

Subject: Re: Tweaks to video

Date: Thursday, September 7, 2017 at 4:07:25 PM Pacific Daylight Time

From: Hargreaves, Stephen GCPE:EX

To: Hardin, Karl GCPE:EX

Not a problem. Will deliver asap.

Sent from my iPhone

On Sep 7, 2017, at 6:28 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Oh, also, we'll need baked in captions for the Twitter version of the video. Will you be able to do that? We'll of course do the .srt for Facebook on our end.

We'll need all the video assets by 9am at the latest tomorrow morning.

Thanks man
k

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

From: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>

Date: Thursday, September 7, 2017 at 3:24 PM

To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>

Subject: Tweaks to video

1. Can we get a shot of the mother speaking in the first validator segment? Instead of the family gathered around the table, have a moment of her direct to camera before the portrait?
2. The music is a bit too hot. Can you adjust the sound balance and bring down the music a bit?

Other than that, we have sign off.

Can you tell me the final budget for the 4 video products?

Thanks Stephen,

Karl

--

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: Throne Speech Video Project - Validator Bios
Date: Saturday, September 2, 2017 at 5:35:07 PM Pacific Daylight Time
From: Stephen Hargreaves
To: Hardin, Karl GCPE:EX
Attachments: Throne Speech Video Project - Validator Bios.docx

Hey Karl,

Here are the validator bios.

Unfortunately, the participant we had lined up for tomorrow, s.22 and can no longer participate. Herman is on top of it, and is working diligently to find us another participant. So at this time, I only have a rough idea of who he has lined up – a SA couple from Surrey with a new baby, just like s.22

I'll get you their details once Herman has a chance to plan with them.

Thanks,

Steve

Subject: Throne Speech Video Project - Budget Estimate
Date: Friday, September 1, 2017 at 8:41:35 PM Pacific Daylight Time
From: Hargreaves, Stephen GCPE:EX
To: Hardin, Karl GCPE:EX
Attachments: Throne Speech Video Project - Budget Estimate.pdf

Here is the rough budget estimate – these aren't final numbers because I don't have expenses calculated.

Thanks,
Stephen

Throne Speech Video Project - Budget Estimate

s.22

DOP Day Rate - Greg Bartels	\$2300.00					
					Sub-Total w Tax (5%)	\$2415.00
Greg's Expenses						
Travel	To Stephen's House	To Merrit	In Merritt	From Merritt to Van	Total	
Kms	47.5	270	200	270	787.5	
@ \$0.53/km	\$25.18	\$143.10	\$106.00	\$143.10	\$417.38	
Breakfast	\$12.00					
Lunch/Dinner	\$17.00					
					Sub-Total	\$446.38
Stephen's Expenses						
Breakfast	\$12.00					
Lunch/Dinner	\$17.00					
					Sub-Total	\$29.00
					Total	\$2890.38

s.22

DOP Day Rate - Aaron Nathanson	\$1250.00					
					Sub-Total w Tax (5%)	\$1312.50
Aaron's Expenses						
Travel	Flight to Victoria	Flight From Victoria				
	\$207.00	\$179.00				
Lunch/Dinner	\$17.00					
					Sub-Total	\$403.00
Stephen's Expenses	Zipcar	\$90.06				
	Breakfast	\$12.00				
	Lunch	\$17.00				
					Sub-Total	\$119.06

					Total	1834.56
s.22						
DOP Day Rate - Greg Bartels	\$2300.00					
					Sub-Total w Tax (5%)	\$2415.00
Greg's Expenses						
Travel (kms)	s.13,s.17					
@ \$0.53/km						
Breakfast						
Lunch/Dinner						
Stephen's Expenses						
Breakfast						
Lunch/Dinner						
Herman - Translator - Day Rate						
Grand Total						

Subject: Re: Throne
Date: Sunday, September 3, 2017 at 9:18:57 AM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Lloyd, Evan GCPE:EX
Attachments: SFTT-DigitalStrategy.docx

Hi Evan,

I've attached the draft outline of our digital strategy for Throne. I'm hoping to include much more detail once I get an idea of what the inside itinerary will be the day of.

Of course, open to feedback and rejigging.

Our third validator spot has been a struggle for some reason. We've had two cancellations thus far, so hoping the validators we've found this time around work out. We can re-triangulate if need be. As long as we have a shoot in the bag by Wednesday, we can deliver the plan 'as is' for Friday.

Cheers

Karl

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: Lloyd, Evan GCPE:EX
Sent: Saturday, September 02, 2017 1:50 PM
To: Hardin, Karl GCPE:EX
Subject: Re: Throne

Ok. Whenever convenient- later.
250 812 9153

Sent from my iPhone

On Sep 2, 2017, at 1:32 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Hi Evan,

I don't seem to have your phone number in my phone. Happy to brief you over the phone as well.

Staying in a place with limited connectivity right now.

Sent from my iPhone

On Sep 2, 2017, at 12:13 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Karl would you have some time this weekend for me to a) review b) discuss the SM plan for Friday?
Thanks

Sent from my iPhone

Subject: Re: Throne

Date: Monday, September 4, 2017 at 6:15:59 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Lloyd, Evan GCPE:EX

Great, I should be able to call you just after 8.

Sent from my iPhone

On Sep 4, 2017, at 6:12 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Back now. So anytime is good for me, before too late.

Evan

Sent from my iPhone

On Sep 4, 2017, at 2:13 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Yep. Just tried calling. In Nanaimo, so will be hitting the road again soon.

Can definitely chat this early evening.

Sent from my iPhone

On Sep 4, 2017, at 1:29 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Thanks. Can we discuss later when convenient?

Sent from my iPhone

On Sep 3, 2017, at 9:19 AM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Hi Evan,

I've attached the draft outline of our digital strategy for Throne. I'm hoping to include much more detail once I get an idea of what the inside itinerary will be the day of.

Of course, open to feedback and rejiggering.

Our third validator spot has been a struggle for some reason. We've had two cancellations thus far, so hoping the validators we've found this time around work out. We can re-triangulate if need be. As long as we have a shoot in the bag by Wednesday, we can deliver the plan 'as is' for Friday.

Cheers

Karl

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

From: Lloyd, Evan GCPE:EX

Sent: Saturday, September 02, 2017 1:50 PM

To: Hardin, Karl GCPE:EX

Subject: Re: Throne

Ok. Whenever convenient- later.

250 812 9153

Sent from my iPhone

On Sep 2, 2017, at 1:32 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Hi Evan,

I don't seem to have your phone number in my phone. Happy to brief you over the phone as well.

Staying in a place with limited connectivity right now.

Sent from my iPhone

On Sep 2, 2017, at 12:13 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Karl would you have some time this weekend for me to a) review b) discuss the SM plan for Friday.?

Thanks

Sent from my iPhone

<SFTT-DigitalStrategy.docx>

Subject: FW: s.22
Date: Thursday, September 7, 2017 at 10:08:18 AM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Roberts, Michelle J GCPE:EX
Attachments: image002.png

--

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: Herman Thind <herman@buzzmachine.ca>
Date: Tuesday, September 5, 2017 at 11:16 PM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Cc: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>
Subject: Re: s.22

Hi Karl,

I'd asked s.2₂ for some details. Here's what I have:

s.22

Not sure if this is enough?



www.BuzzMachine.ca

Creative, Disruptive, Connected

Herman Thind
Principal
BSc, OOST.

778-882-4376

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Hardin, Karl GCPE:EX

September 5, 2017 at 9:56 PM

No problem.

Can I get a full bio of them early tomorrow AM?

Thanks
K

Sent from my iPhone

On Sep 5, 2017, at 7:56 PM, Hargreaves, Stephen GCPE:EX
<Stephen.Hargreaves@gov.bc.ca<mailto:Stephen.Hargreaves@gov.bc.ca>> wrote:

Hey Karl,

The validators from yesterday are named **s.22**
Herman pulled up her FB profile below, but she's got full privacy settings, so I can't glean much.

Steve

From: Herman Thind <herman@buzzmachine.ca<mailto:herman@buzzmachine.ca>>
Date: Tuesday, September 5, 2017 at 6:50 PM
To: "Hargreaves, Stephen GCPE:EX"
<Stephen.Hargreaves@gov.bc.ca<mailto:Stephen.Hargreaves@gov.bc.ca>>

Subject: s.22

Hi Stephen,

Here is s.22 profile. It's a private profile, and I actually am not a 'friend' on FB (but I did send a request):

<https://www.facebook.com/s.22>

I am looking for s.22 . I might be able to find it via my brother's FB page. I'll start reviewing these profiles, and digging around. Karl mentioned that you might need some help on the other profiles as well?

Thanks.

<image001.png>

[www.BuzzMachine.ca](http://www.buzzmachine.ca)<<http://www.buzzmachine.ca>>
Creative, Disruptive, Connected

Herman Thind
Principal
BSc, OOST.

778-882-4376

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Herman Thind

September 5, 2017 at 6:50 PM

Hi Stephen,

Here is s.22 profile. It's a private profile, and I actually am not a 'friend' on FB (but I did send a request):

[https://www.facebook.com](https://www.facebook.com/s.22) s.22

I am looking for s.22 . I might be able to find it via my brother's FB page. I'll start reviewing these profiles, and digging around. Karl mentioned that you might need some help on the other profiles as well?

Thanks.

Throne Speech Sept 8 2017 Tic Tock

Time	Thing	Person Responsible
SEPTEMBER 7		
10AM	Update comms plan	Michelle
10AM	Write content for tomorrow and fill in tic tock	ALL
10AM	Promo FB post	Shantel
11:30AM	Promo Twitter	Shantel
11:30AM	Submit web content to Matt for posting on website	?
11:30AM	Submit final documents for approval	Karl (via PO)
SEPTEMBER 8		
9am	Premier's page posts video	Stephanie (via PO)
9am	Share Premier's post to BC Gov FB	Michelle
11am	Real People Profile (Ruby) posted to BC Gov FB	ALL (pre-scheduled)

2pm	Press go on FB live	Shantel
2pm	Live Tweeting on BC Gov TW	Clare
	Website goes live	Shantel
3pm	Dan takes photos at post-speech reception	Don
TBD	Photos uploaded to Flickr	Don
	Stephanie delivers final content (Premier with people who came to watch the speech) to Premier's people	Stephanie
3pm	Website Promotion post to BC Gov FB	ALL (pre-scheduled)
3pm	Website Promotion post to BC Gov TW	ALL (pre-scheduled)

Speech from the Throne Digital Strategy

Goals:

1. Use the moment of the Throne Speech to continue define this government as one that is working to make life better for people.
2. Carry the storytelling aspect of the Throne Speech more widely and with a more personal tone.
3. Highlight the stories of real people to underscore how the government is moving quickly to make improvements in the lives of regular British Columbians.

Audiences:

- Media.
- People who are interested in the new direction of this government.
- Stakeholders who have been calling for the changes this government has committed to implementing.

Strategic approach:

This is our opportunity to share our message about what a new kind of government can do for people.

We will focus our digital communications on the key messages from the Throne Speech and highlight how government initiatives will benefit British Columbians by focusing on individuals who have a story to tell.

This will be anchored by a video re-iterating the key points from the Throne Speech through voice over and highlighting the stories of three individuals whose experience can relate to government priorities.

Key Deliverables:

- VIDEO: We will use an anchoring video to put a personal touch on the key messages embedded in the Throne Speech.

Following the Throne Speech, we will release in-depth 90 second videos that focus on each of the three individuals featured in the anchoring video. They will tell their story in their own words about how government

can work for people.

- WEBSITE: We will use a webpage as a means to sum up the key messages in the Throne Speech.
 - Web traffic will be generated from social platforms.
 - There will be a data capture element. The call to action will be to sign-up to participate in budget consultations in the lead-up to the spring budget.
 - This website will be adapted post-Throne Speech to enhance the existing message pieces with details after the budget is released.
- PHOTO PORTRAITS: We will take a Humans of New York approach to personal storytelling exclusively on digital channels. Some of these will be posted 'day of', others will be posted after the fact as sustaining activities.

Tactical roll out:

See Tick Tock for detailed breakdown and schedule of activities on day of.

See Content Plan for the proposed content day of.

General Outline:

Time	Action
1-2 days before	Promotional posts
Morning	Post anchor video to social channels
During Throne Speech	Post Facebook live video to website and social channels
After Throne Speech	Promotional post for website
Evening	Photo portraits of validators who are present

Sustaining activities:

- Video profiles of key validators.
- Optional: Facebook live Q+A or town hall format with the Premier in the weeks following Throne/Budget

Key validators:

s.22



s.22

s.22



s.22

s.22



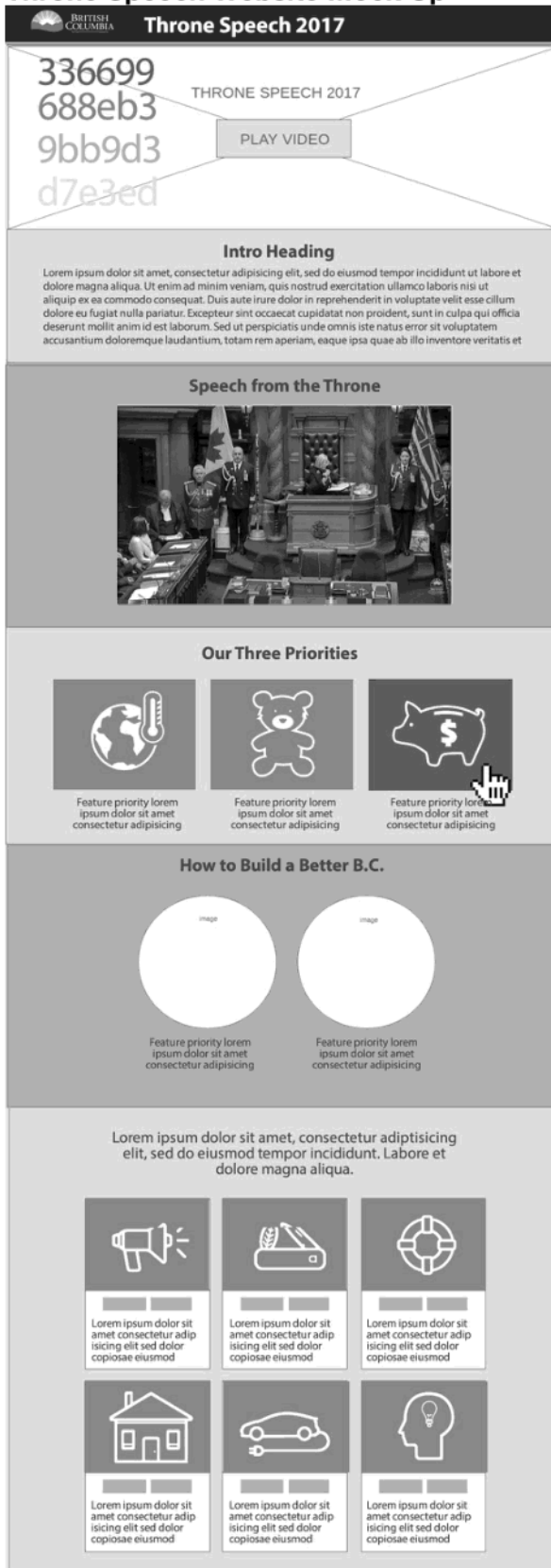
s.22

Anchoring Video Treatment

VO	Visual
Our province has so much potential.	<ul style="list-style-type: none"> • Interior/Mountain Aerial • Vancouver Skyline • Timelapse of downtown Vancouver • Skytrain • Forestry
But things haven't been easy for a lot of people for too long. They've been falling behind.	<ul style="list-style-type: none"> • People outside shop • Wildfire worker • Someone running • Construction worker • Wildfire footage • Homes demolished
We're making different choices. Choices that put people first.	<ul style="list-style-type: none"> • Construction Worker • Seniors at coffee shop
People who just want life to be more affordable.	<ul style="list-style-type: none"> • s.22
s.22 There are a lot of expenses here to start with. But if we can reduce even one expense, it's	<ul style="list-style-type: none"> • s.22 <p style="text-align: right;">portrait</p>

