EDUC:EX
Subject: Fwd: Back to school ad

Begin forwarded message:

From: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Date: August 7, 2020 at 11:11:26 AM PDT
To: "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>, "Harrison, Veronica EDUC:EX" <Veronica.Harrison@gov.bc.ca>
Subject: Back to school ad

Hi both,

The agency has been working away at the ad and have been making good progress. There is still work to do on the audio, but you can see how it's coming together at this link:

<https://www.youtube.com/watch?v=-MLISRB-YpE&feature=youtu.be>

I'll give you my honest assessment, which is that I think the pacing is a bit slow, but with our timelines, this is a solid product. I think we have a good script that touches on the key points and provides incentive for parents to visit the website to learn more about the particulars for their kids.

As you are likely aware, we are also planning for a shoot with Dr. Henry next week for her to answer some of the key questions people have via video. I could see a scenario where we put paid dollars into promoting some of these videos online as well.

Cheers,

Nammni

Sampson, Laura EDUC:EX

From: Fillion, Corinna GCPE:EX
Sent: August 7, 2020 2:55 PM
To: Poorooshasb, Nammi GCPE:EX; Harrison, Veronica EDUC:EX
Subject: RE: Back to school ad

Hi Nammi, this looks great! And, yes, I agree on the Dr Henry video, the more we can get that in front of people the better

c

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Sent: August 7, 2020 11:11 AM
To: Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>; Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>
Subject: Back to school ad

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Sampson, Laura EDUC:EX

From: Fillion, Corinna GCPE:EX
Sent: August 7, 2020 11:04 AM
To: Farrance, Melissa EDUC:EX; Harrison, Veronica EDUC:EX; Wieczorek, Chris EDUC:EX
Subject: FW: DR BONNIE HENRY - Please talk directly to BC children and teens in a special broadcast before school opens in Sept/2020

fyi

From: s.22
Sent: August 7, 2020 11:02 AM
To: Chris.Shewchuck@gov.bc.ca; May, Stephen GCPE:EX <Stephen.May@gov.bc.ca>; HopeLatham@gov.bc.ca; McAndrews, Caroline GCPE:EX <Caroline.McAndrews@gov.bc.ca>; Turner, Jordan GCPE:EX <Jordan.Turner@gov.bc.ca>; Gostelow, Tara GCPE:EX <Tara.Gostelow@gov.bc.ca>; Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>; Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>; Zilkie, Heidi GCPE:EX <Heidi.Zilkie@gov.bc.ca>; Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Lauvaas, Kirsten GCPE:EX <Kirsten.Lauvaas@gov.bc.ca>; Larabee, Shawn G GCPE:EX <Shawn.G.Larabee@gov.bc.ca>
Cc: Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>; s.22
Subject: Fwd: DR BONNIE HENRY - Please talk directly to BC children and teens in a special broadcast before school opens in Sept/2020

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

August 7, 2020 @11am

Dear Honourables and Excellent Aides:

- Adrian Dix, Health
(Chris Shewchuck and Stephen May)
- Mike Farnworth, Public Safety and Solicitor General
(Hope Latham and Caroline McAndrews)
- Mike Farnworth, Emergency Preparedness
(Jordan Turner and Tara Gostelow)
- Rob Fleming, Education
(Corinna Fillion and Meribeth Burton)
- Judy Darcy, Mental Health and Addictions
(Heidi Zilkie and Eric Berndt)
- Katrine Conroy, Children and Family Development
(Kirsten Lauvaas and Shawn G Larabee)

Greetings all. Below you will see my Aug 7 email request to Dr Bonnie Henry asking for a special PSA directly to BC children and teens before they return to school in September.

Following that email are other emails sent in May 2020 to the CBC plus the Globe and Mail. It all started with a journalist in Halifax who wrote an article about COVID, NS children and Dr Robert Strang's PSA.

Copyright

The girls watch a PSA in which Nova Scotia's Chief Medical Officer of Health, Dr. Robert Strang, answers questions for children about COVID-19 and isolation. 'Right now, we just can't have groups of people in the playground or groups of kids playing soccer,' he says in this video. 'It's not safe.'

Copyright

On May 17, the girls got to see two of their friends again for the first time in 63 days, thanks to an easing in Nova Scotia's restrictions (including a 'bubble family' rule that allowed two households to share contact). At left, June (in a ball cap) hugs Rosie, and Harriet (in black pants) hugs Anna.

I hope that Dr Bonnie Henry and Adrian Dix will team up to produce a great video that is geared to prepare our children and teens to re-enter school with a less anxious, more confident and especially, a we-are-in-good-hands attitude.

That's probably 2 videos for 2 audiences. You can do this!

Thank you for your consideration.
Be kind. Be calm. Be safe.

s.22

s.22

Begin forwarded message:

From:s.22

Date: August 7, 2020 at 8:54:55 AM PDT

To: bonnie.henry@gov.bc.ca

Cc: s.22

Subject: Fwd: DR BONNIE HENRY - Please talk directly to BC children in a special broadcast.

Aug 7/20

RE: "DR BONNIE HENRY, Please talk directly to BC children in a special PSA broadcast."

Hello Dr Bonnie!

s.22

I love the following photos of Globe and Mail

Journalist Darren Calabrese's children watching

Dr Strang's May/20 NS Public Service Announcement for Children Facing the COVID Challenge. I also loved the beautiful tree on Citadel Hill in Halifax. s.22

Dr Bonnie, please do a special PSA for BC Children Returning to School this September.

I believe BC children need your voice of calm reassurance. I know that parents would be grateful.

Please be patient and read through my emails below asking others for help to reach you.

God bless you, Bonnie!

Be kind. Be calm. Be safe.

s.22

Begin forwarded message:

From:s.22

Date: May 23, 2020 at 8:08:53 PM PDT

To: impact@cbc.ca

Cc: s.22

Subject: # 2 Fwd: DR BONNIE HENRY - Please talk to BC children in a special broadcast.

Hello again CBC:

FYI - after I contacted you today, I emailed Darren Calabrese, the Globe and Mail Photojournalist in Halifax.

I asked Darren to contact Dr Robert Strang, the Chief Medical Officer of Health in NS.

It is a circular route^{s.22}

If CBC does not ask Dr Bonnie Henry about a special children's broadcast, maybe Dr Strang will encourage her to do so.

I will wait to see what happens next.
Onward!

s.22

Begin forwarded message:

From:^{s.22}

s.22

Date: May 23, 2020 at 7:56:23 PM PDT

To: darren@darrencalabrese.com

Cc: s.22

Subject: Fwd: DR BONNIE HENRY - Please talk to BC children in a special broadcast.

Hello Darren,

I read your G&M article today and enjoyed the photos of your sweet girls.

s.22

I thought that you would be interested in my request to Dr Bonnie Henry, BC's Chief Medical Officer of Health. The photo of your little girls watching and listening to the NS PSA inspired me.

Would you please do me a favour? Would you forward this email request on to Dr Robert Strang? Maybe he could call Bonnie and put the bug in her ear directly. I know that all the CMOs talk regularly.

I reckon you will.
Then I reckon that Dr Strang will.
And then I reckon that Dr Henry will.

You know why I am so confident?

s.22

Thanks, Darren.

Be kind. Be calm. Be safe.

s.22

p.s. tell June and Harriet that they are famous even in
BC!
s.22

Copyright

s.22

Copyright

Begin forwarded message:

From: s.22
s.22
Date: May 23, 2020 at 7:23:40 PM PDT
To: impact@cbc.ca
Cc: s.22
Subject: DR BONNIE HENRY - Please
talk to BC children in a special
broadcast.

Hello CBC,
I looked on the BC Govt website to find
an email contact for Dr. Bonnie Henry.

No luck.

Would you please pass this request on to her via one of your journalists?

I saw an article by a photo journalist in Halifax today. As he has been lockdowned with his two young daughters while his wife worked on the front lines, he was photo documenting his children's COVID Journey.

There was one photo of the girls watching the NS Chief Medical Officer of Health, Dr Robert Strang, addressing children in a PSA and explaining COVID-19 and isolation How it was not safe for them to play with their friends in playgrounds just yet. He was keeping children informed!

Copyright

The girls watch a PSA in which Nova Officer of Health, Dr. Robert Strang, tells children about COVID-19 and isolation. 'You can't have groups of people in the playground, kids playing soccer,' he says in this video.

Copyright

On May 17, the girls got to see two of the first time in 63 days, thanks to an restrictions (including a 'bubble family households to share contact). At left, , Rosie, and Harriet (in black pants) hug:

Dr Bonnie Henry is our voice of calm reassurance. I bet that the children of this province would love to have some of her kind attention directed to them.

I think parents would be grateful too.

Children are never too young to engage in community when it is a safe and comforting place.

I hope that Dr Henry will consider a special Children's Town Hall.