a big benefit to us. s.22 The toll is one big expense that we won't have to worry about anymore. I think it's great that the government has lived up to its promise.	
People who want a good-paying job, and the chance for a better future for their families.	<ul style="list-style-type: none"> • s.22 Merritt - Logger from
s.22 In this last 7-10 years the forest industry has felt a lot of hardships, especially locally, with the new changes I am optimistic that we are going to get somewhere.	<ul style="list-style-type: none"> • s.22 - portrait
People who need better services.	<ul style="list-style-type: none"> • s.22 - ESL profile
s.22 I am a single mom and I was able to take the ESL program at Camosun for free. Paying for my classes at that time wouldn't be possible for me, so I'm very glad the government brought the program back.	<ul style="list-style-type: none"> • s.22 portrait
We're only getting started. We have a plan, we're going to work hard to make life better for people. A Better BC where no one is left behind.	<ul style="list-style-type: none"> • B-Roll of people
This is your government. We're working for you.	<ul style="list-style-type: none"> • Smiling people • Photo of Legislature • Smiling people • Outro logo

Throne Speech Website Mock Up



Speech from the Throne Digital Strategy – DRAFT

Goals:

1. Use the moment of the Throne Speech to continue define this government as one that is working to make life better for people.
2. Carry the storytelling aspect of the Throne Speech more widely and with a more personal tone.
3. Highlight the stories of real people to underscore how the government is moving quickly to make improvements in the lives of regular British Columbians.

Audiences:

- Media.
- People who are interested in the new direction of this government.
- Stakeholders who have been calling for the changes this government has committed to implementing.

Strategic approach:

This is our opportunity to share our message about what a new kind of government can do for people.

We will focus our digital communications on the key messages from the Throne Speech and highlight how government initiatives will benefit British Columbians by focusing on individuals who have a story to tell.

This will be anchored by a video with the Premier re-iterating the key points from the Throne Speech through voice over, highlighting the stories of three individuals who can relate to government priorities.

Key Deliverables:

- VIDEO: We will use an anchoring video to put a personal touch on the key messages embedded in the Throne Speech.

s.13

we will release in-depth 90 second videos that focus on each of the three individuals featured in the anchoring video. They will tell their story in their own words about how government can work for people.

s.13

- WEBSITE: We will use a webpage as a means to sum up the key messages in the Throne Speech.
 - Web traffic will be generated from social platforms.
 - There will be a data capture element. The call to action will be to sign-up to participate in budget consultations in the lead-up to the spring budget.
 - This website will be adapted post-Throne Speech to enhance the existing message pieces with details after the budget is released.
- PHOTO PORTRAITS: We will take a Humans of New York approach to personal storytelling exclusively on digital channels. Some of these will be posted 'day of', others will be posted after the fact as sustaining activities.

s.13

Sustaining activities:

- Video profiles of key validators.

s.13

Key validators:

s.22



s.22

s.22



s.22

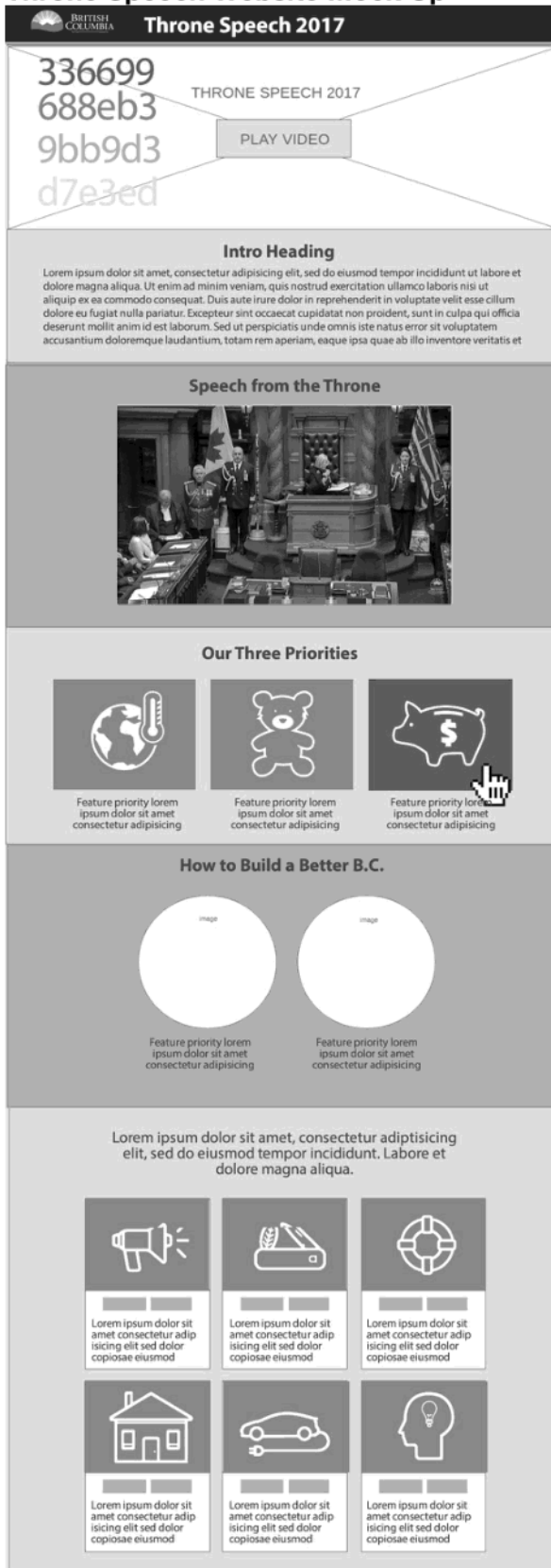
Unfortunately, validators have kept falling through for this third spot, a couple as recently as Saturday, September 2. We are actively following-up on additional leads.

Anchoring Video Treatment

VO	Visual
Our province has so much potential.	<ul style="list-style-type: none"> • Interior/Mountain Aerial • Vancouver Skyline • Timelapse of downtown Vancouver • Skytrain • Forestry
s.13	<ul style="list-style-type: none"> • People outside shop s.13
	<ul style="list-style-type: none"> • Wildfire worker • Someone running • Construction worker
	<ul style="list-style-type: none"> • Wildfire footage • Homes demolished
	•
We're making different choices. Choices that put people first.	s.13
People who need better services.	s.13,s.22
s.13,s.22	s.13
People who want a good-paying job, and the chance for a better future for their families.	<ul style="list-style-type: none"> • Logger from Merritt s.13,s.22
s.13	s.22 - portrait
People who just want life to be more affordable.	s.13
s.13	
We're only getting started. We have a plan, and we're going to work hard to make life better for people. A Better BC where no one is left behind.	

This is your government. We're working for you.	<p>s.13</p> <ul style="list-style-type: none">• Smiling people• Outro logo

Throne Speech Website Mock Up



GCPE

THRONE SPEECH VIDEO

Content Treatment

Validator Profiles and Vision Piece

s.13

Page 032 to/à Page 035

Withheld pursuant to/removed as

s.13

Throne Speech Video Project

Validator Bios

s.22



s.22

s.22



s.22

s.13

TBD

Subject: Fwd: RE: Throne Speech Videos - Proposal Sheet For Review
Date: Thursday, September 21, 2017 at 12:43:02 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX

----Forwarded using Multi-Forward Chrome Extension---
From: "McGregor, Cara GCPE:EX"
Date: Fri Aug 18 2017 09:43:28 GMT+1000 (AEST)
Subject: RE: Throne Speech Videos - Proposal Sheet For Review
To: "Stephen Hargreaves" , "Hardin, Karl GCPE:EX"
Cc: Stephanie Ferguson

Thanks Stephen, I'll have a look at this tomorrow.

Cara

From: Stephen Hargreaves [mailto:s.22]
Sent: Thursday, August 17, 2017 4:20 PM
To: McGregor, Cara GCPE:EX; Hardin, Karl GCPE:EX
Cc: Stephanie Ferguson
Subject: Throne Speech Videos - Proposal Sheet For Review

Hi Cara and Karl,

I've whipped up a project proposal with Stephanie that outlines the Throne Speech video series.

It outlines the video content, the potential validators we could engage, and the rough schedule for producing a publishing the pieces.

I'd like to get the concept approved as soon as possible so that we can engage Mira to help in locating validators.

Any thoughts, questions, revisions, please let me know.

I'm excited to get started on this!

- Stephen

Subject: Fwd: Meeting to talk abotu throne speech - Digital content/Video scripts
Date: Thursday, September 21, 2017 at 12:43:00 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX
Attachments: invite.ics

----Forwarded using Multi-Forward Chrome Extension----

From: "McGregor, Cara GCPE:EX"

Date: Wed Aug 23 2017 03:55:19 GMT+1000 (AEST)

Subject: Meeting to talk abotu throne speech - Digital content/Video scripts

To: "Hardin, Karl GCPE:EX" , "Stephen Hargreaves"

Subject: Fwd: Re: Throne Speech Video Treatment
Date: Thursday, September 21, 2017 at 12:43:04 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX
Attachments: Throne Speech Video - Treatment - Draft 2.docx

----Forwarded using Multi-Forward Chrome Extension----

From: Stephanie Ferguson
Date: Fri Aug 18 2017 08:03:03 GMT+1000 (AEST)
Subject: Re: Throne Speech Video Treatment
To: Stephen Hargreaves

Looks great to me!

I added in some suggested validator "types" in each section in case we decide to go with other people or need second choices, to give Mira and Karl an idea of who to look for. Do you think they need more detail?

Stephanie

On Thu, Aug 17, 2017 at 2:09 PM, Stephen Hargreaves [s.22](#)
| Here it is, let me know if you have any changes.

· wrote:

Subject: Fwd: RE: Leslie McBain

Date: Thursday, September 21, 2017 at 12:42:57 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

-----Forwarded using Multi-Forward Chrome Extension-----

From: "Hansen, Regan HLTH:EX"

Date: Wed Aug 23 2017 06:46:33 GMT+1000 (AEST)

Subject: RE: Leslie McBain

To: "Plank, Sarah GCPE:EX", "McLean, Matt GCPE:EX", "s.22"

Cc: "Kelch, Kyla GCPE:EX"

Let's make sure that we are all aligned on planning here too. Thanks.

From: Plank, Sarah GCPE:EX

Sent: Tuesday, August 22, 2017 1:43 PM

To: McLean, Matt GCPE:EX; Hansen, Regan HLTH:EX; s.22

Cc: Kelch, Kyla GCPE:EX

Subject: RE: Leslie McBain

Hi Matt – Stephen had reached out to me on this. I'd like to discuss what he's looking for so we can make sure we have the right people identified. I was going to call Stephen a bit later.

Thanks

Sarah.

Sarah Plank

Communications Director | Ministry of Mental Health & Addictions

Government Communications & Public Engagement

Office: 250.952.1889 | Mobile: 250.208.9621 | Email: sarah.plank@gov.bc.ca

From: McLean, Matt GCPE:EX

Sent: Tuesday, August 22, 2017 1:39 PM s.22

To: Hansen, Regan HLTH:EX; Plank, Sarah GCPE:EX;

Cc: Kelch, Kyla GCPE:EX

Subject: Leslie McBain

Hi folks,

I am not sure if you have already met him, but I am writing to introduce you folks to Stephen Hargreaves. He has been working with Karl Hardin on the Digital Communications and social media side on creating some great video content.

He is looking to get in touch with Leslie McBain and Kyla mentioned that you folks might be able to help with that? Please forgive the personal email as Stephen is new and has not yet been added to the system.

If you do not have contact info for her, please let me know and I may be able to reach out to Traction, the company that made the videos featuring her last time.

Thanks and have a great day,

Matt McLean

250.812-6589

Marketing Officer – Advertising and Marketing
Government Communications and Public Engagement
Province of BC

[BC Gov News site](#)

[@BCGovNews](#)

[BC Gov Facebook](#)

Page 044

Withheld pursuant to/removed as

s.13

Subject: Fwd: Re: Government of BC - Your Story Video Profile

Date: Thursday, September 21, 2017 at 12:42:50 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

----Forwarded using **Multi-Forward Chrome Extension**----

From: Stephen Hargreaves

Date: Thu Aug 24 2017 02:39:03 GMT+1000 (AEST)

Subject: Re: Government of BC - Your Story Video Profile

To: s.22

Hi s.22

That sounds great.

Looking forward to speaking with you!

-Stephen

On Wed, Aug 23, 2017 at 8:58 AM, s.22

> wrote:

Hello Stephen,

Could I call you today between 5:20 - 5:30?

Thanks!

s.22

Sent from Yahoo Mail on Android

On Tue, Aug 22, 2017 at 1:09 PM, Stephen Hargreaves

s.22

wrote:

Hi s.22

Fantastic! I'm so glad to hear that you're interested.

I think it would be best for us to chat over the phone, so please feel free to call me at s.22 anytime, or let me know when would be a good time for me to call you.

Here is a brief description of what we are looking to create:

We would like to do a shoot that would take **1 day to produce**. We can talk about scheduling.

We would shoot an **interview** in which we ask you some questions like:

- What is your personal story? How did you get to where you are now?
- What was experience like with the English Dev Program?
- How did the experience benefit you?
- How could this program, now being free again, benefit others?
- What you would be excited to see in your government?

We would also like to shoot some **video of you to accompany the interview**, some situation this could include are:

- You at Camosun, at work in a library, or chatting with former instructors, etc.
- Any aspects of your professional life you'd be comfortable letting us shoot.
- And any other situations that could give us a look at your personal journey -- like hobbies you are interested in (like yours.22, or old photographs
- And any moments from your personal life (like relaxing with family), if you are comfortable including them

I look forward to speaking with you.

Thanks again for your interest in taking part!

- Stephen

On Tue, Aug 22, 2017 at 12:48 PM, s.22

wrote:

Hello Stephen,

I was going to call you back in my break.

Yes, I am interested.

Let me know about the details and what I need to do.

Thank you!

s.22

Sent from Yahoo Mail on Android

On Tue, Aug 22, 2017 at 12:30 PM, Stephen Hargreaves

s.22

wrote:

Hi s.22

My name is Stephen Hargreaves and I work with the Government of BC's digital department.

Last week we published a photo and a short description of your story that discussed Camosun's free English Language Development program, and it was great. We received some wonderful feedback about the post!

I'm wondering if you'd be interested in expanding on that story with us, taking part in a video that will feature the story of your experience in adult education and what it meant for you?

I'd love to give you some more information about the project.

Please feel free to reach me here or by phone at s.22

Thanks,
Stephen

Subject: Fwd: <no subject>

Date: Thursday, September 21, 2017 at 12:42:48 PM Pacific Daylight Time
s.22

From:

To: Hargreaves, Stephen GCPE:EX

----Forwarded using Multi-Forward Chrome Extension----

From: "Hardin, Karl GCPE:EX"

Date: Thu Aug 24 2017 03:25:07 GMT+1000 (AEST)

Subject:

To: Stephen Hargreaves

There is so much potential in this great province. It's because of the people. But things haven't been easy for a lot of people lately. We're improving services people count on... and helping people in crisis. That's why we're taking immediate action to [opioids] because VALUE. — possibly a visual or cut to We're [forest fires] because VALUE. — possibly a visual We're going to restore funding to children and classrooms because VALUE. — possibly a visual We're building a sustainable economy SOFTWOOD TECH And we're working hard to make life more affordable That's why we [ABE/ELL] because VALUE. -- Karl Hardin Executive Director | Digital Communications Government Communications and Public Engagement Cell: (778) 584 1251

Subject: Fwd: Re: <no subject>
Date: Thursday, September 21, 2017 at 12:42:41 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX
Attachments: Throne Vision Piece - Rough Script.docx

----Forwarded using Multi-Forward Chrome Extension----

From: Stephen Hargreaves
Date: Thu Aug 24 2017 09:36:02 GMT+1000 (AEST)
Subject: Re:
To: "Hardin, Karl GCPE:EX" , Stephanie Ferguson

Here is the rough script (without ending).

On Wed, Aug 23, 2017 at 4:17 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:
NP!

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: Stephen Hargreaves^{s.22}
Sent: Wednesday, August 23, 2017 4:17 PM
To: Hardin, Karl GCPE:EX
Subject: Re: <no subject>

I would if it was a google doc!
I'll be back in about 15 minutes.

It should be open on my laptop if you want to take a look right now though.

Sent from my iPhone

> On Aug 23, 2017, at 4:14 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:
>
> Can you send me the video structure real quick?
>
> --
> Karl Hardin
> Executive Director | Digital Communications
> Government Communications and Public Engagement
> Cell: (778) 584 1251

Subject: Fwd: Meeting to talk about throne speech - Digital content/Video scripts
Date: Thursday, September 21, 2017 at 12:42:47 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX
Attachments: invite.ics

----Forwarded using Multi-Forward Chrome Extension----

From: "McGregor, Cara GCPE:EX"

Date: Thu Aug 24 2017 05:06:12 GMT+1000 (AEST)

Subject: Meeting to talk about throne speech - Digital content/Video scripts

To: "Hardin, Karl GCPE:EX" , "Stephen Hargreaves"

Cc: "Aaron, Sage PREM:EX"

Change of location to room 401 (behind the reception desk, in the blue kitchen)

Subject: Fwd: Re: Contacts

Date: Thursday, September 21, 2017 at 12:42:33 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

----Forwarded using **Multi-Forward Chrome Extension**----

From: Stephen Hargreaves

Date: Thu Aug 24 2017 15:38:50 GMT+1000 (AEST)

Subject: Re: Contacts

To: "Devereux, Rick GCPE:EX"

Excellent, thanks Rick. Sent from my iPhone > On Aug 23, 2017, at 9:21 PM, Devereux, Rick GCPE:EX wrote: > >
Sounds great. I'm talking to him tomorrow at 11 so I will ask him how flexible he can be. > >> On Aug 23, 2017, at
8:52 PM, Stephen Hargreaves wrote: >> >> Sounds good, Rick. >> >> I'm just trying to avoid double booking if our
business owner in Vancouver can do Friday. >> >> For s.22, either Saturday or Monday/Tuesday would be best. >>
>> Thanks, >> Steve >> >> Sent from my iPhone >> >>> On Aug 23, 2017, at 7:53 PM, Devereux, Rick GCPE:EX wrote:
>>> >>> s.22 is in. He can do it in Merritt either Friday or Saturday. He will call me at 11 tomorrow to tell me if
Friday works. If not then Saturday will. I didn't ask him about after Saturday but we can do so tomorrow. >>> >>>> On
Aug 23, 2017, at 6:16 PM, Devereux, Rick GCPE:EX wrote: >>>> >>>> See below. Two contacts from Aaron. >>>> >>>>
I just left a voicemail with each of them, and will let you know what I hear back. Both live in Merritt. >>>> >>>>
Thanks >>>> Rick >>>>> >>>>> s.22 >>>>> >>>>>

s.22 >>>> >>>>> s.22

>>>> s.22

>>>>>

s.22

Subject: Fwd: Re: Shoot on Sunday

Date: Thursday, September 21, 2017 at 12:42:35 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

---Forwarded using **Multi-Forward Chrome Extension**---

From: Aaron Nathanson

Date: Thu Aug 24 2017 13:51:32 GMT+1000 (AEST)

Subject: Re: Shoot on Sunday

To: Stephen Hargreaves

Sounds good, thanks!

On Wed, Aug 23, 2017 at 20:50 Stephen Hargreaves ^{s.22}

· wrote:

I'm going to say let's get you on the ground for 9, 9:30. Let me check about booking a flight, we might do it in-house. I'll get back to you about that tomorrow afternoon.

As for Friday, our potential lead lives in Vancouver, So we will be shooting there.

Sent from my iPhone

On Aug 23, 2017, at 7:03 PM, Aaron Nathanson <aaron@koyoproductions.com> wrote:

Hey Stephen,

That's good to hear you've locked down a booking -- as for the flight, I presume I'll book then invoice for reimbursement? If call time is 10am, what time would you like me to aim to arrive in Victoria?

As for Friday, if you're able to lock someone down I'd say do it, otherwise my next chance to hop over to Victoria won't be until closer to end of next week. Let me know what happens!

Cheers, and look forward to doing these with you.

Aaron

On Wed, Aug 23, 2017 at 6:00 PM, Stephen Hargreaves ^{s.22}

· wrote:

Hey Aaron,

I've just confirmed our first booking for the profile shoot.

The shoot will be all day on Sunday, August 27th. I'm going to pin down exact timing, but we'll likely start around 10am and wrap up around 8pm.

It will be a profile shoot with a woman here in Victoria.

Regarding travel, we will cover the costs and you can take a Harbour Air flight over.

I'll give you a rough call sheet once I have timing nailed down.

So please let me know if you can confirm and if you have any questions.

And as an FYI, we may have something lined up for Friday August 25th, but I'm working to confirm that. I know that isn't your ideal date, but let's talk and see what's possible.

Looking forward to it.

Cheers,
Steve

--
KOYO
PRODUCTIONS

Aaron Nathanson

DP / Editor / Director

m: 604 356 7273

w: www.koyoproductions.com e: aaron@koyoproductions.com



--
KOYO
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Subject: Fwd: RE: Government of BC - Video Shoot - Sunday, August 27th
Date: Thursday, September 21, 2017 at 12:42:25 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX

----Forwarded using [Multi-Forward Chrome Extension](#)----

From: Ivan Watson
Date: Fri Aug 25 2017 08:25:59 GMT+1000 (AEST)
Subject: RE: Government of BC - Video Shoot - Sunday, August 27th
To: Stephen Hargreaves

Hi Stephen – that's great! I'll give you a call to discuss details.

Cheers,

Ivan

From: Stephen Hargreaves [mailto:s.22]
Sent: August 24, 2017 3:21 PM
To: Ivan Watson <WatsonI@camosun.bc.ca>
Subject: Government of BC - Video Shoot - Sunday, August 27th

Hi Ivan,

My name is Stephen and I'm the video producer with Government Communications and Public Engagement for the Province of BC, and I was directed to you via Rodney Porter, who works with Minister Melanie Mark.

I'm planning to put a shoot together with one of your alumni, s.22 on Sunday, August 27th, 2017. I was hoping to get some video of s.22 on the campus, perhaps in the library, and walking the halls. We won't require much, if any, support from staff.

It would be great if we could receive permission to do the shoot.

I'd love to chat with you and discuss some of the details if you're available. Please feel free to reach me at s.22

Thanks,
Stephen

Subject: Fwd: Re: Media Contact at Camosun College

Date: Thursday, September 21, 2017 at 12:42:26 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

-----Forwarded using **Multi-Forward Chrome Extension**-----

From: Stephen Hargreaves

Date: Fri Aug 25 2017 08:06:02 GMT+1000 (AEST)

Subject: Re: Media Contact at Camosun College

To: "Porter, Rodney GCPE:EX"

Thanks.

I'm working on the video from yesterday, just making a few adjustments and my computer is just a bit slow.
Will have video to you by EOD.

On Thu, Aug 24, 2017 at 3:01 PM, Porter, Rodney GCPE:EX <Rodney.Porter@gov.bc.ca> wrote:

Hello Stephen;

Give Ivan a shout. If he's not around let me know.

Ivan Watson | Marketing & Communications Strategist

Camosun College

T: [250-418-0700](tel:250-418-0700)

watsoni@camosun.ca

PS. Any word on the video from yesterday?

From: Stephen Hargreaves [mailto:s.22]

Sent: Thursday, August 24, 2017 2:55 PM

To: Porter, Rodney GCPE:EX

Subject: Media Contact at Camosun College

Hi Rodney,

I'm putting together a shoot for this upcoming Sunday with s.22 one of the validators from the announcement at Camosun.

I'm looking to do some shooting on the Camosun campus and I'm wondering, **do you have a contact at Camosun for media relations?**

Thanks,

Stephen

I'd love to give you some more information about the project.

Please feel free to reach me here or by phone at ^{s.22}

Thanks,
Stephen

Subject: Fwd: Re: Tentative Schedule for Shoot on Sunday, August 27th
Date: Thursday, September 21, 2017 at 12:42:23 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX

---Forwarded using **Multi-Forward Chrome Extension**---

From: Aaron Nathanson
Date: Fri Aug 25 2017 08:32:31 GMT+1000 (AEST)
Subject: Re: Tentative Schedule for Shoot on Sunday, August 27th
To: Stephen Hargreaves

Received; thank you!

On Thu, Aug 24, 2017 at 3:24 PM, Stephen Hargreaves s.22 wrote:
Hi s.22 and Aaron,

Below is the plan for Sunday. If you have any questions or suggestions, please let me know.

I look forward to working with you both!

Thanks,
Stephen

Schedule for Sunday, August 27th

9:30am - Aaron arrives in Victoria, Stephen picks up

10:00am - Arrive at s.22

10:30am - Shoot interview

11:00am - Shoot B-Roll around s.22

2:00pm - Arrive at Camosun Lansdowne Campus (3100 Foul Bay Rd, Victoria, BC V8P 5J2)

4:00pm - 6:00pm - BREAK

6:00pm - Shoot B-Roll with s.22

7:00pm - Wrap

--



Aaron Nathanson

DP / Editor / Director

m: 604 356 7273

w: www.koyoproductions.com e: aaron@koyoproductions.com



Subject: Fwd: Fwd: Script Changes
Date: Thursday, September 21, 2017 at 12:42:21 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX
Attachments: Throne Vision Piece - Rough Script- Draft 2.docx

----Forwarded using [Multi-Forward Chrome Extension](#)----

From: Stephen Hargreaves
Date: Fri Aug 25 2017 09:26:04 GMT+1000 (AEST)
Subject: Fwd: Script Changes
To: "Hardin, Karl GCPE:EX"

----- Forwarded message -----

From: **Stephanie Ferguson** <s.22>
Date: Thu, Aug 24, 2017 at 1:03 PM
Subject: Script Changes
To: Stephen Hargreaves <s.22>

Updated the script a bit, but didn't really fill in much in the visuals column, so there may still be a bit of work to do there.

Tried to set it up so we could pop in the three validator clips.

It looks a little scary with all the track changes because I moved stuff around.

If you want to tell me what you like and don't like I can keep working on it from there.

Stephanie

Subject: Fwd: Re: connecting you two

Date: Thursday, September 21, 2017 at 12:42:16 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

----Forwarded using **Multi-Forward Chrome Extension**----

From: Leslie McBain

Date: Sat Aug 26 2017 03:36:11 GMT+1000 (AEST)

Subject: Re: connecting you two

To: "Plank, Sarah GCPE:EX"

Cc: s.22 Stephen Hargreaves

Thanks, Sarah,

Hello Stephen. My phone contacts are s.22

Looking forward to chatting.

Best,
Leslie



Virus-free. www.avast.com

Moms Stop the Harm

momsstoptheharm.com

s.22

On Thu, Aug 24, 2017 at 9:01 PM, Plank, Sarah GCPE:EX <Sarah.Plank@gov.bc.ca> wrote:

Hi Leslie and Stephen,

I am connecting you two to chat about the video project Stephen is working on, which Leslie would love to be part of.

Thanks,

Sarah.

Sarah Plank

Communications Director | Ministry of Mental Health & Addictions
Government Communications & Public Engagement
Office: [250.952.1889](tel:250.952.1889) | Mobile: [250.208.9621](tel:250.208.9621) | Email: sarah.plank@gov.bc.ca

Subject: Fwd: Quotes from validators for video shoots
Date: Thursday, September 21, 2017 at 12:42:15 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX

-----Forwarded using **Multi-Forward Chrome Extension**-----

From: "Hardin, Karl GCPE:EX"
Date: Sat Aug 26 2017 03:53:04 GMT+1000 (AEST)
Subject: Quotes from validators for video shoots
To: "'Stephen Hargreaves'"
Cc: Stephanie Ferguson

Hey Stephen and Stephanie, Here are my stabs at ideal quotes from^{s.22} and a tolls validator. Will work on the forestry quote later today^{s.22} I'm a single mother and I was able to take a free ESL program at Camosun before that program was taken away. Paying for that would've made it impossible for me to get a job and be enrolled. I'm glad the government has brought this program back. Tolls I [situation] and I regularly use the [bridge name]. It's a huge burden, because the tolls really add up. I end up paying between \$X to \$Y per month. I'm glad the government followed through on the promise to remove the tolls on the bridges. It's going to make life more affordable for me and a lot of people I love and care about. -- Karl Hardin Executive Director | Digital Communications Government Communications and Public Engagement Cell: (778) 584 1251

Subject: Fwd: Re: We're a Go For Merritt - More Info

Date: Thursday, September 21, 2017 at 12:42:12 PM Pacific Daylight Time
s.22

From:

To: Hargreaves, Stephen GCPE:EX

----Forwarded using **Multi-Forward Chrome Extension**----

From: Stephen Hargreaves

Date: Sat Aug 26 2017 07:14:43 GMT+1000 (AEST)

Subject: Re: We're a Go For Merritt - More Info

To: "Hardin, Karl GCPE:EX"

No. I'm working with Jarrett to find another validator, but we're aren't there yet.
Will give you more info when we talk over the phone.