Be kind. Be calm. Be safe.

s.22

Sampson, Laura EDUC:EX

From: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>
Sent: August 20, 2020 8:14 AM
To: Fillion, Corinna GCPE:EX
Cc: Poorooshasb, Nammi GCPE:EX; Farrance, Melissa EDUC:EX; Finn, Heather GCPE:EX; Thaw, Sara GCPE:EX; Hardin, Karl GCPE:EX
Subject: Re: Dr. Henry 30

Hi Nammi,

Cute kids! I agree with Corinna, the second one is best.

Thanks for this.

Veronica

On Aug 19, 2020, at 9:08 PM, Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca> wrote:

Hi Nammi, thanks for the update. The Dr Henry ad looks great!! Personally, I prefer the music in the second one - it's less intrusive to my ears and has a natural crescendo that's fits well.

C

Sent from my iPhone

On Aug 19, 2020, at 5:42 PM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

Apologies. Resending with Veronica Harrison and will reach out to Megan Harris (who is totally awesome) and ask her to disregard.

From: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Date: Wednesday, August 19, 2020 at 5:40 PM
To: "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>, "Harris, Megan AG:EX" <Megan.Harris@gov.bc.ca>, "Fillion, Corinna GCPE:EX" <Corinna.Fillion@gov.bc.ca>, "Finn, Heather GCPE:EX" <Heather.Finn@gov.bc.ca>
Cc: Sara Thaw <Sara.Thaw@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>
Subject: Dr. Henry 30

Hi team,

As I mentioned to Melissa on the phone, the animated spot that you've all seen will start on TV by tomorrow. We had the opportunity to get it going sooner and seized on it so thanks for all your support getting that thing together.

As you also know, Karl and Sara's team did a shoot with Dr. H last week — her answering questions from kids. The shoot went really well and the team is working away at it those individual videos but we also have what we think is a really excellent 30 second spot that we think we could cycle in alongside the animated ad.

At the link below are two assemblies of the ad. They both still need a little tweaking but I think they're looking pretty great and are very topical. Please let us know what you think. There are two different options for music, so open to advice on that too. We'll also be sharing with Dr. H for her approval.

<https://spaces.hightail.com/receive/6W5QCfBrUh>

Nammi

Sampson, Laura EDUC:EX

From: Farrance, Melissa EDUC:EX
Sent: August 20, 2020 8:46 AM
To: Filion, Corinna GCPE:EX; Poorooshasb, Nammi GCPE:EX
Cc: Finn, Heather GCPE:EX; Harrison, Veronica EDUC:EX; Thaw, Sara GCPE:EX; Hardin, Karl GCPE:EX
Subject: RE: Dr. Henry 30

Also agree with the team. Just chiming in to note she is wearing her shoes! Nice!

Thanks all!

From: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>
Sent: August 19, 2020 9:09 PM
To: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Cc: Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Finn, Heather GCPE:EX <Heather.Finn@gov.bc.ca>; Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
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<https://spaces.hightail.com/receive/6W5QCfBrUh>

Nammi

Sampson, Laura EDUC:EX

From: Poorooshasb, Nammi GCPE:EX
Sent: August 20, 2020 9:28 AM
To: Fillion, Corinna GCPE:EX
Cc: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX
Subject: Re: Dr. Henry 30

Sorry. Let me actually think on this just a bit. Just remembering that^{s.22}
today.

Will follow up

On Aug 20, 2020, at 9:24 AM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

Thanks for all the comments. Should be fine to show the video. This one is 90 percent of the way there. Stay tuned today and we'll see about getting an updated version to you later today.

On Aug 20, 2020, at 8:52 AM, Fillion, Corinna GCPE:EX
<Corinna.Fillion@gov.bc.ca> wrote:

Hi Nammi, Education DM is meeting with superintendents on Friday and is wondering if he can show this video to them - is that ok?

Sent from my iPhone

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To: Poorooshasb, Nammi GCPE:EX
Cc: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX
Subject: Re: Dr. Henry 30

Thanks Nammi, appreciate it

Sent from my iPhone

On Aug 20, 2020, at 6:03 PM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

Hi all,

We've heard from Dr. H and she is also feeling good about the spot. I would just ask that the DM share this latest version: <https://spaces.hightail.com/receive/nrplJYjXy2>

This version will still undergo some minor tweaks, so it should be described as a draft. And ideally, the ad will be played via some sort of screen share or in person, and not by sharing the link.

Hope all that works for you guys!

Nammi

From: "Fillion, Corinna GCPE:EX" <Corinna.Fillion@gov.bc.ca>
Date: Thursday, August 20, 2020 at 8:52 AM
To: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Cc: Veronica Harrison <Veronica.Harrison@gov.bc.ca>, "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>
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Nammi

~August 2020 ~							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	PENDING
2	3 BC Day	4 .	5	6	7		Back to school products: Marketing campaign PHO Video Social media graphics s.13
9	10	11 Education critic back to school town hall 3pm	12 Dr Henry video shoot - Eagle View elementary Restart update	13	14	15	
16	17 Release of k-12 Operating guidelines	18	19	20 Ombudsperson report on transcripts NR (MLA Plecas) Abbotsford – Traditional school seismic upgrade	21 School district plans finalized	22	
23	24 FYI SD61 Special COVID Board meeting	25 BCTF Leadership conference (ends Aug. 28)	26 EP/NR Sept restart plan August update SDs communicate plans to parents	27	28	29	
30	31 MRF/MLA tours of schools (TBC) Surrey (MBR) EP/NR– Prince Charles, Queen Elizabeth, Woodward Kamloops(MRF) NR – Valleyview g/breaking)						

Sampson, Laura EDUC:EX

From: McKenzie, Scott GCPE:EX
Sent: August 25, 2020 4:34 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Wieczorek, Chris EDUC:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX; Sorochan, Craig GCPE:EX
Subject: Media Request - Bob Mackin - Back to school ad campaign

Hello, media request and response below for review:

Reporter

Bob Mackin, Reporter
The Breaker News
bob@thebreaker.news
604-982-9130 c: 604-724-5604

Deadline ASAP

Request

Regarding the school restart ad campaign, what is the approved budget and who are the contractors for media buying and creative?

Recommendation

- s.13
-
-
-
-
-

Sampson, Laura EDUC:EX

From: McKenzie, Scott GCPE:EX
Sent: August 26, 2020 10:01 AM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Wieczorek, Chris EDUC:EX; Craik, Jason GCPE:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX; SoroChan, Craig GCPE:EX
Subject: RE: Media Request - Bob Mackin - Back to school ad campaign

Hi, HQ has send a revision to this. Are you OK with:

- The safety of kids and staff is paramount, which is why we've put in place strict health and safety measures co-developed between public health officials, the stakeholder-led steering committee and ministry staff.
- The Province is providing an additional \$45.6 million to school districts for enhanced cleaning, hand-washing stations, reusable masks and other safety measures.
- We are also launching a provincewide information campaign to give parents assurance that sending their kids back to school is safe.
- The total cost for the Return to School info campaign is \$1.24 million.
- Contractors for creative are Point Blank (production and creative), Captus (translation and production).
- Contractors for media buying are Vizeum and Jungle.
- We need parents, students and staff to have the facts so they can make an informed decision about returning to school.
- The campaign will also use free, social media channels – government website to amplify the message.

From: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>
Sent: August 25, 2020 6:28 PM
To: McKenzie, Scott GCPE:EX <Scott.1.McKenzie@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>; Craik, Jason GCPE:EX <Jason.Craik@gov.bc.ca>
Cc: Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>; Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>; SoroChan, Craig GCPE:EX <Craig.SoroChan@gov.bc.ca>
Subject: RE: Media Request - Bob Mackin - Back to school ad campaign

One edit below. We could also add in some of the language from the QA.

Would like Jason's thoughts too.

From: McKenzie, Scott GCPE:EX <Scott.1.McKenzie@gov.bc.ca>
Sent: August 25, 2020 4:34 PM
To: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>

Cc: Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>; Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>; Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>

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Bob Mackin, Reporter

The Breaker News

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604-982-9130 c: 604-724-5604

Deadline ASAP

Request

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Recommendation

s.13

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Sampson, Laura EDUC:EX

From: Burton, Meribeth GCPE:EX
Sent: August 27, 2020 12:06 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Wieczorek, Chris EDUC:EX; Craik, Jason GCPE:EX
Cc: Fillion, Corinna GCPE:EX; Sorochan, Craig GCPE:EX; McKenzie, Scott GCPE:EX
Subject: RE: Media Request - Bob Mackin - Back to school ad campaign

Yes, HQ approved version below

From: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>
Sent: August 27, 2020 11:52 AM
To: Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>; Craik, Jason GCPE:EX <Jason.Craik@gov.bc.ca>
Cc: Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>; Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>; McKenzie, Scott GCPE:EX <Scott.1.McKenzie@gov.bc.ca>
Subject: RE: Media Request - Bob Mackin - Back to school ad campaign

Sorry – thought this was sent. HQ approved, correct? Jason, you're good?