On Fri, Aug 25, 2017 at 2:12 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Cool, great to hear, let's definitely talk this afternoon.

Did we get time with the validator for tolls?

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

From: Stephen Hargreaves s.22

Date: Friday, August 25, 2017 at 2:09 PM

To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>

Subject: We're a Go For Merritt - More Info

Hey Karl,

I just got off the phone with s.22
s.22
s.22

We talked about his involvement in the Forest Consultation and Revenue Agreement and Forest Opportunities Agreement.

He can't speak directly to softwood, but can touch on it to a degree.

The overall message that he hit is that his desire for the new gov is establishing a new attitude towards their relationship with the s.22 and other First Nations and towards the forest.

I'm working with Greg, our DP for the day, to get his contract through. I'm just waiting for him to return the agreement.

Let's talk this afternoon if you have time.

Thanks,
Stephen

Subject: Fwd: Re: Expenses for Tomorrow

Date: Thursday, September 21, 2017 at 12:42:11 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

----Forwarded using Multi-Forward Chrome Extension----

From: "Hardin, Karl GCPE:EX"

Date: Sat Aug 26 2017 08:16:07 GMT+1000 (AEST)

Subject: Re: Expenses for Tomorrow

To: Stephen Hargreaves

Hey Stephen, Not a problem. There is an appendix to the contract that lists what can be charged for mileage. I believe it's \$0.52 per km if travelling further than 32km from their business address. k -- Karl Hardin Executive Director | Digital Communications Government Communications and Public Engagement Cell: (778) 584 1251 From: Stephen Hargreaves Date: Friday, August 25, 2017 at 2:53 PM To: "Hardin, Karl GCPE:EX" Subject: Expenses for Tomorrow Hey Karl, Greg, the shoot I'm working with tomorrow, has a van that he suggests we use, because it has all his gear ready to go, and saves us from having to rent a car. Can you either help me get this approved by our people, or direct me to who I should speak to about it? Thanks, Steve

Subject: Fwd: Re: Ideal statement from fellow in Merritt

Date: Thursday, September 21, 2017 at 12:42:06 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

----Forwarded using Multi-Forward Chrome Extension----

From: Stephen Hargreaves

Date: Sat Aug 26 2017 11:19:05 GMT+1000 (AEST)

Subject: Re: Ideal statement from fellow in Merritt

To: "Hardin, Karl GCPE:EX"

Thanks Karl, very helpful.

On Fri, Aug 25, 2017 at 5:45 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

I've seen how the forestry industry has been hollowed out over the last decade. I'm excited we have a government that's committed to revitalizing the industry and investing in value-added jobs here in the Interior.

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

Subject: Fwd: Rough Schedule for Tomorrow

Date: Thursday, September 21, 2017 at 12:42:03 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

----Forwarded using Multi-Forward Chrome Extension----

From: Stephen Hargreaves

Date: Sat Aug 26 2017 14:19:46 GMT+1000 (AEST)

Subject: Rough Schedule for Tomorrow

To: Gab Films

Hey Greg,

Here's a very loose guide for tomorrow. We'll be shooting b-roll that works for s.22 (our participant) and we'll just have to play it by ear, what we have the opportunity to shoot.

Would like to keep in mind that after interview, maybe in highly scenic location, we get a video portrait of s.22

7:00am - Stephen and Greg depart Vancouver

10:30am - Arrive @ s.22

11:00am - Interview with s.22

12:15pm - Walkabout at nearby Saw Mill (nearby gates with logs and overlook view)

1:30pm - Walkabout at s.22 and nearby waters

3:00pm - Huckleberry pick forest walk, various activity TBD

4:00pm - Another activity, site visit, or meeting with s.22 visit, etc.

5:30pm - WRAP with s.22

6:00pm - Shoot scenic b-roll of Merritt if needed and accessible

Subject: Fwd: Qs for s.22

Date: Thursday, September 21, 2017 at 12:42:00 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

----Forwarded using Multi-Forward Chrome Extension----

From: Stephen Hargreaves

Date: Mon Aug 28 2017 00:23:23 GMT+1000 (AEST)

Subject: Qs for s.22

To: Stephen Hargreaves

- Can you introduce yourself? Name, where you live, what you do and where you're from?
- How long have you been in Canada?
- How did you find getting used to a new place, with a new language?
- If comfortable talking about this, what was the situation for you as a single parent when you arrived?
- When and how did you go about taking the ESL certification at Camosun?
- How did having that certification help you?
- Did the program help you in your career? Did that help you with family?
- What do you like most about the work that you do?
- **How has your**

I'm a single mother and I was able to take a free ESL program at Camosun before that program was taken away. Paying for that would've made it impossible for me to get a job and be enrolled. I'm glad the government has brought this program back.

s.22

Subject: Fwd: RE: Kamaldeep or Other Validators

Date: Thursday, September 21, 2017 at 12:41:49 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

---Forwarded using **Multi-Forward Chrome Extension**---

From: "Hagglund, Jarrett GCPE:EX"

Date: Wed Aug 30 2017 08:09:16 GMT+1000 (AEST)

Subject: RE:s.22 or Other Validators

To: "Stephen Hargreaves"

Hey Stephen, I don't think s.22 can be persuaded. I spoke with s.22 friend today and he said he would get back to me this afternoon. I have one other person who seemed keen to come to our announcement but couldn't due to work. I don't have much more info on him other than he is a young mechanic, works in Burnaby and drives from surrey every day. I believe he is south Asian but not sure if he is a Punjabi speaker. His details are below. I will let you know once I here from s.22

-----Original Message----- From: Stephen Hargreaves [mailto:s.22] Sent: Tuesday, August 29, 2017 2:58 PM To: Hagglund, Jarrett GCPE:EX Subject: s.22 or Other Validators Hey Jarrett, Wondering if you've had any movement with s.22

If not, do you and/or Rick have any other leads? I would love to do the piece with s.22 but from our short email exchange he didn't want to take part in a larger story. Do you think he could be swayed? If not anyone else in a similar position? Hoping to lock someone down this week. Thanks, Stephen Sent from my iPhone

Subject: Fwd: Fwd: Follow Up Re: Bridge Tolls/Affordability Validator
Date: Thursday, September 21, 2017 at 12:41:51 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX

----Forwarded using **Multi-Forward Chrome Extension**---
From: Stephen Hargreaves
Date: Tue Aug 29 2017 07:47:18 GMT+1000 (AEST)
Subject: Fwd: Follow Up Re: Bridge Tolls/Affordability Validator
Tc s.22

----- Forwarded message -----
From: **Stephen Hargreaves** s.22
Date: Sun, Aug 27, 2017 at 12:30 AM
Subject: Re: Follow Up Re: Bridge Tolls/Affordability Validator
To: "Hagglund, Jarrett GCPE:EX" <Jarrett.Hagglund@gov.bc.ca>

For the first part, we would included him in a large piece with two other validators, the duration for his part would be about 10-20 seconds.

For the follow up, full feature profile, it would be focussed on him, likely about 1:00 - 2:00 min in duration.

Thanks,
Stephen

On Sat, Aug 26, 2017 at 11:50 PM, Hagglund, Jarrett GCPE:EX <Jarrett.Hagglund@gov.bc.ca> wrote:
Hey Stephen. This is great thanks. My one follow up question would be about about how long he would be showcased in the video. It seemed to be something he cared about. Thanks!

Sent from my iPhone

> On Aug 26, 2017, at 6:27 PM, Stephen Hargreaves s.22 wrote:
>
> Hey Jarrett,
>
> Essentially, we'll take a day of shooting, but we'll start off with an interview, in which he'll describe his situation, paying \$100+ in tolls, how that affects his family and his ability to afford living in the city, and in the end, describe what it means to him to have relief from that, how his life is now more affordable.
>
> After the interview, we would shoot footage of him with his family/friends, a hobby, etc. Whatever he would feel comfortable sharing with us.
>
> We would love it if he were able to conduct the interview in Punjabi, with myself and a translator.

>

> The piece would be used as one of three that describe how real people are affected by policy choices, and hopefully describe how they have been affected positively. It would be used in an online video, published on Facebook and Twitter.

>

> I hope that helps give enough background to talk him through it! Let me know if you could use any other info.

>

>

>

> Sent from my iPhone

>

>> On Aug 25, 2017, at 6:30 PM, Hagglund, Jarrett GCPE:EX <Jarrett.Hagglund@gov.bc.ca> wrote:

>>

>> Hey

>>

>> He lives and works in Surrey. Pays 100\$ a month in tolls even though he tries to avoid bridge at all cost. As I said in my other email he has gotten hesitant. If you give me more details of what would be involved for him I will talk to him flesh out his story and try to convince him to take part.

>>

>> Thanks!

>>

>> Sent from my iPhone

>>

>> On Aug 25, 2017, at 5:40 PM, Stephen Hargreaves ^{s.22} wrote:
[om<mailto:s.22](mailto:s.22)

>>

>> Hey Jarrett,

>>

>> Do you have any information about ^{s.22} ' What his story is? And do you know if he is a Punjabi speaker?

>>

>> Thanks,

>> Stephen

>>

>> On Fri, Aug 25, 2017 at 1:08 PM, Hagglund, Jarrett GCPE:EX <Jarrett.Hagglund@gov.bc.ca<mailto:Jarrett.Hagglund@gov.bc.ca>> wrote:

>> Hi Stephen,,

>>

>>

>> I talked to rick and he thinks ^{s.22} who spoke today would be great. I spoke to ^{s.22} and he is down. Here is his number ^{s.22} I told him someone would be in touch with him to discuss. If he falls through let me know and I can see if there is someone else.

>>

>> Thanks Stephen!

>>

>>

>>

>> From: Stephen Hargreaves [mailto:^{s.22} s.22] ^{s.22} [nailt](mailto:s.22)

>>

>> Sent: Friday, August 25, 2017 1:06 PM

>> To: Hagglund, Jarrett GCPE:EX

>> Subject: Follow Up Re: Bridge Tolls/Affordability Validator

>>

>> Hey Jarrett,

>>

>> I just wanted to follow up on our quick convo about the potential validator. If you're able to put us in touch, that would be great.

>>

>> Thanks,

>> Stephen

>>

Subject: Fwd: Re: Throne Speech Video Project - Validator Bios
Date: Thursday, September 21, 2017 at 12:41:46 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX

----Forwarded using Multi-Forward Chrome Extension----

From: "Hardin, Karl GCPE:EX"
Date: Mon Sep 04 2017 02:15:26 GMT+1000 (AEST)
Subject: Re: Throne Speech Video Project - Validator Bios
To: Stephen Hargreaves

?Amazing, thank you Stephen! Incredibly helpful. Karl Hardin Executive Director | Digital Communications
Government Communications and Public Engagement Cell: (778) 584 1251
From: Stephen Hargreaves Sent: Saturday, September 02, 2017 5:35 PM To: Hardin, Karl GCPE:EX Subject: Throne
Speech Video Project - Validator Bios Hey Karl, Here are the validator bios. Unfortunately, the participant we had
lined up for tomorrow, s.22 / and can no longer participate. Herman is on top of it, and is
working diligently to find us another participant. So at this time, I only have a rough idea of who he has lined up - a
SA couple from Surrey with a new baby, just like s.22 ! I'll get you their details once Herman has a chance
to plan with them. Thanks, Steve

Subject: Fwd: Clip For Translation

Date: Thursday, September 21, 2017 at 12:41:45 PM Pacific Daylight Time

From: s.22

To: Hargreaves, Stephen GCPE:EX

----Forwarded using **Multi-Forward Chrome Extension**----

From: Stephen Hargreaves

Date: Tue Sep 05 2017 15:51:07 GMT+1000 (AEST)

Subject: Clip For Translation

To: herman@buzzmachine.ca, s.22

Hey Herman,

Attached is the clip from the end of the interview from today. I've done a rough cull of the usable bits.

It would be great to have the Punjabi segments translated so that I can edit the segment needed for the throne speech piece.

Let me know if you have any questions or comments.

Thanks again for a great shoot!

Steve



2017-09-04 s.22

Quote-Cutdown.mp4

Subject: s.22 - Interview Cutdown for Translation
Date: Friday, September 8, 2017 at 11:33:05 AM Pacific Daylight Time
From: GCPE Newsroom
To: Hargreaves, Stephen GCPE:EX

HIGHTAIL



GCPE Newsroom sent you 1 file

Hey Herman, Here is the full interview, in its cut down format. I only need the Punjabi sections transcribed and translated. I'll handle transcribing the English sections. Thanks, Stephen



s.22

- Interview Cutdown for Translation.mp4

677.5

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Subject: Fwd: Updated Budget Estimate
Date: Thursday, September 21, 2017 at 12:41:43 PM Pacific Daylight Time
From: s.22
To: Hargreaves, Stephen GCPE:EX
Attachments: Throne Speech Video Project - Budget Estimate.xlsx, Throne Speech Video Project - Budget Estimate.pdf

----Forwarded using Multi-Forward Chrome Extension----

From: Stephen Hargreaves
Date: Sat Sep 09 2017 02:20:33 GMT+1000 (AEST)
Subject: Updated Budget Estimate
To: "Hardin, Karl GCPE:EX"

Throne Speech Video Project - Budget Estimate

s.22						
DOP Day Rate - Greg Bartels	\$2300.00					
					Sub-Total w Tax (5%)	\$2415.00
Greg's Expenses						
Travel	To Stephen's House	To Merrit	In Merritt	From Merritt to Van	Total	
Kms	47.5	270	200	270	787.5	
@ \$0.53/km	\$25.18	\$143.10	\$106.00	\$143.10	\$417.38	
Breakfast	\$12.00					
Lunch/Dinner	\$17.00					
					Sub-Total	\$446.38
Stephen's Expenses						
Breakfast	\$12.00					
Lunch/Dinner	\$17.00					
					Sub-Total	\$29.00
					Total	\$2890.38
s.22						
DOP Day Rate - Aaron Nathanson	\$1250.00					
					Sub-Total w Tax (5%)	\$1312.50
Aaron's Expenses						
Travel	Flight to Victoria	Flight From Victoria				
	\$207.00	\$179.00				
Lunch/Dinner	\$17.00					
					Sub-Total	\$403.00
Stephen's Expenses	Zipcar	\$90.06				
	Breakfast	\$12.00				
	Lunch	\$17.00				
					Sub-Total	\$119.06

					Total	1834.56
s.22						
DOP Day Rate - Greg Bartels	\$2300.00					
					Sub-Total w Tax (5%)	\$2415.00
Stephen's Expenses						
Zipcar	\$90.06					
					Sub-Total	\$90.06
Herman Thind - Translator - Day Rate	\$150.00					
					Sub-Total w Tax (5%)	\$157.50
					Total	\$2662.56
Grand Total						\$7387.50

Subject: Re: Punjabi Clips
Date: Friday, September 8, 2017 at 9:43:22 AM Pacific Daylight Time
From: Hargreaves, Stephen GCPE:EX
To: Herman Thind
Attachments: Buzz-Machine-Logo-801.png

Yes, I'm working to cut down the interview right now. I'll try to have the cut down interview ready this afternoon.