From: Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>
Sent: August 27, 2020 11:35 AM
To: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>
Cc: Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>; Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>; McKenzie, Scott GCPE:EX <Scott.1.McKenzie@gov.bc.ca>
Subject: Media Request - Bob Mackin - Back to school ad campaign

Hi Veronica, Melissa and Chris,

Resending this one - reporter has come back to us and revised messaging below for approval.

Meribeth

Reporter

Bob Mackin, Reporter
The Breaker News
bob@thebreaker.news
604-982-9130 c: 604-724-5604

Deadline ASAP

Request

Regarding the school restart ad campaign, what is the approved budget and who are the contractors for media buying and creative?

Recommendation

- The safety of kids and staff is paramount, which is why we've put in place strict health and safety measures co-developed between public health officials, the stakeholder-led steering committee and ministry staff.
- The Province is providing an additional \$45.6 million to school districts for enhanced cleaning, hand-washing stations, reusable masks and other safety measures.
- We are also launching a provincewide information campaign to give parents assurance that sending their kids back to school is safe.
- The total cost for the Return to School info campaign is \$1.24 million.
- Contractors for creative are Point Blank (production and creative), Captus (translation and production).
- Contractors for media buying are Vizeum and Jungle.
- We need parents, students and staff to have the facts so they can make an informed decision about returning to school.
- The campaign will also use free, social media channels – government website to amplify the message.

From: [Harrison, Veronica EDUC:EX](#)
To: [Craik, Jason GCPE:EX](#)
Cc: [Sorochan, Craig GCPE:EX](#); [Farrance, Melissa EDUC:EX](#); [Grant, Lisa EDUC:EX](#); [Hansen, Nicole E EDUC:EX](#); [Wieczorek, Chris EDUC:EX](#); [Filion, Corinna GCPE:EX](#); [Burton, Meribeth GCPE:EX](#)
Subject: RE: Follow-up Media Request: Bob Mackin - Back to school ad campaign
Date: August 28, 2020 1:45:16 PM

Good to go.

From: Craik, Jason GCPE:EX <Jason.Craik@gov.bc.ca>
Sent: August 28, 2020 1:45 PM
To: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>
Cc: Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Grant, Lisa EDUC:EX <Lisa.Grant@gov.bc.ca>; Hansen, Nicole E EDUC:EX <Nicole.E.Hansen@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>; Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>; Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>
Subject: Re: Follow-up Media Request: Bob Mackin - Back to school ad campaign

No concerns. Thanks.

On Aug 28, 2020, at 1:37 PM, Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca> wrote:

Any concerns Jason?

From: Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>
Sent: August 28, 2020 10:26 AM
To: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Grant, Lisa EDUC:EX <Lisa.Grant@gov.bc.ca>; Hansen, Nicole E EDUC:EX <Nicole.E.Hansen@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>
Cc: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>; Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>
Subject: Follow-up Media Request: Bob Mackin - Back to school ad campaign

Hi,

Please see this request for approval. Let me know if okay or if edits are needed.

Thanks,
Craig

Reporter Bob Mackin, Reporter

The Breaker News

bob@thebreaker.news

604-982-9130 c: 604-724-5604

Request: What is the schedule for the ad campaign?

Recommendation: Send this response from the Ministry of Education:

The campaign runs from August 20 to September 20.

Deadline ASAP

Background

This is a follow-up to a media request from August 25, 2020.

REQUEST:

Regarding the school restart ad campaign, what is the approved budget and who are the contractors for media buying and creative?

RESPONSE:

Provided Background

The safety of kids and staff is paramount, which is why we've put in place strict health and safety measures co-developed between public health officials, the stakeholder-led steering committee and ministry staff.

The Province is providing an additional \$45.6 million to school districts for enhanced cleaning, hand-washing stations, reusable masks and other safety measures.

We are also launching a provincewide information campaign to give parents assurance that sending their kids back to school is safe.

The total cost for the Return to School info campaign is \$1.24 million.

Contractors for creative are Point Blank (production and creative), Captus (translation and production).

Contractors for media buying are Vizeum and Jungle.

We need parents, students and staff to have the facts so they can make an informed decision about returning to school.

The campaign will also use free, social media channels – government website to amplify the message.

Sampson, Laura EDUC:EX

From: Sorochan, Craig GCPE:EX
Sent: August 28, 2020 10:26 AM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Grant, Lisa EDUC:EX; Hansen, Nicole E EDUC:EX; Wieczorek, Chris EDUC:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX
Subject: Follow-up Media Request: Bob Mackin - Back to school ad campaign

Hi,

Please see this request for approval. Let me know if okay or if edits are needed.

Thanks,
Craig

Reporter Bob Mackin, Reporter
The Breaker News
bob@thebreaker.news

604-982-9130 c: 604-724-5604

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The campaign will also use free, social media channels – government website to amplify the message.

From: [Sorochan, Craig GCPE:EX](#)
To: [MacDonald, Scott D EDUC:EX](#); [Purdy, Sheila EDUC:EX](#); [Harrison, Veronica EDUC:EX](#); [Nicholls, Cloe EDUC:EX](#); [McLeod, Tamara EDUC:EX](#); [Mayhew, Marnie EDUC:EX](#); [Higgs, Jeremy EDUC:EX](#); [Farrance, Melissa EDUC:EX](#); [Mills, Esme GCPE:EX](#); [Silver, Matt EDUC:EX](#); [Godin, Keith EDUC:EX](#); [McCrea, Jennifer EDUC:EX](#); [Palmer, Joel EDUC:EX](#); [Postings, Shelaina EDUC:EX](#); [Nyikes, Michael EDUC:EX](#); [Kovacs, Patricia EDUC:EX](#); [Wieczorek, Chris EDUC:EX](#); [Iliffe, Liam GCPE:EX](#); [Zadravec, Don GCPE:EX](#); [Byers, Lindsay GCPE:EX](#); [Craik, Jason GCPE:EX](#)
Cc: [Filion, Corinna GCPE:EX](#); [Craft, Christina GCPE:EX](#); [Ralph, Kerri GCPE:EX](#); [Burton, Meribeth GCPE:EX](#); [McKenzie, Scott GCPE:EX](#); [Martens, Garth GCPE:EX](#)
Subject: End of Day Media Request Report - August 27
Date: August 27, 2020 5:49:33 PM

Interviews

Sameer Kaushal - RED FM 93.1

ISSUE: back to school-request for Minister Fleming

Scheduled Interview: MRF to join Harjinder Thind at 8:35 am on Friday (tomorrow)

Vijay Vaibhav Saini - Connect 95.1 FM

ISSUE: Back to school plans-request for Minister Fleming

Scheduled Interview: MRF to join Vijay Vaibhav Saini at 9:15 am on Friday (tomorrow)

Media Requests

Timothé Matte-Bergeron - CBC Radio Canada

ISSUE: Federal funding for schools and class sizes

STATUS: Provided Background

- We have been talking with the federal government about the need for more resources for schools, so we're appreciative of the additional support.
This funding builds on the work we've already done to support a safe restart for B.C. schools, with \$45.6 million new COVID-19 specific funding already invested to ensure students and staff are safe. This is on top of the \$546 million in new K-12 funding in BC's budget for this year.
BC has strict health and safety measures in place, with new funding for 1.5 million non-medical masks, additional handwashing stations, physical barriers and cleaning supplies, as well as hiring more custodians, loaning technology and supporting students with complex needs.
This additional funding will provide school districts with the opportunity to purchase additional PPE if needed, install plexiglass barriers, purchase cleaning equipment such as foggers, improve ventilation systems and hire even more custodians to increase cleaning frequency.

We have worked with districts to expand online learning options that support families with health concerns and maintain students' connections to their schools.

This funding allows us to provide more resources to districts so they can invest even further in these areas, to continue providing ongoing learning opportunities in a safe way.

B.C has made record investments in education that has resulted in average class sizes that are the smallest in a generation – with more educators and other supports in the classroom.

Class size averages in B.C.:

- 18 students for kindergarten (cap is 20)
- 19.5 students for grades 1 to 3 (cap is 22)
- 23.3 students for grades 4 to 7 (cap varies)
- 22.4 students for grades 8 to 12 (cap varies)

Stefan Labbé - Tri-City News

ISSUE: Back to school plans

STATUS: Provided Background

- no ministry does not. each school boards its own plans

Brenna Owen - Canadian Press (BC Bureau)

ISSUE: injunction application

STATUS: Provided Statement

- The Province has just received the parents' lawsuit and hasn't had to opportunity to review it yet, so cannot comment on the specific concerns it raises, and does not comment on matters that are before the courts.

We continue to be guided by the health and safety advice of Dr. Bonnie Henry and her public health team.

Bob Mackin - The Breaker News

ISSUE: Back to school ad campaign

STATUS: Provided Background

- The safety of kids and staff is paramount, which is why we've put in place strict health and safety measures co-developed between public health officials, the stakeholder-led steering committee and ministry staff.

The Province is providing an additional \$45.6 million to school districts for enhanced cleaning, hand-washing stations, reusable masks and other safety measures.

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Contractors for creative are Point Blank (production and creative), Captus (translation

and production).

Contractors for media buying are Vizeum and Jungle.

We need parents, students and staff to have the facts so they can make an informed decision about returning to school.

The campaign will also use free, social media channels – government website to amplify the message.

Diane Strandberg - Tri-City News

ISSUE: DL in Coquitlam SD

STATUS: Provided Background

- We are committed to stable funding to support students, schools and districts during the pandemic. School districts have asked us to ensure funding stability and we are doing that.

We're ensuring districts have funding stability, regardless of parent choice in programs or enrolment.

We are asking school districts to stay flexible and nimble as students' needs change – and we must provide the same flexibility so they can direct their funding to the appropriate programs and services, and redirect those resources when necessary.

To support that flexibility, we have extended the authority to all school boards to offer remote learning programs to students within their districts.

And we have given districts the ability to expand their local Distributed Learning programs to include additional grades and services to students and district schools to meet local needs.

Regardless of what platform education is delivered in, in-class learning or remote learning; supporting students with curriculum content and wellbeing resources is our priority

-

In Progress

Bob Mackin - The Breaker News

ISSUE: Back to school ad campaign

Gian-Paolo Mendoza - CBC - Vancouver

ISSUE: Masks maintenance

Catherine Lafferty - IndigiNews

ISSUE: funding for internet

Randy Shore - Vancouver Sun

ISSUE: Back to school interview

Mary Griffin - CHEK TV - Victoria
ISSUE: Interview Request

Jason Pires - CTV News (BC)
ISSUE: Back to school interview

Liza Yuzda - News 1130
ISSUE: Facebook live - back to school

Jason Pires - CTV News (BC)
ISSUE: MRF Interview

Fran Yanor - The Rocky Mountain Goat News
ISSUE: COVID impacts on student learning

Marjan Asadullah - CTV - National (Toronto)
ISSUE: First day of school interview request

Niki Reitmayer - CKNW AM 980
ISSUE: Back to school interview request

Richard Zussman - Global TV | BC
ISSUE: Town Hall with Dr. Henry

Tamara Baluja - CBC - Vancouver
ISSUE: Facebook Live request for Dr. Henry and Minister Fleming

Sampson, Laura EDUC:EX

From: Burton, Meribeth GCPE:EX
Sent: August 27, 2020 12:47 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Wieczorek, Chris EDUC:EX; Craik, Jason GCPE:EX
Cc: Fillion, Corinna GCPE:EX
Subject: FW: FOR APPROVAL: FB/TW/IG - Dr. Henry PSA - Friday 10AM

Please let me know if you are good with PSA copy below.

Meribeth

From: Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>

Hello all,

We are planning to post the 30-second Dr. Bonnie Henry PSA with kids on our channels **Friday morning at 10AM.**

Can you please indicate if you are happy with the below post copy?

If you need a refresher on the PSA, it's available here: <https://spaces.hightail.com/receive/YTd29r86l8>

FB/TW/IG

In-class learning is so important for children, but it will look a bit different this year. The new **guidelines s.13** in place will help to keep everyone safe. For more info visit: backtoschool.gov.bc.ca

Thank you,
Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

Sampson, Laura EDUC:EX

From: Fillion, Corinna GCPE:EX
Sent: August 28, 2020 8:13 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX
Subject: Fwd: Back to school ad with Dr. Bonnie Henry

FYI, I'm checking with Karl

Sent from my iPhone

Begin forwarded message:

From: Mick Sweetman <mick.sweetman@chly.ca>
Date: August 28, 2020 at 7:49:12 PM PDT
To: "Fillion, Corinna GCPE:EX" <Corinna.Fillion@gov.bc.ca>
Subject: Back to school ad with Dr. Bonnie Henry

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Could you please provide me with the number of children who were in the room the indoor portion for the below ad?

<https://twitter.com/BCGovNews/status/1299398842803085313>

If available, could you send me the seating plan that was used?

Thank you,
Mick Sweetman
CHLY 101.7FM, Nanaimo BC
mick.sweetman@chly.ca
416-856-3829 (cell)

~August 2020 ~							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	PENDING
2	3 BC Day	4 .	5	6	7		Back to school products: Marketing campaign PHO Video Social media graphics s.13
9	10	11 Education critic back to school town hall 3pm	12 Dr Henry video shoot - Eagle View elementary Restart update	13	14	15	
16	17 Release of k-12 Operating guidelines	18	19	20 Ombudsperson report on transcripts NR (MLA Plecas) Abbotsford – Traditional school seismic upgrade	21 School district plans finalized	22	
23	24 FYI SD61 Special COVID Board meeting	25 BCTF Leadership conference (ends Aug. 28)	26 EP/NR Sept restart plan August update SDs communicate plans to parents	27	28 (MBR TBC) Fed govt echo return funding Surrey	29	
30	31 FYI Public Accounts						

Sampson, Laura EDUC:EX

From: Burton, Meribeth GCPE:EX
Sent: August 29, 2020 2:52 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX
Cc: Filion, Corinna GCPE:EX; McKenzie, Scott GCPE:EX
Subject: FW: EDUC Media Request: back to school PHO ad

Importance: High

Updated media response

s.13 as per Kathryn Lesueur's request. The ad-specific content is now approved by Karl and Kathryn,

Meribeth

From: Burton, Meribeth GCPE:EX
Sent: August 29, 2020 1:43 PM
To: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>
Cc: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>
Subject: FW: EDUC Media Request: back to school PHO ad
Importance: High

hi Veronica and Melissa,

for approval

adding back to school plans and learning groups from updated KMs and wednesday QA.

Meribeth

Reporter

Kristen Robinson, Reporter
Global TV | BC
Kristen.Robinson@globalnews.ca
604-561-8840 c: 778-945-9366

Deadline Saturday, August 29, 2020 4:00 PM

Request

We are following up on this ad today and see that it has generated criticism from past BCTF president Glen Hansman – please see his tweet below the ad:

<https://twitter.com/BCGovNews/status/1299398842803085313>

<https://twitter.com/glenhansman/status/1299475537069367296>

Hansman says quote: "It's regretful that this ad was made. It'll fuel perception of a disconnect between provincial

decisions and reality of schools. That's not helpful right now. BC does not have classes of 6 students. And I'm assuming a version with 32 adolescents in Grade 11 was not contemplated."

We are looking to get a response to Hansman's concerns from the appropriate ministry – our deadline is 4pm Pacific time today.

Recommendation

s.13

Page 041 of 117

Withheld pursuant to/removed as

s.13

Sampson, Laura EDUC:EX

From: Burton, Meribeth GCPE:EX
Sent: August 29, 2020 3:44 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Hardin, Karl GCPE:EX; Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Filion, Corinna GCPE:EX; Sorochan, Craig GCPE:EX
Subject: Re: EDUC Media Request: back to school PHO ad

Will do

Sent from my iPhone

On Aug 29, 2020, at 2:48 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Meribeth,

s.13

Thank you,

Kathryn LeSueur

The s.13 team worked closely with school principal to make sure the desk placement realistically reflected the classroom set up for the coming school year. The ads focused on enhanced hand hygiene, a critical part of BC's back to school plan.

From: Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>
Sent: August 29, 2020 12:00 PM
To: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>; Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>
Cc: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>; Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>
Subject: EDUC Media Request: back to school PHO ad
Importance: High

Hi Karl, Kathryn, Veronica and Melissa,

**Please see media request and draft response for edits or approval.
We have a second request, but will send the same statement once approved.**

Meribeth

Reporter

Kristen Robinson, Reporter
Global TV | BC
Kristen.Robinson@globalnews.ca
604-561-8840 c: 778-945-9366

Deadline Saturday, August 29, 2020 4:00 PM

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We are looking to get a response to Hansman’s concerns from the appropriate ministry – our deadline is 4pm Pacific time today.

Recommendation

s.13

Background

Sampson, Laura EDUC:EX

From: Burton, Meribeth GCPE:EX
Sent: August 29, 2020 3:39 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Craik, Jason GCPE:EX
Cc: Fillion, Corinna GCPE:EX; McKenzie, Scott GCPE:EX
Subject: Re: EDUC Media Request: back to school PHO ad

Revised 3

Sent from my iPhone

On Aug 29, 2020, at 2:52 PM, Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca> wrote:

Updated media response

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Meribeth

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for approval

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We are looking to get a response to Hansman’s concerns from the appropriate ministry – our deadline is 4pm Pacific time today.

Recommendation

We need parents, families, students and staff to have the facts as they prepare to return to school.

The ads are intended to help build confidence in the strict health and safety measures that are in place to protect students and staff when school resumes in a little over two weeks and to demonstrate school district plans were developed with all education partners including public health officials. Dr. Henry has shown great leadership in the province’s efforts to mitigate the spread of COVID-19.