Thanks,
Steve

Sent from my iPhone

On Sep 8, 2017, at 12:10 PM, Herman Thind <herman@buzzmachine.ca> wrote:

Hey Stephen,

Know you must be super busy today... Any chance you can flip me over those video clips (the ones that still need to be translated), or a link, sometime today?

Thanks!

<Buzz-Machine-Logo-801.png>

www.BuzzMachine.ca

Creative, Disruptive, Connected

Herman Thind

Principal
BSc, OOST.

778-882-4376

This message is intended solely for the individual(s) and entity(ies) named. Our emails are considered confidential and contain legally privileged information. The use of them or any information they contain by anyone other than the Addressee or intended person(s) is prohibited. If you are not the intended recipient, you are hereby notified that any dissemination or copying of this material is strictly prohibited. If you have received this message in error, please delete it and contact our legal counsel: Singh Thind & Associates at 604-543-3886.

Subject: Updated Budget Estimate
Date: Friday, September 8, 2017 at 9:19:06 AM Pacific Daylight Time
From: Hargreaves, Stephen GCPE:EX
To: Hardin, Karl GCPE:EX
Attachments: Throne Speech Video Project - Budget Estimate.xlsx, Throne Speech Video Project - Budget Estimate.pdf

Hey Karl,
Attached is the updated budget estimate.

Stephen

Subject: Punjabi Clips
Date: Friday, September 8, 2017 at 9:09:51 AM Pacific Daylight Time
From: Herman Thind
To: Hargreaves, Stephen GCPE:EX
Attachments: Buzz-Machine-Logo-801.png

Hey Stephen,

Know you must be super busy today... Any chance you can flip me over those video clips (the ones that still need to be translated), or a link, sometime today?

Thanks!



www.BuzzMachine.ca

Creative, Disruptive, Connected

Herman Thind

Principal
BSc, OOST.

778-882-4376

This message is intended solely for the individual(s) and entity(ies) named. Our emails are considered confidential and contain legally privileged information. The use of them or any information they contain by anyone other than the Addressee or intended person(s) is prohibited. If you are not the intended recipient, you are hereby notified that any dissemination or copying of this material is strictly prohibited. If you have received this message in error, please delete it and contact our legal counsel: Singh Thind & Associates at 604-543-3886.

Subject: Re: Throne Promo - All Deliverables - MASTER

Date: Thursday, September 7, 2017 at 11:44:44 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Hargreaves, Stephen GCPE:EX, Ferguson, Stephanie GCPE:EX

CC: Cordeiro, Shantel GCPE:EX, Roberts, Michelle J GCPE:EX, Walton, Clare GCPE:EX

Thanks Stephen, far as I can tell, the files look good. Great work!

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: Hargreaves, Stephen GCPE:EX

Sent: Thursday, September 07, 2017 10:25 PM

To: Hardin, Karl GCPE:EX; Ferguson, Stephanie GCPE:EX

Cc: Cordeiro, Shantel GCPE:EX; Roberts, Michelle J GCPE:EX; Walton, Clare GCPE:EX

Subject: FW: Throne Promo - All Deliverables - MASTER

Hey all,

Just wanted to say that I have tested all files, including SRT.

Of course, a second set of eyes (or third, fourth in this case) is always good, but all these clips should be ready to go.

Thanks,
Steve

From: GCPE Newsroom <delivery@u2418783.wl034.sendgrid.net>

Reply-To: GCPE Newsroom <GCPENEWSRM@Victoria1.gov.bc.ca>

Date: Thursday, September 7, 2017 at 10:19 PM

To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>

Subject: Throne Promo - All Deliverables - MASTER

HIGHTAIL



GCPE Newsroom sent you 6 files

MP4	2017-09-07-Throne-Promo-Captioned-10sec-Loop.mp4	5 MI
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WEBM	2017-09-07-Throne-Promo-Captioned-10sec-Loop_1.webm	3.7 MI
------	---	--------

XMP	2017-09-07-Throne-Promo-Captioned-10sec-Loop_1.webm.xmp	36.5 KI
-----	---	---------

MP4	2017-09-07-Throne-Promo-Captioned-720p-Twitter.mp4	76.4 MI
-----	--	---------

MP4	2017-09-07-Throne-Promo-Eng-Sub-1080p-Facebook.mp4	148.9 MI
-----	--	----------



ThronePromoCaptions.en_US.srt

2 KI

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Subject: 4 video pieces

Date: Thursday, September 7, 2017 at 11:26:47 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Hargreaves, Stephen GCPE:EX

Hey Stephen,

Can you send me the budget for the 4 video pieces as it stands now? Or is it the same as you quoted me last time?

Thanks

k

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

Subject: FW: Throne Promo - All Deliverables - MASTER

Date: Thursday, September 7, 2017 at 10:25:16 PM Pacific Daylight Time

From: Hargreaves, Stephen GCPE:EX

To: Hardin, Karl GCPE:EX, Ferguson, Stephanie GCPE:EX

CC: Cordeiro, Shantel GCPE:EX, Roberts, Michelle J GCPE:EX, Walton, Clare GCPE:EX

Hey all,

Just wanted to say that I have tested all files, including SRT.

Of course, a second set of eyes (or third, fourth in this case) is always good, but all these clips should be ready to go.

Thanks,
Steve

From: GCPE Newsroom <delivery@u2418783.wl034.sendgrid.net>

Reply-To: GCPE Newsroom <GCPENEWSRM@Victoria1.gov.bc.ca>

Date: Thursday, September 7, 2017 at 10:19 PM

To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>

Subject: Throne Promo - All Deliverables - MASTER

The logo for 'HIGHTAIL' is displayed in a large, bold, sans-serif font. The letter 'H' is stylized with a horizontal bar above its left vertical stroke. The text is centered within a light gray rectangular background.



GCPE Newsroom sent you 6 files



MP4

2017-09-07-Throne-Promo-Captioned-10sec-Loop.mp4

5 MI



WEBM

2017-09-07-Throne-Promo-Captioned-10sec-Loop_1.webm

3.7 MI



XMP

2017-09-07-Throne-Promo-Captioned-10sec-Loop_1.webm.xmp

36.5 KI



MP4

2017-09-07-Throne-Promo-Captioned-720p-Twitter.mp4

76.4 MI



MP4

2017-09-07-Throne-Promo-Eng-Sub-1080p-Facebook.mp4

148.9 MI



SRT

ThronePromoCaptions.en_US.srt

2 KI

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Subject: Throne Promo - All Deliverables - MASTER

Date: Thursday, September 7, 2017 at 10:19:44 PM Pacific Daylight Time

From: GCPE Newsroom

To: Hargreaves, Stephen GCPE:EX

HIGHTAIL



GCPE Newsroom sent you 6
files



2017-09-07-Throne-Promo-Captioned-10sec-Loop.mp4

5



2017-09-07-Throne-Promo-Captioned-10sec-Loop_1.webm

3.7



2017-09-07-Throne-Promo-Captioned-10sec-Loop_1.webm.xmp

36.5



2017-09-07-Throne-Promo-Captioned-720p-Twitter.mp4

76.4



2017-09-07-Throne-Promo-Eng-Sub-1080p-Facebook.mp4

148.9



ThronePromoCaptions.en_US.srt

2

[VIEW FILES](#)

Subject: RE: SRTs for Video
Date: Thursday, September 7, 2017 at 5:21:23 PM Pacific Daylight Time
From: Ferguson, Stephanie GCPE:EX
To: GCPE Digital Communications
Attachments: A Government That's Working For You.en_US.srt

This one uses the proper naming convention for FB, content is the same.

Stephanie Ferguson

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

From: Ferguson, Stephanie GCPE:EX
Sent: Thursday, September 7, 2017 4:58 PM
To: GCPE Digital Communications
Subject: SRTs for Video

SRTs for tomorrow. Proofreading welcomed.

Don't mind the working title of the video I had to make up for YouTube.

Baked-in needed for Twitter (Stephen!)

Stephanie

Stephanie Ferguson

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

Subject: SRTs for Video
Date: Thursday, September 7, 2017 at 4:58:10 PM Pacific Daylight Time
From: Ferguson, Stephanie GCPE:EX
To: GCPE Digital Communications
Attachments: A Government That's Working For You SRTs.txt.txt

SRTs for tomorrow. Proofreading welcomed.

Don't mind the working title of the video I had to make up for YouTube.

Baked-in needed for Twitter (Stephen!)

Stephanie

Stephanie Ferguson

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

Subject: FW: Small point

Date: Thursday, September 7, 2017 at 4:18:25 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Hargreaves, Stephen GCPE:EX

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

From: "Aaron, Sage PREM:EX" <Sage.Aaron@gov.bc.ca>

Date: Thursday, September 7, 2017 at 4:17 PM

To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>

Subject: Fwd: Small point

Sage

Sent from my mobile device

Begin forwarded message:

From: "Meggs, Geoff PREM:EX" <Geoff.Meggs@gov.bc.ca>
Date: September 7, 2017 at 4:08:53 PM PDT
To: "Aaron, Sage PREM:EX" <Sage.Aaron@gov.bc.ca>
Subject: Small point

Sage, on the digital strategy material, the South Asian family are identified as s.22 in the summary, but s.22 in the text – just in case it gets used publicly.

g

GEOFF MEGGS

Chief of Staff, Office of the Premier
West Annex, Parliament Buildings,
501 Belleville St, Victoria, BC V8V 2L8
(250) 356-6271

Subject: Re: Tweaks to video

Date: Thursday, September 7, 2017 at 4:08:10 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Hargreaves, Stephen GCPE:EX

Amazing. Also, we're going to need the placeholder video that will loop on the throne speech website.

Matt McLean will send you the specs asap.

--

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>
Date: Thursday, September 7, 2017 at 4:07 PM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>

Subject: Re: Tweaks to video

Not a problem. Will deliver asap.

Sent from my iPhone

On Sep 7, 2017, at 6:28 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Oh, also, we'll need baked in captions for the Twitter version of the video. Will you be able to do that? We'll of course do the .srt for Facebook on our end.

We'll need all the video assets by 9am at the latest tomorrow morning.

Thanks man
k

--

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>

Date: Thursday, September 7, 2017 at 3:24 PM

To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>

Subject: Tweaks to video

1. Can we get a shot of the mother speaking in the first validator segment? Instead of the family gathered around the table, have a moment of her direct to camera before the portrait?
2. The music is a bit too hot. Can you adjust the sound balance and bring down the music a bit?

Other than that, we have sign off.

Can you tell me the final budget for the 4 video products?

Thanks Stephen,

Karl

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: Re: Tweaks to video

Date: Thursday, September 7, 2017 at 4:07:25 PM Pacific Daylight Time

From: Hargreaves, Stephen GCPE:EX

To: Hardin, Karl GCPE:EX

Not a problem. Will deliver asap.

Sent from my iPhone

On Sep 7, 2017, at 6:28 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Oh, also, we'll need baked in captions for the Twitter version of the video. Will you be able to do that? We'll of course do the .srt for Facebook on our end.

We'll need all the video assets by 9am at the latest tomorrow morning.

Thanks man

k

--

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>

Date: Thursday, September 7, 2017 at 3:24 PM

To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>

Subject: Tweaks to video

1. Can we get a shot of the mother speaking in the first validator segment? Instead of the family gathered around the table, have a moment of her direct to camera before the portrait?
2. The music is a bit too hot. Can you adjust the sound balance and bring down the music a bit?

Other than that, we have sign off.

Can you tell me the final budget for the 4 video products?

Thanks Stephen,

Karl

--

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: Re: Tweaks to video

Date: Thursday, September 7, 2017 at 3:28:28 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Hargreaves, Stephen GCPE:EX

Oh, also, we'll need baked in captions for the Twitter version of the video. Will you be able to do that? We'll of course do the .srt for Facebook on our end.

We'll need all the video assets by 9am at the latest tomorrow morning.

Thanks man
k

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

From: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Date: Thursday, September 7, 2017 at 3:24 PM
To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>
Subject: Tweaks to video

1. Can we get a shot of the mother speaking in the first validator segment? Instead of the family gathered around the table, have a moment of her direct to camera before the portrait?
2. The music is a bit too hot. Can you adjust the sound balance and bring down the music a bit?

Other than that, we have sign off.

Can you tell me the final budget for the 4 video products?

Thanks Stephen,

Karl

--

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: Tweaks to video
Date: Thursday, September 7, 2017 at 3:24:40 PM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Hargreaves, Stephen GCPE:EX
Priority: High

1. Can we get a shot of the mother speaking in the first validator segment? Instead of the family gathered around the table, have a moment of her direct to camera before the portrait?
2. The music is a bit too hot. Can you adjust the sound balance and bring down the music a bit?

Other than that, we have sign off.

Can you tell me the final budget for the 4 video products?

Thanks Stephen,

Karl

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

Subject: 2017-09-06-Throne-Speech-Vision-Promo-FC1

Date: Thursday, September 7, 2017 at 9:47:59 AM Pacific Daylight Time

From: GCPE Newsroom

To: Hargreaves, Stephen GCPE:EX

HIGHTAIL



GCPE Newsroom sent you 1
file



MP4

07 2017-09-06-Throne-Speech-Vision-Promo-FC1.mp4

76.2

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Subject: Video Feedback

Date: Thursday, September 7, 2017 at 9:09:25 AM Pacific Daylight Time

From: Ferguson, Stephanie GCPE:EX

To: Hargreaves, Stephen GCPE:EX

Hey Stephen

Michelle was going to send you feedback about switching the last two images in the video so the leg was overtop of "this is your government" and a person/people went with "we're working for you" but I like the endcap of the legislature, I think it's works this way too. So your editorial choice!

I was actually really impressed with how Rob's voice over turned out! And the stock video footage of people at the end looks good.