In order to videotape the ad, the number of students in the room was limited for health and safety reasons and the children were placed safe distances from each other. The team worked closely with school principal to make sure the desk placement realistically reflected the classroom set up for the coming school year. The ads focused on enhanced hand hygiene, a critical part of BC’s back to school plan.

The campaign will also use free social media channels and government website to amplify the message.

Background

Sampson, Laura EDUC:EX

From: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>
Sent: August 30, 2020 5:14 PM
To: Craik, Jason GCPE:EX
Subject: Fwd:

FYI

Begin forwarded message:

From: "Burton, Meribeth GCPE:EX" <Meribeth.Burton@gov.bc.ca>
Date: August 30, 2020 at 1:46:27 PM PDT
To: "Harrison, Veronica EDUC:EX" <Veronica.Harrison@gov.bc.ca>, "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>
Cc: "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>
Subject: Fwd: **Bonnie Henry Video: Important concern**

Sent from my iPhone

Begin forwarded message:

From: "Stewart, Melanie EDUC:EX" <Melanie.J.Stewart@gov.bc.ca>
Date: August 30, 2020 at 1:45:36 PM PDT
To: "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>, "Burton, Meribeth GCPE:EX" <Meribeth.Burton@gov.bc.ca>
Cc: "MacDonald, Scott D EDUC:EX" <D.Scott.MacDonald@gov.bc.ca>
Subject: **Bonnie Henry Video: Important concern**

Hi there,
s.13

Thanks,
Melanie

From: s.22 >
Sent: August 30, 2020 12:06 PM
To: Stewart, Melanie EDUC:EX <Melanie.J.Stewart@gov.bc.ca>
Cc: Carole Gordon <cgordon@bctf.ca>; Grahame Rainey <grainey@bctf.ca>
Subject: Important concern

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Good morning

I feel like it is important for me to email you directly about this matter. This concern is with regards to the recent ad that features Bonnie Henry in the classroom. As I'm sure you are now well aware, this has caused a lot of controversy. My concern goes beyond that of the numbers of students represented. I am gravely concerned that the only person in the ad that is wearing a mask happens to be Asian. I am horrified that this will only continue to fuel racism and fear towards the Asian community. I find this offensive and hurtful. In a time of heightened anxiety, we are trying to bring people together in a loving, thoughtful and caring way. I would respectfully request that this advertisement is pulled immediately.

Thank you for your consideration.

Sincerely,
s.22

Sampson, Laura EDUC:EX

From: Burton, Meribeth GCPE:EX
Sent: August 30, 2020 1:46 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX
Cc: Fillion, Corinna GCPE:EX
Subject: Fwd: Bonnie Henry Video: Important concern

Sent from my iPhone

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Date: August 30, 2020 at 1:45:36 PM PDT
To: "Fillion, Corinna GCPE:EX" <Corinna.Fillion@gov.bc.ca>, "Burton, Meribeth GCPE:EX" <Meribeth.Burton@gov.bc.ca>
Cc: "MacDonald, Scott D EDUC:EX" <D.Scott.MacDonald@gov.bc.ca>
Subject: Bonnie Henry Video: Important concern

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s.13

Thanks,
Melanie

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Sent: August 30, 2020 12:06 PM
To: Stewart, Melanie EDUC:EX <Melanie.J.Stewart@gov.bc.ca>
Cc: Carole Gordon <cgordon@bctf.ca>; Grahame Rainey <grainey@bctf.ca>
Subject: Important concern

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Good morning

I feel like it is important for me to email you directly about this matter. This concern is with regards to the recent ad that features Bonnie Henry in the classroom. As I'm sure you are now well aware, this has caused a lot of controversy. My concern goes beyond that of the numbers of students represented. I am gravely concerned that the only person in the ad that is wearing a mask happens to be Asian. I am horrified that this will only continue to fuel racism and fear towards the Asian community. I find this offensive and hurtful. In a time of heightened anxiety, we are trying to bring people together in a loving, thoughtful and caring way. I would respectfully request that this advertisement is pulled immediately.

Thank you for your consideration.

Sincerely,

Page 049 of 117

Withheld pursuant to/removed as

s.22

Sampson, Laura EDUC:EX

From: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>
Sent: August 30, 2020 1:58 PM
To: Craik, Jason GCPE:EX
Cc: Howlett, Tim GCPE:EX; Farmer, Leila GCPE:EX
Subject: Fwd: EDUC Media Request: Back to school PHO ads

Updated.

Let me know if good to send.

Begin forwarded message:

From: "Burton, Meribeth GCPE:EX" <Meribeth.Burton@gov.bc.ca>
Date: August 30, 2020 at 1:40:42 PM PDT
To: "Harrison, Veronica EDUC:EX" <Veronica.Harrison@gov.bc.ca>, "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>
Cc: "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>
Subject: FW: EDUC Media Request: Back to school PHO ads

Approved by Don Z below

Let me know if it's good to go,

Meribeth

Reporter

Rebecca Lawrence, Reporter
CHEK TV - Victoria
rlawrence@cheknews.ca
250-588-2626

Deadline Sunday, August 30, 2020 3:00 PM

Request

I'm writing to both of you simply to streamline the process. Hopefully, one of you can get back to me today!

Tonight's story I'm working on is the response to the B.C. government's commercial featuring Dr. Bonnie Henry about back to school.

We've received many comments about how the ad might portray an unrealistic expectation for back to school, as there were few children in the commercial when in reality there will be 20-30 students per class.

There were also concerns about handwashing, as many classrooms do not have sinks and the ministry will be providing hand sanitizer instead.

My questions are:

- What was the purpose of the ad, what was its goal?
- Why were so few children featured in the ad? a handful instead of say, 20?

Recommendation

The ads are intended to show the Ministry of Education is working closely with public health officials including the Provincial Health Officer for a safe return to school.

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff are in place for the return to school.

Background

From: [Harrison, Veronica EDUC:EX](#)
To: [Burton, Meribeth GCPE:EX](#)
Cc: [Farrance, Melissa EDUC:EX](#); [Filion, Corinna GCPE:EX](#); [Craik, Jason GCPE:EX](#)
Subject: Re: EDUC Media Request: Back to school PHO ads
Date: August 30, 2020 3:39:58 PM

This is now approved. Thanks.

On Aug 30, 2020, at 1:40 PM, Burton, Meribeth GCPE:EX
<Meribeth.Burton@gov.bc.ca> wrote:

Approved by Don Z below

Let me know if it's good to go,

Meribeth

Reporter

Rebecca Lawrence, Reporter
CHEK TV - Victoria
rlawrence@cheknews.ca
250-588-2626

Deadline Sunday, August 30, 2020 3:00 PM

Request

I'm writing to both of you simply to streamline the process. Hopefully, one of you can get back to me today!

Tonight's story I'm working on is the response to the B.C. government's commercial featuring Dr. Bonnie Henry about back to school.

We've received many comments about how the ad might portray an unrealistic expectation for back to school, as there were few children in the commercial when in reality there will be 20-30 students per class.

There were also concerns about handwashing, as many classrooms do not have sinks and the ministry will be providing hand sanitizer instead.

My questions are:

- What was the purpose of the ad, what was its goal?
- Why were so few children featured in the ad? a handful instead of say, 20?

Recommendation

The ads are intended to show the Ministry of Education is working closely with public health officials including the Provincial Health Officer for a safe return to school.

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff are in place for the return to school.

Background

Sampson, Laura EDUC:EX

From: Burton, Meribeth GCPE:EX
Sent: August 30, 2020 11:24 AM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX
Cc: Fillion, Corinna GCPE:EX
Subject: FW: EDUC Media Request: Back to school PHO ads

Proposed response:

The ads were intended to show that the Ministry of Education is working closely with public health officials and there will be strict health and safety measures in place for the return to school.

From: Meribeth Burton <Meribeth.Burton@gov.bc.ca>
Sent: August 30, 2020 11:15 AM
To: Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>
Subject: EDUC Media Request: Back to school PHO ads

Reporter

Joel Ballard, Producer
CBC - Vancouver
joel.ballard@cbc.ca
604-662-6815 c: 778-995-4402

Deadline Sunday, August 30, 2020 3:30 PM

Request

I'm working on a reaction piece to the Ministry of Education's new with Dr. Bonnie Henry around back-to-school.

It is kicking up quite a stir online and with some parents and teachers that we have spoken to.

Many feel it paints an unrealistic picture of what school will look like come September.

Some of the concerns:

- A Class of 6 compared to a class of 30
- Sinks in classrooms
- Individual desks
- unrealistic physical distancing

Is the ministry able to provide me with a statement for a web and radio piece? Deadline: 4 p.m.?

Recommendation

Background

Sampson, Laura EDUC:EX

From: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>
Sent: August 30, 2020 11:37 AM
To: Craik, Jason GCPE:EX
Cc: Howlett, Tim GCPE:EX
Subject: Fwd: EDUC Media Request: Back to school PHO ads

Begin forwarded message:

From: "Burton, Meribeth GCPE:EX" <Meribeth.Burton@gov.bc.ca>
Date: August 30, 2020 at 11:23:45 AM PDT
To: "Harrison, Veronica EDUC:EX" <Veronica.Harrison@gov.bc.ca>, "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>
Cc: "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>
Subject: **FW: EDUC Media Request: Back to school PHO ads**

The ads were intended to show that the Ministry of Education is working closely with public health officials and there will be strict health and safety measures in place for the return to school.

Sampson, Laura EDUC:EX

From: Sorochan, Craig GCPE:EX
Sent: August 31, 2020 4:08 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Grant, Lisa EDUC:EX; Hansen, Nicole E EDUC:EX; Wieczorek, Chris EDUC:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX
Subject: Following up

Hi,

FYI – the CTV reporter is asking for us to conform what went out previously. Thoughts on that?

Or perhaps we can pull from Dr. Henry today. Perhaps something like this:

As Dr. Henry said today, this advert was not intended to replicate a classroom. This was a chance for a public health conversation about what to expect when schools open and to try allay some of the anxieties and challenges that children are facing.

Let me know what you think.

Thanks,

Craig Sorochan
Senior Public Affairs Officer
Government Communications and Public Engagement
Ministry of Education
250-208-9130

From: Hallman, Jason <Jason.Hallman@bellmedia.ca>
Sent: August 31, 2020 3:53 PM
To: Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>; Paterson, Shannon <Shannon.Paterson@bellmedia.ca>
Cc: Hasegawa, Regan <regan.hasegawa@bellmedia.ca>
Subject: RE: Following up

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Craig,

This statement addresses none of the concerns that were addressed in the original response to other media outlets. I would like you to either provide the initial statement given to Global News or to confirm that what they are reporting did in fact come from a spokesperson with the Ministry of Education.

Jason

From: Sorochan, Craig GCPE:EX [<mailto:Craig.Sorochan@gov.bc.ca>]
Sent: August-31-20 3:49 PM
To: Hallman, Jason; Paterson, Shannon

Cc: Hasegawa, Regan
Subject: [EXT]Following up

Hi,

I wasn't able to coordinate an interview today.

Please see this response attributable to the Ministry of Education:

The purpose of the ad with Dr. Henry is to give parents and students information about the return to school by directing them to a website (backtoschool.gov.bc.ca) with resources and more information.

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing and hand hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff.

Thanks and all the best,

Craig Sorochan
Senior Public Affairs Officer
Government Communications and Public Engagement
Ministry of Education
250-208-9130

External Email: Please use caution when opening links and attachments / **Courriel externe:** Soyez prudent avec les liens et documents joints

Sampson, Laura EDUC:EX

From: Sorochan, Craig GCPE:EX
Sent: August 31, 2020 12:06 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Grant, Lisa EDUC:EX; Hansen, Nicole E EDUC:EX; Wieczorek, Chris EDUC:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX; Craik, Jason GCPE:EX
Subject: Media Request: Jason Hallman, CTV - Back to school ad

Hi,

Please see this request for approval. Let me know if okay to send the response below from the ministry or if edits are needed.

Thanks,
Craig

Media Request

Subject: Back to school ad

Reporter Jason Hallman, CTV Vancouver Island - Victoria

Jason.Hallman@bellmedia.ca

250-414-6510 c: 250-883-6746

Request: I understand a statement has been made regarding the number of students who appear in the new Dr. Henry commercial about back to school. Can you please share that with us.

Recommendation: Send this response from the Ministry of Education:

The purpose of the ad with Dr. Henry is to give parents and students ^{s.13} information about the return to school by directing them to a website (backtoschool.gov.bc.ca) with resources and more information

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing and hand hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff.

Deadline ASAP

Sampson, Laura EDUC:EX

From: Harrison, Veronica EDUC:EX
Sent: August 31, 2020 4:55 PM
To: Sorochan, Craig GCPE:EX; Farrance, Melissa EDUC:EX; Grant, Lisa EDUC:EX; Hansen, Nicole E EDUC:EX; Wieczorek, Chris EDUC:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX; Craik, Jason GCPE:EX
Subject: RE: Following up - Jason Hallman

This is good to go.

From: Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>
Sent: August 31, 2020 4:40 PM
To: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Grant, Lisa EDUC:EX <Lisa.Grant@gov.bc.ca>; Hansen, Nicole E EDUC:EX <Nicole.E.Hansen@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>
Cc: Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>; Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>; Craik, Jason GCPE:EX <Jason.Craik@gov.bc.ca>
Subject: Following up - Jason Hallman

Hi,

Does this work to send as a response:?

The recent and comprehensive response came today from the Provincial Health Officer.

Here is our [government response](#) from 22:32 – 24:00.

Let me know if okay to send this info.

Thanks,
Craig

From: Hallman, Jason <Jason.Hallman@bellmedia.ca>
Sent: August 31, 2020 3:53 PM
To: Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>; Paterson, Shannon <Shannon.Paterson@bellmedia.ca>
Cc: Hasegawa, Regan <regan.hasegawa@bellmedia.ca>
Subject: RE: Following up

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Craig,

This statement addresses none of the concerns that were addressed in the original response to other media outlets. I would like you to either provide the initial statement given to Global News or to confirm that what they are reporting did in fact come from a spokesperson with the Ministry of Education.

Jason

From: Sorochan, Craig GCPE:EX [<mailto:Craig.Sorochan@gov.bc.ca>]
Sent: August-31-20 3:49 PM
To: Hallman, Jason; Paterson, Shannon
Cc: Hasegawa, Regan
Subject: [EXT]Following up

Hi,

I wasn't able to coordinate an interview today.

Please see this response attributable to the Ministry of Education:

The purpose of the ad with Dr. Henry is to give parents and students information about the return to school by directing them to a website (backtoschool.gov.bc.ca) with resources and more information.

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing and hand hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff.

Thanks and all the best,

Craig Sorochan
Senior Public Affairs Officer
Government Communications and Public Engagement
Ministry of Education
250-208-9130

External Email: Please use caution when opening links and attachments / **Courriel externe:** Soyez prudent avec les liens et documents joints

Sampson, Laura EDUC:EX

From: Sorochan, Craig GCPE:EX
Sent: August 31, 2020 9:02 AM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Grant, Lisa EDUC:EX; Hansen, Nicole E EDUC:EX; Wieczorek, Chris EDUC:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX; Craik, Jason GCPE:EX
Subject: Media Request: Regan Hasegawa, CTV - Vancouver Back to school ads

Hi,

Please see this request for approval – they can get a camera to the Leg if needed. Or we can send a response from the Minsitry. If so, let me know if okay or if edits are needed.

Thanks,
Criag

Media Request

Subject: Back to school ads

Reporter: Regan Hasegawa, CTV - Vancouver

regan.hasegawa@bellmedia.ca

604-422-6494 c: 604-613-7794

Request: Is the Education Minister available to comment on the BCTF's claims that the new Back to School ad featuring Doctor Henry is misleading? The Union claims the commercial is false advertising because the classroom has very few students inside and does not reflect what schools will look like next week.

Recommendation: Send this response from the Ministry of Education:

s.13

Deadline ASAP

Sampson, Laura EDUC:EX

From: Sorochan, Craig GCPE:EX
Sent: August 31, 2020 11:22 AM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Grant, Lisa EDUC:EX; Wieczorek, Chris EDUC:EX; Hansen, Nicole E EDUC:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX; Craik, Jason GCPE:EX
Subject: Fwd: Media Request: Interview Request - On the Coast

Hi,

Please see this request for consideration. Let me know if MRF can join. Or we can send a statement from the Ministry.

Let me know the preferred approach and if edits are needed.

Thanks,
Craig

Media Request

Subject: Interview Request - On the Coast

Reporter: Matthew Humphrey, CBC - Vancouver
matthew.humphrey@cbc.ca
604-662-6957 c: 604-662-6074

Request: We're hoping Minister Fleming could be available for an interview during On the Coast this afternoon, August 31st.

It would be a 7 minute radio interview over the phone. Topic - the B.C. Teachers Federation's criticism of the advert that is running. Gloria Macarenko is hosting.

We're shooting for 3:50 PM. Please let me know.

Recommendation: Please advise if MRF can join and I can coordinate as needed. Or we can send this response from the Ministry of Education:

The purpose of the ad with Dr. Henry is to give parents and students s.13 information about the return to school by directing them to a website (backtoschool.gov.bc.ca) with resources and more information

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing and hand hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff.