I think its great overall actually, I can't think of any other suggestions. FANTASTIC work as usual! ☺ Hope it gets approval!

s.22

Stephanie

Stephanie Ferguson

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

Subject: RE: Throne Speech Vid

Date: Thursday, September 7, 2017 at 8:57:35 AM Pacific Daylight Time

From: Roberts, Michelle J GCPE:EX

To: Hargreaves, Stephen GCPE:EX

Morning Stephen,

We were all reviewing the Throne Speech Vid from this morning and Karl just wanted me to email you w/one suggestion for a change. At the end where it says "this is your government, we're working for you" we were thinking it would be good to switch the leg and a person clip around so that the leg is shown when the vid talks about gov and a person clip is shown when the vid says we're working for you. Basically end on a person clip vs. the leg.

Hope that makes sense, lol

Michelle

Michelle Roberts, M.A.

Online Communications Officer

Digital Communications | Government of British Columbia

☎ 778.677.8570

Subject: Re: Updated version

Date: Thursday, September 7, 2017 at 6:16:57 AM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Hargreaves, Stephen GCPE:EX

Thanks Stephen, have sent along for feedback.

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: Hargreaves, Stephen GCPE:EX
Sent: Thursday, September 07, 2017 4:54 AM
To: Hardin, Karl GCPE:EX
Subject: Re: Updated version

Nope, not quite yet.

Should have something for you in the next hour and a half, maybe two depending on travel.

Sent from my iPhone

On Sep 7, 2017, at 2:56 AM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Hey Stephen,

Didn't see an updated version, but thought I saw an notification from you on my phone.

Just let me know if I missed it.

Thanks!
k

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: 2017-09-06-Throne-Speech-Vision-Promo-RC2

Date: Thursday, September 7, 2017 at 5:35:05 AM Pacific Daylight Time

From: GCPE Newsroom

To: Hargreaves, Stephen GCPE:EX

HIGHTAIL



GCPE Newsroom sent you 1
file



06 2017-09-06-Throne-Speech-Vision-Promo-RC2.mp4

76.3

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Subject: Re: Updated version

Date: Thursday, September 7, 2017 at 4:54:54 AM Pacific Daylight Time

From: Hargreaves, Stephen GCPE:EX

To: Hardin, Karl GCPE:EX

Nope, not quite yet.

Should have something for you in the next hour and a half, maybe two depending on travel.

Sent from my iPhone

On Sep 7, 2017, at 2:56 AM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Hey Stephen,

Didn't see an updated version, but thought I saw an notification from you on my phone.

Just let me know if I missed it.

Thanks!

k

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: Updated version

Date: Wednesday, September 6, 2017 at 11:56:30 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Hargreaves, Stephen GCPE:EX

Hey Stephen,

Didn't see an updated version, but thought I saw an notification from you on my phone.

Just let me know if I missed it.

Thanks!

k

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

Subject: VO Script to print
Date: Wednesday, September 6, 2017 at 1:29:17 PM Pacific Daylight Time
From: Hargreaves, Stephen GCPE:EX
To: Cordeiro, Shantel GCPE:EX
Attachments: Our province has so much potential.docx

3 please

Subject: VO Recording?

Date: Wednesday, September 6, 2017 at 1:14:06 PM Pacific Daylight Time

From: Hargreaves, Stephen GCPE:EX

To: Gibbs, Robb GCPE:EX

Hi Rob,

I'm working on this Throne Speech video and I've been informed we need to replace PJH's voice over. I was told you had some experience doing VO and I was hopingf you might be able to lend your pipes for this project.

Are you free (and willing) to record something this afternoon?

Thanks,
Stephen

Subject: Can we repurpose this video?

Date: Wednesday, September 6, 2017 at 12:41:50 PM Pacific Daylight Time

From: Hargreaves, Stephen GCPE:EX

To: McLean, Matt GCPE:EX

Hey Matt,

I'm working on a video and I'm wondering if I can use the footage from this clip:

<https://www.youtube.com/watch?v=ClsspyAgtks>

Also, do we have more highly produced pieces like this? Do you have a list?

Thanks,
Stephen

Subject: Re: Gcpe:Ex - Invitation to collaborate

Date: Wednesday, September 6, 2017 at 7:45:32 AM Pacific Daylight Time

From: Hargreaves, Stephen GCPE:EX

To: Herman Thind

Thanks Herman.

Sent from my iPhone

On Sep 5, 2017, at 10:17 PM, Herman Thind (via Google Drive,^{s.22}

wrote:

Herman Thind has invited you to **contribute to** the following shared folder:

 Gcpe:Ex



Here's the clip with subtitles. He uses the expression that roughly equates to "right sir?" several times through the clip, and I decided to remove it from the translation. In Punjabi it makes sense, as a term of respect, but in English it just seems odd. I didn't add any shadow boxes behind the subtitles, but I think they're pretty readable.

Open

This email grants access to this item without logging in. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google™

Subject: Re: s.22
Date: Tuesday, September 5, 2017 at 11:35:56 PM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Herman Thind
CC: Hargreaves, Stephen GCPE:EX
Attachments: Buzz-Machine-Logo-801.png

Amazing, thank you Herman!

Sent from my iPhone

On Sep 5, 2017, at 11:16 PM, Herman Thind <herman@buzzmachine.ca> wrote:

Hi Karl,

I'd asked s.22 for some details. Here's what I have:
s.22

Not sure if this is enough?

<Buzz-Machine-Logo-801.png>

www.BuzzMachine.ca

Creative, Disruptive, Connected

Herman Thind

Principal
BSc, OOST.

778-882-4376

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Hardin, Karl GCPE:EX

September 5, 2017 at 9:56 PM

No problem.

Can I get a full bio of them early tomorrow AM?

Thanks
K

Sent from my iPhone

On Sep 5, 2017, at 7:56 PM, Hargreaves, Stephen GCPE:EX
<Stephen.Hargreaves@gov.bc.ca<mailto:Stephen.Hargreaves@gov.bc.ca>>
wrote:

Hey Karl,

The validators from yesterday are named s.22
Herman pulled up her FB profile below, but she's got full privacy settings, so I
can't glean much.

Steve

From: Herman Thind
<herman@buzzmachine.ca<mailto:herman@buzzmachine.ca>>
Date: Tuesday, September 5, 2017 at 6:50 PM
To: "Hargreaves, Stephen GCPE:EX"
<Stephen.Hargreaves@gov.bc.ca<mailto:Stephen.Hargreaves@gov.bc.ca>>
Subject: s.22

Hi Stephen,

Here is s.22 profile. It's a private profile, and I actually am not a 'friend' on FB
(but I did send a request):

<https://www.facebook.com/s.22>

I am looking for s.22 I might be able to find it via my brother's
FB page. I'll start reviewing these profiles, and digging around. Karl mentioned
that you might need some help on the other profiles as well?

Thanks.

<image001.png>

[www.BuzzMachine.ca](http://www.buzzmachine.ca)<<http://www.buzzmachine.ca>>

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Herman Thind

September 5, 2017 at 6:50 PM

Hi Stephen,

Here is ^{s.22} profile. It's a private profile, and I actually am not a 'friend' on FB (but I did send a request):

^{s.22} <https://www.facebook.com/s.22>

I am looking for ^{s.22} I might be able to find it via my brother's FB page. I'll start reviewing these profiles, and digging around. Karl mentioned that you might need some help on the other profiles as well?

Thanks.

Subject: Re: s.22
Date: Tuesday, September 5, 2017 at 10:14:36 PM Pacific Daylight Time
From: Herman Thind
To: Hardin, Karl GCPE:EX
CC: Hargreaves, Stephen GCPE:EX
Attachments: Buzz-Machine-Logo-801.png

I'll throw together the bios tonight. How detailed do you need it? It's a little late to call her, but I will try to get some additional emails from s.22 .

Stephen, I tried sending the translation clip by email, but the file was too big for the server. I'm going to share a Google Drive folder with you, rather than try to crunch down the file size, if that's okay? I'll share the same folder I've shared with Karl.

Thanks.



www.BuzzMachine.ca

Creative, Disruptive, Connected

Herman Thind

Principal

BSc, OOST.

778-882-4376

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Hardin, Karl GCPE:EX

September 5, 2017 at 9:56 PM

No problem.

Can I get a full bio of them early tomorrow AM?

Thanks

K

Sent from my iPhone

Subject: For our check-in

Date: Tuesday, September 5, 2017 at 9:49:20 AM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: GCPE Digital Communications

See the document saved in:

Campaigns-Projects > Throne Speech > 2017 - September

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

Subject: Re: Plans for Throne

Date: Saturday, September 2, 2017 at 1:28:01 PM Pacific Daylight Time

From: Hardin, Karl GCPE:EX

To: Lloyd, Evan GCPE:EX

CC: GCPE Digital Communications

Hi Evan,

I'm currently^{s.22}

I can send those materials along this evening or tomorrow morning.

Sent from my iPhone

On Sep 2, 2017, at 12:22 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Can I please have latest plan for Sept 8? Plus can someone, Karl, provide a briefing before Monday pm ?

Evan Loyd

Sent from my iPhone

Subject: Re: Can you confirm s.22 : phone number?
Date: Friday, September 1, 2017 at 8:41:49 AM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Hargreaves, Stephen GCPE:EX

That's what I have for her.

Sent from my iPhone

On Sep 1, 2017, at 7:54 AM, Hargreaves, Stephen GCPE:EX <Stephen.Hargreaves@gov.bc.ca> wrote:
I think it's s.22
Sent from my iPhone

Subject s.22 contact info

Date: Friday, September 1, 2017 at 7:50:48 AM Pacific Daylight Time

From: Hargreaves, Stephen GCPE:EX

To: Devereux, Rick GCPE:EX

s.22

Sent from my iPhone

Subject: RE: Affordability Validator

Date: Wednesday, August 30, 2017 at 1:02:13 PM Pacific Daylight Time

From: Devereux, Rick GCPE:EX

To: Hargreaves, Stephen GCPE:EX, Hagglund, Jarrett GCPE:EX

CC: Hardin, Karl GCPE:EX

Hi Stephen,

We'll make sure to find out asap if s.22 will be a yay or a nay – and if he doesn't work out we will go through the other contacts we had from the tolls announcement right away.

Thanks

Rick

From: Hargreaves, Stephen GCPE:EX

Sent: Wednesday, August 30, 2017 1:00 PM

To: Devereux, Rick GCPE:EX; Hagglund, Jarrett GCPE:EX

Cc: Hardin, Karl GCPE:EX

Subject: Affordability Validator

Hi Rick and Jarrett,

I contacted s.22 this morning and he was unavailable to talk, but I'm hopeful that he'll be able to chat later today.

I'm getting concerned about locking down a validator for a shoot before next Wednesday. I'm wondering if your team has reached out to tc s.22 If not, it might be a good idea to reach out to them for a few more leads. If you have capacity to do so, that would be greatly appreciated, if not please let me know I can get on it.

As well, I have just received a new contact, Herman Thind, who might be able to help us locate a validator to speak to the affordability piece. I'll reach out to him and see if we can get a few more irons in the fire.

Thanks again for all your help with this, guys.

-Stephen

Subject: RE: Aerial Footage Request
Date: Wednesday, August 30, 2017 at 8:27:06 AM Pacific Daylight Time
From: Ratcliff, Leigh DBC:EX
To: Hargreaves, Stephen GCPE:EX
CC: Mason, Clare DBC:EX
Attachments: image006.gif, image007.gif, image008.gif, image009.png, image010.gif, image011.jpg, image012.jpg, image013.jpg, image014.png, image015.png

Hi Stephen,

I am just following up on this request. Are you able to provide me with a bit more information about what you are looking for, such as how many clips you will need, types of locations, and types of activities. This will allow me to see what we have available for your use.

Cheers,

Leigh

--

Leigh Ratcliff
Brand Supervisor
Destination British Columbia
12th Floor, 510 Burrard Street
Vancouver, BC V6C 3A8
C 604.218.1629
F 604.660.3383
E Leigh.Ratcliff@DestinationBC.ca
Consumer HelloBC.com
Corporate DestinationBC.ca



From: Hargreaves, Stephen GCPE:EX
Sent: Monday, August 28, 2017 4:56 PM
To: Mason, Clare DBC:EX
Subject: Re: Aerial Footage Request

Hi Clare,

The piece is for a promotional purpose. It will introduce a few of the government's upcoming ideas, and showcase stories of a few BC residents. We'll be releasing it leading up to the upcoming throne speech.

Thanks,
Stephen

From: "Mason, Clare DBC:EX" <Clare.Mason@destinationbc.ca>
Date: Monday, August 28, 2017 at 3:55 PM
To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>
Subject: RE: Aerial Footage Request

Hi Stephen

Thanks for your email. Can you tell me more about your project? The majority of our assets are rights limited and can only be used for tourism promotion. What is the purpose of your video?

Thanks

Clare

Clare Mason

Manager, Corporate Communications

Destination British Columbia

12th Floor, 510 Burrard Street

Vancouver, British Columbia

Canada V6C 3A8

T 604.660.0424

F 604.660.1505

E Clare.Mason@DestinationBC.ca

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Sign up [here](#) for updates, invites and our new industry newsletter, **Destination BC News**. Receive updates on our marketing campaigns, hear about tourism partnership and media coverage successes, learn facts and figures from our research team, get news you can use about upcoming events—and much more, right to your inbox.

From: Hargreaves, Stephen GCPE:EX
Sent: Monday, August 28, 2017 3:43 PM
To: Mason, Clare DBC:EX
Subject: Aerial Footage Request

Hi Clare,

My name is Stephen and I'm the video producer here at Government Communications and Public Engagement her at Gov of BC.

We're working on a video piece that could use a leg up in the BC beauty shots department, so we figured you're the premier source to go to.

We're seeking aerial/drone shots that showcase the beautiful places around our province -- mountains, water, forests, etc; people being active in said locations. We're looking for two or three clips for this piece that will be published online next week.

I'd love to know if your team could help us out!

Thanks,
Stephen

Subject: RE: Aerial Footage Request
Date: Tuesday, August 29, 2017 at 1:18:16 PM Pacific Daylight Time
From: Mason, Clare DBC:EX
To: Hargreaves, Stephen GCPE:EX
Priority: High
Attachments: image016.jpg, image017.jpg, image018.jpg, image019.png, image020.png, image001.jpg, image002.jpg, image003.jpg, image004.png, image005.png

Hi Stephen

I'm just on a call with our assets manager; do you have a list of places you're interested in?

Thanks

Clare

Clare Mason

Manager, Corporate Communications

Destination British Columbia

12th Floor, 510 Burrard Street

Vancouver, British Columbia

Canada V6C 3A8

T 604.660.0424

F 604.660.1505

E Clare.Mason@DestinationBC.ca

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Sign up [here](#) for updates, invites and our new industry newsletter, **Destination BC News**. Receive updates on our marketing campaigns, hear about tourism partnership and media coverage successes, learn facts and figures from our research team, get news you can use about upcoming events—and much more, right to your inbox.