Deadline ASAP

From: [Harrison, Veronica EDUC:EX](#)
To: [Sorochan, Craig GCPE:EX](#); [Farrance, Melissa EDUC:EX](#); [Grant, Lisa EDUC:EX](#); [Hansen, Nicole E EDUC:EX](#); [Wieczorek, Chris EDUC:EX](#)
Cc: [Filion, Corinna GCPE:EX](#); [Burton, Meribeth GCPE:EX](#); [Craik, Jason GCPE:EX](#)
Subject: RE: Media Request: Troy Landreville, VISTA - BCTF concerns re advert
Date: August 31, 2020 3:46:15 PM

Small edit and then good to go.

The purpose of the ad with Dr. Henry is to give parents and students^{s.13} information about the return to school by directing them to a website (backtoschool.gov.bc.ca) with resources and more information.

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing and hand hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff.

From: Sorochan, Craig GCPE:EX <Craig.Sorochan@gov.bc.ca>
Sent: August 31, 2020 2:38 PM
To: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Grant, Lisa EDUC:EX <Lisa.Grant@gov.bc.ca>; Hansen, Nicole E EDUC:EX <Nicole.E.Hansen@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>
Cc: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>; Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>; Craik, Jason GCPE:EX <Jason.Craik@gov.bc.ca>
Subject: Media Request: Troy Landreville, VISTA - BCTF concerns re advert

Hi,

Another request for comment on the advert. Let me know if okay to send same responses as to the other media on this issue.

Thanks,
Craig

Media Request

Subject: BCTF comments on advert

Reporter: Troy Landreville, VISTA Radio (Campbell River)

tlandreville@vistaradio.ca

250-331-4033 c: 250-286-4997

Request: This is reporter Troy Landreville from Vista Radio here on Vancouver Island (Courtenay, Campbell River, Powell River, and Port Hardy).

I was speaking to BCTF president Teri Mooring about the union's concerns about a recent province of BC ad about the school restart plan.

She said the money on the ad would have been better spent on enhanced safety measures and how it wasn't an accurate depiction of BC Schools.

I was wondering if there is a chance I could get a statement or a response from the Ministry?

Recommendation: Send same information as the other media on this issue – possible response:

The purpose of the ad with Dr. Henry is to give parents and students^{s.13} information about the return to school by directing them to a website (backtoschool.gov.bc.ca) with resources and more information

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing and hand hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff.

Deadline ASAP

Sampson, Laura EDUC:EX

From: Sorochan, Craig GCPE:EX
Sent: August 31, 2020 1:48 PM
To: Harrison, Veronica EDUC:EX; Farrance, Melissa EDUC:EX; Grant, Lisa EDUC:EX; Hansen, Nicole E EDUC:EX; Wieczorek, Chris EDUC:EX
Cc: Fillion, Corinna GCPE:EX; Burton, Meribeth GCPE:EX; Craik, Jason GCPE:EX
Subject: Media Request: Katya Slepian, Black Press Digital - BC school advert

Hi,

Please see this request for approval – let me know if okay to send the info we send to the others when it's approved.

Thanks,
Craig

Media Request

Subject: BC school advert

Reporter: Katya Slepian, Black Press Digital
katya.slepian@bpdigital.ca or 604-831-5576

Request: We're looking for the government's comment on why the ad below does not appear to look like what classrooms will look like when kids and teachers return to class next week. Education ministry provided class sizes put 18 as the smallest average class size (for kindergarten students, and larger for older kids), while this ad appears to show fewer students.

Why did the government choose this class size and layout for the ad?

Recommendation: send this response from the Ministry of Education:

The purpose of the ad with Dr. Henry is to give parents and students ^{s.13} information about the return to school by directing them to a website (backtoschool.gov.bc.ca) with resources and more information

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing and hand hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff.

Deadline ASAP

From: [Sorochan, Craig GCPE:EX](#)
To: [Harrison, Veronica EDUC:EX](#); [Farrance, Melissa EDUC:EX](#); [Grant, Lisa EDUC:EX](#); [Hansen, Nicole E EDUC:EX](#); [Wieczorek, Chris EDUC:EX](#)
Cc: [Filion, Corinna GCPE:EX](#); [Burton, Meribeth GCPE:EX](#)
Subject: RE: Media Request: back to school advert + federal money on physical distancing
Date: August 31, 2020 12:26:36 PM

Hi,

FYI Richard called me to say that the pool camera can be used for this interview if MRF is available.

Thanks,

Craig Sorochan
Senior Public Affairs Officer
Government Communications and Public Engagement
Ministry of Education
250-208-9130

From: Sorochan, Craig GCPE:EX
Sent: August 31, 2020 11:49 AM
To: Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Grant, Lisa EDUC:EX <Lisa.Grant@gov.bc.ca>; Hansen, Nicole E EDUC:EX <Nicole.E.Hansen@gov.bc.ca>; Wieczorek, Chris EDUC:EX <Chris.Wieczorek@gov.bc.ca>
Cc: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>; Burton, Meribeth GCPE:EX <Meribeth.Burton@gov.bc.ca>
Subject: Media Request: back to school advert + federal money on physical distancing

Hi,

Richard is looking to interview MRF today. Let me know if I can coordinate an interview. Or we could send the responses below from the Minsitry. Let me know if MRF is available. Or if info is okay to send.

Thanks,
Craig

Media Request

Subject: back to school advert and spending federal money on physical distancing

Reporter: Richard Zussman, Global TV | BC
richard.zussman@globalnews.ca
250-216-7328

Request: Hoping to speak to the minister today about the ad and spending federal money on physical distancing

Recommendation: Please advise if MRF is available and I can coordinate as needed. Or we can send this info.

s.13

Deadline ASAP

Sampson, Laura EDUC:EX

From: Nan Pellatt <Nan.Pellatt@leg.bc.ca>
Sent: August 31, 2020 2:33 PM
To: Wieczorek, Chris EDUC:EX
Subject: FW: Back to School Ad

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Sorry Chris - had typo in your email address.

Nan Pellatt
Constituency Assistant to



Steve Thomson, MLA
Kelowna Mission
102 2121 Ethel Street
Kelowna, British Columbia V1Y 2Z6
Office: (250) 712-3620
E-mail: Steve.Thomson.MLA@leg.bc.ca

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-----Original Message-----

From: Nan Pellatt <Nan.Pellatt@leg.bc.ca>
Sent: August 31, 2020 1:59 PM
To: Maria.szabo@gov.bc.ca
Cc: chris.wieczorek@gpv.bc.ca
Subject: FW: Back to School Ad

Hi Maria - just realized I should have sent this to Ministry of Ed.

Hi Chris - thanks for reviewing this. Thanks Nan

Nan Pellatt
Constituency Assistant to



Steve Thomson, MLA
Kelowna Mission
102 2121 Ethel Street
Kelowna, British Columbia V1Y 2Z6

Office: (250) 712-3620

E-mail: Steve.Thomson.MLA@leg.bc.ca

Please note: This email message, including attachments, is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, distribution, disclosure or reproduction is strictly prohibited. If you have received this email in error, please notify sender by return email and delete all copies.

-----Original Message-----

From: Pellatt, Nan <Nan.Pellatt@leg.bc.ca>

Sent: August 31, 2020 9:43 AM

To: Szabo, Maria HLTH:EX <Maria.Szabo@gov.bc.ca>;

Subject: Back to School Ad

Good Morning Maria:

I imagine Minister Dix office has received many criticisms about the back to school ad with Dr. Henry and how "unrealistic" it is.

MLA Thomson had a constituent just call in with another concern about the ad. She is the mother of twos.²² Chinese children who suffered racist comments from school mates last Jan -March when we were hearing about the pandemic in China. What her concern is – is that there is only one child in the ad shown wearing a mask – and this child is Asian. This constituent feels that this is racist in nature and wants to know to whom she can bring her concerns to.

She has emailed Dr. Henry's office and I said I would email you. Any ideas as to where else she can bring her concerns forward?

Thinking maybe Human Rights? Thanks Nan

Nan Pellatt

Constituency Assistant to



Steve Thomson, MLA

Kelowna Mission

102 2121 Ethel Street

Kelowna, British Columbia V1Y 2Z6

Office: (250) 712-3620

E-mail: Steve.Thomson.MLA@leg.bc.ca

Please note: This email message, including attachments, is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, distribution, disclosure or reproduction is strictly prohibited. If you have received this email in error, please notify sender by return email and delete all copies.

Sampson, Laura EDUC:EX

From: Sorochan, Craig GCPE:EX
Sent: August 31, 2020 5:45 PM
To: MacDonald, Scott D EDUC:EX; Purdy, Sheila EDUC:EX; Harrison, Veronica EDUC:EX; Nicholls, Cloe EDUC:EX; McLeod, Tamara EDUC:EX; Mayhew, Marnie EDUC:EX; Higgs, Jeremy EDUC:EX; Farrance, Melissa EDUC:EX; Mills, Esme GCPE:EX; Silver, Matt EDUC:EX; Godin, Keith EDUC:EX; McCrea, Jennifer EDUC:EX; Palmer, Joel EDUC:EX; Postings, Shelaina EDUC:EX; Nyikes, Michael EDUC:EX; Kovacs, Patricia EDUC:EX; Wieczorek, Chris EDUC:EX; Iliffe, Liam GCPE:EX; Zadravec, Don GCPE:EX; Byers, Lindsay GCPE:EX; Craik, Jason GCPE:EX
Cc: Filion, Corinna GCPE:EX; Craft, Christina GCPE:EX; Ralph, Kerri GCPE:EX; Burton, Meribeth GCPE:EX; McKenzie, Scott GCPE:EX; Martens, Garth GCPE:EX
Subject: End of Day Media Request Report - August 31

Media Requests

Sent all the same statement regarding the back to school PHO advert.

Troy Landreville - VISTA Radio (Campbell River)

Katya Slepian - Black Press Digital
Matthew Humphrey - CBC – Vancouver

Richard Zussman - Global TV | BC

Jason Hallman - CTV Vancouver Island – Victoria

Regan Hasegawa - CTV - Vancouver

STATUS: Provided Statement:

- The purpose of the ad with Dr. Henry is to give parents and students information about the return to school by directing them to a website (backtoschool.gov.bc.ca) with resources and more information.

Each school will operate under strict health and safety measures with well-stocked supplies to support regular hand washing and hand hygiene and frequent cleaning of classrooms and high touch surfaces, along with daily monitoring of personal health before the school day begins and providing non-medical masks for students and staff.

In Progress:

Richard Zussman - Global TV | BC
ISSUE: facebook live interview request

Jeremy Allingham - CBC - Vancouver
ISSUE: CBC Panel interview request - return to school

Isabelle Gallant - CBC Radio - Network Talk
ISSUE: CBC Radio Interview Request - The Current

Laura Brougham - CFX 1070
ISSUE: Back to school interview with Al Ferraby

Ramneek Singh - Darpan Magazine
ISSUE: Questions for Minister Fleming for Darpan Magazine

Brendan Pawliw - VISTA (Prince George) - Country 97 FM | CJCI 97.3 | 94.3 The Goat
ISSUE: Back to school MRF interview

Randy Shore - Vancouver Sun
ISSUE: Back to school interview

Mary Griffin - CHEK TV - Victoria
ISSUE: Interview Request


Jason Pires - CTV News (BC)
ISSUE: Back to school interview

Fran Yanor - The Rocky Mountain Goat News
ISSUE: COVID impacts on student learning

Marjan Asadullah - CTV - National (Toronto)
ISSUE: First day of school interview request

Niki Reitmayer - CKNW AM 980
ISSUE: Back to school interview request

Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 29, 2020 7:31 PM
Subject: CHAN: Davies/Mooring - COVID-19 school TV ad 

CHAN (Global BC - Vancouver)
Global BC News Hour
2020-08-29 18:02

Copyright

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 29, 2020 6:32 PM
Subject: CHAN: Davies/Mooring - COVID-19 school TV ad

CHAN (Global BC - Vancouver)
Global BC News Hour
2020-08-29 18:02


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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 29, 2020 7:31 PM
Subject: CHAN: Davies/Mooring - COVID-19 school TV ad 

CHAN (Global BC - Vancouver)
Global BC News Hour
2020-08-29 18:02

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 29, 2020 6:32 PM
Subject: CHAN: Davies/Mooring - COVID-19 school TV ad

CHAN (Global BC - Vancouver)
Global BC News Hour
2020-08-29 18:02

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 30, 2020 7:59 AM
Subject: CBU: Descary - school return plans 📎

CBU (CBC Vancouver)

2020-08-30 07:30

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 30, 2020 8:11 AM
Subject: CHAN: Mooring - COVID-19 school TV ad

CHAN (Global BC - Vancouver)
Global BC Morning News
2020-08-30 07:33

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 30, 2020 7:26 AM
Subject: CHAN: Mooring - COVID-19 school TV ad

CHAN (Global BC - Vancouver)
Global BC Morning News
2020-08-30 07:03

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 30, 2020 7:26 AM
Subject: CHAN: Mooring - COVID-19 school TV ad

CHAN (Global BC - Vancouver)
Global BC Morning News
2020-08-30 07:03

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 30, 2020 5:32 PM
Subject: CHEK: Waldron - COVID-19 K-12 ad/return

CHEK (Victoria)
CHEK News at Five
2020-08-30 17:06

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 30, 2020 5:32 PM
Subject: CHEK: Waldron - COVID-19 K-12 ad/return

CHEK (Victoria)
CHEK News at Five
2020-08-30 17:06

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 7:33 AM
Subject: CBU: Danyluk - BC school ad

CBU (CBC Vancouver)
CBC Early Edition
2020-08-31 06:39

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 7:33 AM
Subject: CBU: Mooring - Henry COVID-19 gov't ad ■

CBU (CBC Vancouver)

2020-08-31 06:32

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 8:33 AM
Subject: CBU: Heighton - BC school ad

CBU (CBC Vancouver)
CBC Early Edition
2020-08-31 07:42


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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 9:03 AM
Subject: CBU: Heighton/Mooring - Henry COVID-19 gov't ad 

CBU (CBC Vancouver)

2020-08-31 07:30

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 8:42 PM
Subject: CBUT: Dix/Mooring/Henry - K-12 return ad

CBUT (CBC-TV Vancouver)
CBC News Vancouver
2020-08-31 20:16


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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 8:33 AM
Subject: CFAx: Henry K-12 return ad 

CFAx (Victoria)

2020-08-31 07:02

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 6:25 AM
Subject: CHAN: Classroom ad backlash

CHAN (Global BC - Vancouver)
Global BC Morning News
2020-08-31 06:03

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 6:21 PM
Subject: CHAN: Mooring/Luk/Danyluk - K-12 return ad

CHAN (Global BC - Vancouver)
Global BC News Hour
2020-08-31 18:07

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 7:50 AM
Subject: CHAN: Zussman - Classroom ad backlash

CHAN (Global BC - Vancouver)
CBC Early Edition
2020-08-31 07:04

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 8:11 PM
Subject: CHMB: Henry COVID-19 gov't ad

CHMB (AM1320)


2020-08-31 12:03

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 11:42 AM
Subject: CHNL: Milobar - Henry K-12 return ad 

CHNL (Kamloops)

2020-08-31 11:01

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 11:26 AM
Subject: CHNL: Milobar - BC school ad

CHNL (Kamloops)
CHNL Howie Reimer
2020-08-31 08:41

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 5:33 PM
Subject: CIVI: Waldron - COVID-19 K-12 ad

CIVI (CTV Two Victoria)
CTV News Live @ 5
2020-08-31 17:05

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 6:22 PM
Subject: CIVT: Heighton/Mooring - COVID-19 K-12 ad

CIVT (CTV Vancouver)
CTV News at Five
2020-08-31 17:34

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 3:08 PM
Subject: CJVB: Henry COVID-19 gov't ad

CJVB (Fairchild Radio)


2020-08-31 08:00

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 6:45 AM
Subject: CKNW: Henry COVID-19 gov't ad 

CKNW (Vancouver)

2020-08-31 06:00

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 10:21 AM
Subject: CKNW: Baldrey - COVID TV ad

CKNW (Vancouver)
CKNW Mike Smyth
2020-08-31 10:07


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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 6:08 PM
Subject: CKNW: Henry - K-12 return ad 

CKNW (Vancouver)

2020-08-31 17:01

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 1:41 PM
Subject: CKNW: Poyntz - Dr Henry ad

CKNW (Vancouver)
CKNW Jill Bennett
2020-08-31 13:20


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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 7:34 AM
Subject: CKWX: Mooring - COVID-19 tv ad 


CKWX (Vancouver)
News 1130
2020-08-31 06:07

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 8:33 AM
Subject: CKWX: Mooring - Henry COVID-19 gov't ad 


CKWX (Vancouver)
News 1130
2020-08-31 07:06

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 9:04 AM
Subject: CKWX: Mooring - Henry COVID-19 gov't ad 

CKWX (Vancouver)
News 1130
2020-08-31 08:07

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 4:09 PM
Subject: CKYE: Henry back to school ad

CKYE (RED FM Surrey)


2020-08-31 08:00

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 7:34 AM
Subject: Global News: BC 1: Henry - K-12 return [paid advertisement] 

Global News: BC 1 (Vancouver)
BC Gov't paid advertisement
2020-08-31 06:25

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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 4:32 PM
Subject: Global News: BC 1: Henry/Dix - COVID-19 update 📎

Global News: BC 1 (Vancouver)

2020-08-31 15:01

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Page 109 of 117 to/à Page 115 of 117


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Sampson, Laura EDUC:EX

From: tno@gov.bc.ca
Sent: August 31, 2020 8:33 AM
Subject: CKWX: Mooring - Henry COVID-19 gov't ad 

CKWX (Vancouver)
News 1130
2020-08-31 07:06

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