From: Hargreaves, Stephen GCPE:EX
Sent: Monday, August 28, 2017 4:56 PM
To: Mason, Clare DBC:EX
Subject: Re: Aerial Footage Request

Hi Clare,

The piece is for a promotional purpose. It will introduce a few of the government's upcoming ideas, and showcase stories of a few BC residents. We'll be releasing it leading up to the upcoming throne speech.

Thanks,
Stephen

Subject: Script for tomorrow
Date: Monday, August 28, 2017 at 6:24:55 PM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: McConnell, Sheena PREM:EX
CC: Nash, Amber PREM:EX, Hargreaves, Stephen GCPE:EX
Attachments: 20170828-Script-Throne-Video.docx, Throne Vision Piece - Rough Script- Draft 3.2-CM-KH.docx

Hey Sheena,

Here's the script we want to do voice recording with John in the morning. Can you please brief him on what this is and what it's for? Also let him know Sage has signed off and is good with it?

I'll be available in the morning to brief you if you want. And Stephen will have printed copies on hand when he shows up. He'll be showing up early to get set up (I've cc'd him).

This is the script for a video product we're making for the Throne Speech day. His dialogue will be mixed in with short clips of three different validators speaking about their experiences as they relate to affordability, services and jobs.

I've also attached the treatment document so you get a better sense of what I'm talking about.

Thanks
Karl

--

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: RE: Aerial Footage Request
Date: Monday, August 28, 2017 at 5:04:15 PM Pacific Daylight Time
From: Mason, Clare DBC:EX
To: Hargreaves, Stephen GCPE:EX
Attachments: image016.jpg, image017.jpg, image018.jpg, image019.png, image020.png, image001.jpg, image002.jpg, image003.jpg, image004.png, image005.png

Hi Stephen

Thanks for letting me know. Unfortunately the majority of our material can't be used for this purpose. The licenses we hold with the photographers and videographers are specific to tourism promotion only. I can ask the team if we have any unlicensed footage—do you have particular areas of the province you want to represent?

Thanks

Clare

Clare Mason

Manager, Corporate Communications

Destination British Columbia

12th Floor, 510 Burrard Street

Vancouver, British Columbia

Canada V6C 3A8

T 604.660.0424

F 604.660.1505

E Clare.Mason@DestinationBC.ca

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From: Hargreaves, Stephen GCPE:EX
Sent: Monday, August 28, 2017 4:56 PM
To: Mason, Clare DBC:EX
Subject: Re: Aerial Footage Request

Hi Clare,

The piece is for a promotional purpose. It will introduce a few of the government's upcoming ideas, and showcase stories of a few BC residents. We'll be releasing it leading up to the upcoming throne speech.

Thanks,

Stephen

From: "Mason, Clare DBC:EX" <Clare.Mason@destinationbc.ca>
Date: Monday, August 28, 2017 at 3:55 PM
To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>
Subject: RE: Aerial Footage Request

Hi Stephen

Thanks for your email. Can you tell me more about your project? The majority of our assets are rights limited and can only be used for tourism promotion. What is the purpose of your video?

Thanks

Clare

Clare Mason

Manager, Corporate Communications

Destination British Columbia

12th Floor, 510 Burrard Street

Vancouver, British Columbia

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T 604.660.0424

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From: Hargreaves, Stephen GCPE:EX
Sent: Monday, August 28, 2017 3:43 PM
To: Mason, Clare DBC:EX
Subject: Aerial Footage Request

Hi Clare,

My name is Stephen and I'm the video producer here at Government Communications and Public Engagement her at Gov of BC.

We're working on a video piece that could use a leg up in the BC beauty shots department, so we figured you're the premier source to go to.

We're seeking aerial/drone shots that showcase the beautiful places around our province -- mountains, water, forests, etc; people being active in said locations. We're looking for two or three clips for this piece that will be published online next week.

I'd love to know if your team could help us out!

Thanks,
Stephen

Subject: Re: Follow Up Re: Bridge Tolls/Affordability Validator
Date: Monday, August 28, 2017 at 4:24:15 PM Pacific Daylight Time
From: Hargreaves, Stephen GCPE:EX
To: Hagglund, Jarrett GCPE:EX

Alright, appreciate the update.
Thanks Jarret

From: "Hagglund, Jarrett GCPE:EX" <Jarrett.Hagglund@gov.bc.ca>
Date: Monday, August 28, 2017 at 4:01 PM
To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>
Subject: RE: Follow Up Re: Bridge Tolls/Affordability Validator

So I tried to follow-up again to no avail. But he did get his friend who connected us originally to call me. I went over the ask with him and he is going to talk to^{s.22} I do get the feeling if he went to his friend instead of calling me back that he is hesitant. His friend is quite persuasive though so we shall see. He should be getting back to me by the morning at the latest.

JH

From: Hargreaves, Stephen GCPE:EX
Sent: Monday, August 28, 2017 2:52 PM
To: Hagglund, Jarrett GCPE:EX
Subject: Re: Follow Up Re: Bridge Tolls/Affordability Validator

Thank you, sir!

From: "Hagglund, Jarrett GCPE:EX" <Jarrett.Hagglund@gov.bc.ca>
Date: Monday, August 28, 2017 at 2:51 PM
To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>
Subject: Re: Follow Up Re: Bridge Tolls/Affordability Validator

Hey. Haven't been able to get a hold of him. Was going to try again this afternoon. I'll make sure to send you an update asap

Sent from my iPhone

On Aug 28, 2017, at 2:50 PM, Hargreaves, Stephen GCPE:EX <Stephen.Hargreaves@gov.bc.ca> wrote:

Hey Jarrett,

How's it going? Have you been able to persuade our friend^{s.22} to take part? Just curious about any progress.

Thanks,

Stephen

From: **Stephen Hargreaves**^{s.22}
Date: Sun, Aug 27, 2017 at 12:30 AM
Subject: Re: Follow Up Re: Bridge Tolls/Affordability Validator
To: "Hagglund, Jarrett GCPE:EX" <Jarrett.Hagglund@gov.bc.ca>

For the first part, we would included him in a large piece with two other validators, the duration for his part would be about 10-20 seconds.

For the follow up, full feature profile, it would be focussed on him, likely about 1:00 - 2:00 min in duration.

Thanks,
Stephen

On Sat, Aug 26, 2017 at 11:50 PM, Hagglund, Jarrett GCPE:EX
<Jarrett.Hagglund@gov.bc.ca> wrote:

Hey Stephen. This is great thanks. My one follow up question would be about about how long he would be showcased in the video. It seemed to be something he cared about. Thanks!

Sent from my iPhone

> On Aug 26, 2017, at 6:27 PM, Stephen Hargreaves
s.22 wrote:

<

> Hey Jarrett,

>

> Essentially, we'll take a day of shooting, but we'll start off with an interview, in which he'll describe his situation, paying \$100+ in tolls, how that affects his family and his ability to afford living in the city, and in the end, describe what it means to him to have relief from that, how his life is now more affordable.

>

> After the interview, we would shoot footage of him with his family/friends, a hobby, etc. Whatever he would feel comfortable sharing with us.

>

> We would love it if he were able to conduct the interview in Punjabi, with myself and a translator.

>

> The piece would be used as one of three that describe how real people are affected by policy choices, and hopefully describe how they have been affected positively. It would be used in an online video, published on Facebook and Twitter.

>

> I hope that helps give enough background to talk him through it! Let me know if you could use any other info.

>

>

>

> Sent from my iPhone

>

>> On Aug 25, 2017, at 6:30 PM, Hagglund, Jarrett GCPE:EX
<Jarrett.Hagglund@gov.bc.ca> wrote:

>>

>> Hey

>>

>> He lives and works in Surrey. Pays 100\$ a month in tolls even though he tries to avoid bride at all cost. As I said in my other email he has gotten hesitant. If you give me more details of what would be involved for him I will talk to him flesh out his story and try to convince him to take part.

>>

>> Thanks!

>>

>> Sent from my iPhone

>>

>> On Aug 25, 2017, at 5:40 PM, Stephen Hargreaves
s.22 >> wrote:

- -

>> Hey Jarrett,

>>

>> Do you have any information about s.22 ' What his story is? And do you know if he is a Punjabi speaker?

>>

>> Thanks,

>> Stephen

>>

>> On Fri, Aug 25, 2017 at 1:08 PM, Hagglund, Jarrett GCPE:EX
<Jarrett.Hagglund@gov.bc.ca<<mailto:Jarrett.Hagglund@gov.bc.ca>>> wrote:

>> Hi Stephen,.

>>

>>

>> I talked to rick and he thinks s.22 who spoke today would be great. I spoke to s.22 and he is down. Here is his number s.22

s.22 > I told him someone would be in touch with him to discuss. If he falls through let me know and I can see if there is someone else.

>>

>> Thanks Stephen!

>>

>>

>>

>> From: Stephen Hargreaves
[mailto:s.22]
>> Sent: Friday, August 25, 2017 1:06 PM
>> To: Hagglund, Jarrett GCPE:EX
>> Subject: Follow Up Re: Bridge Tolls/Affordability Validator
>>
>> Hey Jarrett,
>>
>> I just wanted to follow up on our quick convo about the potential validator. If you're
able to put us in touch, that would be great.
>>
>> Thanks,
>> Stephen
>>

Subject: Re: 4 video pieces
Date: Friday, September 8, 2017 at 6:22:24 AM Pacific Daylight Time
From: Hargreaves, Stephen GCPE:EX
To: Hardin, Karl GCPE:EX
Attachments: Throne Speech Video Project - Budget Estimate.xlsx, Throne Speech Video Project - Budget Estimate.pdf

Updated budget estimate attached

From: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Date: Thursday, September 7, 2017 at 11:26 PM
To: "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>
Subject: 4 video pieces

Hey Stephen,

Can you send me the budget for the 4 video pieces as it stands now? Or is it the same as you quoted me last time?

Thanks
k

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Subject: Throne Speech Video Project - Validator Bios
Date: Saturday, September 2, 2017 at 5:22:14 PM Pacific Daylight Time
From: Hargreaves, Stephen GCPE:EX
To: Hardin, Karl GCPE:EX
Attachments: Throne Speech Video Project - Validator Bios.docx

Hey Karl,

Here are the validator bios.

Unfortunately, the participant we had lined up for tomorrow,^{s.22} and can no longer participate. Herman is on top of it, and is working diligently to find us another participant. So at this time, I only have a rough idea of who he has lined up – a SA couple from Surrey with a new baby, just like s.22

I'll get you their details once Herman has a chance to plan with them.

Thanks,
Steve

Our province has so much potential.

--

It's because of the people.

--

Things haven't been easy for a lot of people for too long. They've been falling behind.

--

We're making different choices. Choices that put people first.

--

People who need better services.

--

People who want a good-paying job, and the chance for a better future for their families.

--

People who just want life to be more affordable.

--

We're only getting started. We have a plan, and we're going to work hard to

make life better for people. A Better BC
where no one is left behind.

--

This is your government. We're working
for you.

GCPE

THRONE SPEECH VIDEO

Content Treatment

Validator Profiles and Vision Piece

s.13

Page 136 to/à Page 140

Withheld pursuant to/removed as

s.13

Throne Speech Video Project

Validator Bios

s.22



s.22

s.22



s.22

s.22

TBD

VO	Visual
s.13	<ul style="list-style-type: none"> Interior/Mountain Aerial Vancouver Skyline Timelapse of downtown Vancouver Skytrain
	s.13
	<ul style="list-style-type: none"> People outside shop
	s.13
	<ul style="list-style-type: none"> Wildfire worker Someone running Construction worker
s.13	<ul style="list-style-type: none"> Wildfire footage Homes demolished
	s.13
People who need better services.	s.13,s.22
s.13	<ul style="list-style-type: none"> s.13 s.13

s.13

VO	Visual
Our province has so much potential. s.13	<ul style="list-style-type: none"> • Interior/Mountain Aerial • Vancouver Skyline • Timelapse of downtown Vancouver • Skytrain • Forestry <ul style="list-style-type: none"> • People outside shop s.13 <ul style="list-style-type: none"> • Wildfire worker • Someone running • Construction worker <ul style="list-style-type: none"> • Wildfire footage • Homes demolished
We're making different choices. Choices that put people first.	<ul style="list-style-type: none"> • s.13
People who need better services. s.13,s.22	s.13,s.22 s.13
People who want a good-paying job, and the chance for a better future for their families. s.13	<ul style="list-style-type: none"> • Logger from Merritt s.13,s.22 <ul style="list-style-type: none"> • s.22 - portrait
People who just want life to be more affordable. s.13	s.13
We're only getting started. We have a plan, and we're going to work hard to make life better for people. A Better BC where no one is left behind.	
This is your government. We're working for you.	

	s.13
	<ul style="list-style-type: none">• Smiling people• Outro logo

VO	Visual
s.13	<ul style="list-style-type: none"> • Interior/Mountain Aerial • Vancouver Skyline • Timelapse of downtown Vancouver • Skytrain
	s.13 <ul style="list-style-type: none"> • People outside shop
	s.13 <ul style="list-style-type: none"> • Wildfire worker • Someone running • Construction worker
	<ul style="list-style-type: none"> • Wildfire footage • Homes demolished
	s.13,s.22 s.13
	• •

Aug 8, Camosun College Event

Student validators:

s.22

s.22

Please let me know if you have any questions. I've spoken to them both and briefed him on expectations regarding telling their story in up to 2 minutes maximum after the Premier speaks.

Event Guest List so far: (may change)

From Camosun College:

Barbara Severyn, Human Resources ED

Deborah Huelscher, CFO

Camosun Student Society:

Rachael Grant, External Executive

Michael Glover, Services Coordinator

Michel Turcotte, Executive Director

BC Students Society Chair Caitlin McCutchen

Ravi Parmar, SD62 Board Chair

Regrets:

Ruth Wittenberg UFV

RUCBC

McGregor, Cara GCPE:EX

From: Hardin, Karl GCPE:EX
Sent: Monday, August 28, 2017 3:31 PM
To: McGregor, Cara GCPE:EX
Subject: For review
Attachments: Throne Vision Piece - Rough Script- Draft 3.docx

--

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

VO	Visual
s.13	<ul style="list-style-type: none"> • Interior/Mountain Aerial • Vancouver Skyline • Timelapse of downtown Vancouver • Skytrain • Forestry
	<ul style="list-style-type: none"> • People outside shop
	s.13
	<ul style="list-style-type: none"> • Wildfire worker • Someone running • Construction worker
	<ul style="list-style-type: none"> • Wildfire footage • Homes demolished
	•
	s.13
	s.13,s.22
s.13,s.22	s.13,s.22
	<ul style="list-style-type: none"> • Potentially other b-roll
s.13	<ul style="list-style-type: none"> • Logger from Merrit
	s.13,s.22
	<ul style="list-style-type: none"> • s.22 I - portrait
People who just want life to be more affordable	s.13
s.13	
	s.13
We're only getting started. We have a plan, and we're going to work hard to build a Better BC where nobody gets left behind.	

s.13	s.13
	<ul style="list-style-type: none"> • ALT: PJH delivers line to camera with group surrounding • Smiling people • Outro logo

McGregor, Cara GCPE:EX

From: Hardin, Karl GCPE:EX
Sent: Monday, August 28, 2017 5:24 PM
To: McGregor, Cara GCPE:EX; Aaron, Sage PREM:EX
Subject: Re: Digital - my comments on video

Amazing, thanks all.

--

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: "McGregor, Cara GCPE:EX"
Date: Monday, August 28, 2017 at 5:22 PM
To: "Aaron, Sage PREM:EX" , "Hardin, Karl GCPE:EX"
Subject: RE: Digital - my comments on video

One small change: trying to make the jobs intro slightly less wordy --

Old: ^{s.13}

New: People who want a good-paying job, and the chance for a better future for their families.

From: Aaron, Sage PREM:EX
Sent: Monday, August 28, 2017 5:19 PM
To: Hardin, Karl GCPE:EX; McGregor, Cara GCPE:EX
Subject: RE: Digital - my comments on video

Hi folks,
Great work. Good by me.

From: Hardin, Karl GCPE:EX
Sent: Monday, August 28, 2017 5:16 PM
To: McGregor, Cara GCPE:EX; Aaron, Sage PREM:EX
Subject: Re: Digital - my comments on video

Hey Cara,

Have accepted your suggested edits and included alternative copy for the ending.

Sage, we'll need your final sign off on this. I'm going to work with Sheena so that she can brief John on this in the morning.

Thanks
Karl

--
Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: "McGregor, Cara GCPE:EX" <Cara.McGregor@gov.bc.ca>
Date: Monday, August 28, 2017 at 4:05 PM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Aaron, Sage PREM:EX" <Sage.Aaron@gov.bc.ca>
Subject: Digital - my comments on video

Hi – I've had a quick go at Karl's digital script. I've left comments and thoughts in the margins. I have another meeting but will be back around 530.

Looping in Sage.

Cara

McGregor, Cara GCPE:EX

From: Aaron, Sage PREM:EX
Sent: Sunday, September 3, 2017 1:36 PM
To: McGregor, Cara GCPE:EX
Subject: Fwd: Digital strategy for Throne
Attachments: SFTT-DigitalStrategy.docx; ATT00001.htm

Sage

Sent from my mobile device

Begin forwarded message:

From: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
To: "Aaron, Sage PREM:EX" <Sage.Aaron@gov.bc.ca>
Subject: Digital strategy for Throne

Hi Sage,

I've attached the draft outline of our digital strategy for Throne. I'm hoping to include much more detail once I get an idea of what the inside itinerary will be the day of.

Of course, open to feedback and rejiggering.

Our third validator spot has been a struggle for some reason. We've had two cancellations thus far, so hoping the validators we've found this time around work out (Herman Thind has been finding people for us in Surrey).

We can re-triangulate if need be. As long as we have a shoot in the bag by Wednesday, we can deliver the plan 'as is' for Friday.

Cheers
Karl

Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Speech from the Throne Digital Strategy – DRAFT

Goals:

1. Use the moment of the Throne Speech to continue define this government as one that is working to make life better for people.
2. Carry the storytelling aspect of the Throne Speech more widely and with a more personal tone.
3. Highlight the stories of real people to underscore how the government is moving quickly to make improvements in the lives of regular British Columbians.

Audiences:

- Media.
- People who are interested in the new direction of this government.
- Stakeholders who have been calling for the changes this government has committed to implementing.

Strategic approach:

This is our opportunity to share our message about what a new kind of government can do for people.

We will focus our digital communications on the key messages from the Throne Speech and highlight how government initiatives will benefit British Columbians by focusing on individuals who have a story to tell.

This will be anchored by a video with the Premier re-iterating the key points from the Throne Speech through voice over, highlighting the stories of three individuals who can relate to government priorities.

Key Deliverables:

- VIDEO: We will use an anchoring video to put a personal touch on the key messages embedded in the Throne Speech.

s.13

we will release in-depth 90 second videos that focus on each of the three individuals featured in the anchoring video. They will tell their story in their own words about how government can work for people.

s.13

- **WEBSITE:** We will use a webpage as a means to sum up the key messages in the Throne Speech.
 - Web traffic will be generated from social platforms.
 - There will be a data capture element. The call to action will be to sign-up to participate in budget consultations in the lead-up to the spring budget.
 - This website will be adapted post-Throne Speech to enhance the existing message pieces with details after the budget is released.
- **PHOTO PORTRAITS:** We will take a Humans of New York approach to personal storytelling exclusively on digital channels. Some of these will be posted 'day of', others will be posted after the fact as sustaining activities.

s.13

Tactical roll out:

s.13

General Outline:

Time	Action
1-2 days before	Promotional posts
Morning	Post anchor video to social channels
During Throne Speech	Post Facebook live video to website and social channels
After Throne Speech	
Evening	

s.13

Sustaining activities:

- Video profiles of key validators.
- Optional: Facebook live Q+A or town hall format with the Premier

Key validators:

s.22



s.22

s.22



s.22

Couple from Surrey with Young Child*Affordability - Working and Living in South Surrey*

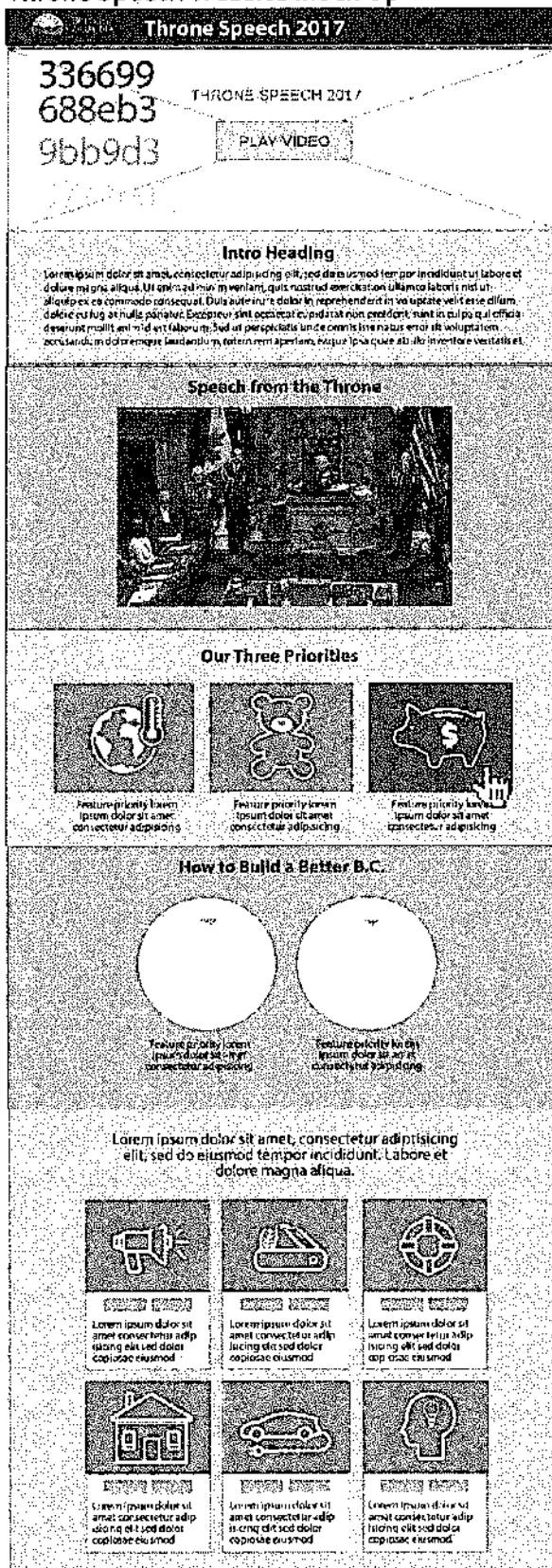
Unfortunately, validators have kept falling through for this third spot, a couple as recently as Saturday, September 2. We are actively following-up on additional leads.

Anchoring Video Treatment

VO	Visual
Our province has so much potential. s.13	<ul style="list-style-type: none"> Interior/Mountain Aerial Vancouver Skyline Timelapse of downtown Vancouver Skytrain Forestry
	<ul style="list-style-type: none"> People outside shop s.13
	<ul style="list-style-type: none"> Wildfire worker Someone running Construction worker
	<ul style="list-style-type: none"> Wildfire footage Homes demolished
	<ul style="list-style-type: none"> s.13
s.13,s.22	<ul style="list-style-type: none"> s.13,s.22
	s.13,s.22 <ul style="list-style-type: none"> Potentially other b-roll
People who want a good-paying job, and the chance for a better future for their families.	<ul style="list-style-type: none"> Logger from Merritt s.13,s.22
s.13	<ul style="list-style-type: none"> s.22 portrait
	s.13
	s.13
	s.13
We're only getting started. We have a plan, and we're going to work hard to make life better for people. A Better BC where no one is left behind.	s.13

This is your government. We're working for you.	<p>s.13</p> <p>group surrounding</p> <ul style="list-style-type: none">• Smiling people• Outro logo
---	--

Throne Speech Website Mock Up



McGregor, Cara GCPE:EX

Subject: Throne Speech - Communications Strategy
Location: GCPE R 617 Government Street, N406, Board Room 2 (Seats 14 people) GCPE:EX

Start: Fri 2017-08-25 1:00 PM
End: Fri 2017-08-25 1:30 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: McGregor, Cara GCPE:EX
Required Attendees: Devereux, Rick GCPE:EX; Oreck, Mira PREM:EX (Mira.Oreck@gov.bc.ca); Hardin, Karl GCPE:EX; Aaron, Sage PREM:EX (Sage.Aaron@gov.bc.ca); Holmwood, Jen PREM:EX (Jen.Holmwood@gov.bc.ca); Gibbs, Robb GCPE:EX; Van Meer-Mass, Kate PREM:EX (Kate.VanMeer-Mass@gov.bc.ca); Tounsi, Marielle GCPE:EX; Sherlock, Stephanie GCPE:EX; Lowe, Mike GCPE:EX (Mike.Lowe@gov.bc.ca)

Resources: GCPE R 617 Government Street, N406, Board Room 2 (Seats 14 people) GCPE:EX

Categories: Meetings

Two weeks to go. The next Throne Speech comms strategy session is on Friday at 1:00pm.

This meeting will be a check-in meeting, to see how work is progressing within our teams.

Meeting agenda attached.

Cara



agenda - throne
speech strateg...

Join online meeting

s.15,s.17

Join by Phone

Local - Victoria: s.15,s.17

Local - Vancouver: s.15,s.17

Toll-Free s.15,s.17

Find a local number

Conference ID: s.15,s.17

Forgot your dial-in PIN? | First online meeting?

Throne Speech Communications Strategy

August 25, 2017

Agenda

1. Speech
2. Events
3. Invitations
4. Media relations
5. Digital
6. Stakeholder relations
7. Other items

Throne Speech – Communications Strategy
Updated: August 22, 2017

Strategy	Responsibility	Notes/For discussion
Throne Speech text	Cara in coordination with PO	Roll-out with deadlines including: <ul style="list-style-type: none"> - Who has input - Who reviews - Who approves - Layout and print - Delivery of copies
Communications: Collateral materials	GCPE in coordination with PO	<ul style="list-style-type: none"> - News Release - Key Messages - Qs and As
Communications: Ministries	Communications Operations	<ul style="list-style-type: none"> - How do we want to loop in and inform Comms Directors, and coordinate any follow-up releases?
Event Planning	Events	<ul style="list-style-type: none"> - Following tradition, we will host a reception after the speech is delivered, for guests and attendees
Media Relations	GCPE Media Relations	<ul style="list-style-type: none"> - Media relations taking the lead on: <ul style="list-style-type: none"> o Media advisory o Embargo of NR and speech o Camera locations and media for ceremonies
Digital	Digital	<ul style="list-style-type: none"> - Video with people - Social content on-the-day - Web content
Stakeholder Relations and Outreach	Stakeholder relations	
Confidence and Supply	Secretariat	
Communications: LG liaison	PO	<ul style="list-style-type: none"> - Identify PO liaison

Tick Tock for Throne Speech

To be added to this:

- Multicultural strategy
- Developing and finalizing a regional media call-in plan for MLAs

Aug. 25 to Sept. 7

When	What	Who
Aug. 25	Speech review by COS	Chief of Staff
Aug. 29	Collateral Materials drafted News Release, Key Messages, Q and A	Cara
Aug. 30	Collateral materials review	PO - Sage
TBC	PO to approach L-G about Throne speech approach (high level)	Chief of Staff
TBC	Review by L-G	L-G office
TBC	Final sign-off from Premier's Office on speech	PO
TBC	Final spell and grammatical check on speech	Writing and Editorial
TBC	Layout of final text for ribbon, web and embargo copies of speech	Calvin / GCPE
Sep 6-7	Media relations: socializing the gallery, what to expect (without revealing details)	Jen/Sage
Sep 5	Media advisory reviewed and signed-off by IGRS, PO et al - incl house leader	Cara
Sep 6 (48 hours before)	Media advisory issued (may include info about validators attending - in general form only)	Media relations, with approvals from IGRS and PO
TBC	Caucus sets out which MLAs will contact which ridings after throne speech/budget come down	Caucus
TBC	Parse out comments by ministry in Throne Speech to give comms directors a heads up if they need to prepare comms materials coming out of Throne	TBC

Friday, Sept 8 - Throne Speech Day

When	What	Who
a.m.	Release digital video	Digital
9:00 a.m.	Pick up ribbon copies from QP	Cara
a.m.	Print embargo copies of throne for media	Calvin / GCPE

	(takes up to 3 hours to print 30 copies)	
a.m.	Pick up embargo copies from Calvin at GCPE	Media relations
10:00 a.m.	Delivery of ribbon copies: <ul style="list-style-type: none"> • Speaker's office (2) • Premier's office (2) • L-G (2) - must be by 10, must include 	Cara (or other person if PO prefers)
1:00 pm	Caucus meeting - briefing	Caucus
1:00 pm	Speech embargo with press gallery	Media Relations
2:00 pm	Throne speech read	L-G
2:15 pm	Throne speech collateral posted to news.gov.bc.ca: <ul style="list-style-type: none"> - News Release - Media assets (.mp4 audio and .mov video) 	Writing and Editorial GCPE web team
2:15 p.m.	Throne speech posted to engage.gov.bc.ca: <ul style="list-style-type: none"> - Graphic content (branding) - Livestream (and archived video) - Full speech - Breakout by theme with images, e.g.: <ul style="list-style-type: none"> o Our vision etc. 	GCPE web team
2:00 pm and ongoing	Throne speech social content outputs	Digital
3:00 pm	Media relations monitors scrums in reaction to throne speech	Media Relations
3:00 pm	Event underway in Legislature	Events
3:00 pm	Pundits and commentators	Sage