

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 2, 2018 9:40 AM
To: McAndrews, Caroline GCPE:EX
Subject: FPT - Focus Group testing in Vancouver Jan 9

Hello Caroline and Happy New Year!

Next week Health Canada is focus testing concepts in Vancouver for the public education campaign on cannabis.

Matt McLean from my unit is interested in attending the sessions next Tuesday, Jan 9 and I'm supportive of him undertaking this.

Any issues from your end on Matt attending the sessions as BC can only send 1 person to observe?

It's unclear to me if anyone else in PSSG/Cannabis Secretariat/Cannabis Public Education and Awareness Sub-Working Group has expressed an interest in going.

Matt can report out to the sub-working group in mid-January on his observation from the focus groups.

Thoughts?

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising

Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 2, 2018 9:51 AM
To: Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX
Cc: Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: Mailer Revised

Hello and Happy New Year,
Just to let you know copy revisions were made to the mailer on Friday, Dec. 29. Expecting a new version today. We're now working on Version 4.
Tiffany, can you please call me regarding approval process with MO?
Thanks Kathryn

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, December 28, 2017 12:17 PM
To: Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX
Cc: Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: Mailer Revised
Importance: High

Hey folks,
Please find attached the latest version of the mailer. Changes were made late Friday, Dec. 22. Please review version dated Dec. 27.
Let me know if there are additional changes to the copy or layout prior to forwarding to MO for final approval.
Thanks Kathryn

From: Nelson, Tiffany GCPE:EX
Sent: Thursday, December 28, 2017 12:09 PM
To: Butler, Liam GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: FW: Mailer Revised

Thanks Kathryn. Liam will review now and I'll do the same first thing Tues s.22 . Then good to get to MO for final approval?

Tiffany

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, December 20, 2017 4:21 PM
To: Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX; Nelson, Tiffany GCPE:EX
Subject: FW: Mailer Revised

Updated mailer with revised copy. Still need to make a final decision on logo.
Kathryn

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]
Sent: Wednesday, December 20, 2017 3:54 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Mailer Revised

Hi Kathryn,

Please find the revised mailer attached below:

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 2, 2018 11:19 AM
To: McAndrews, Caroline GCPE:EX
Subject: RE: Meeting

I agree. We should involve Don Zdravec as well. What's your suggestion on timing? After January 18th? Let's get this lined up ASAP.
Kathryn

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

From: McAndrews, Caroline GCPE:EX
Sent: Tuesday, January 2, 2018 9:48 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Meeting

Hi K: can we setup a meeting after we get the public educ needs template back from the ministries and try and lockdown what our themes will be prior to convening the larger group? I think the pssg folks and gcpe hq. I want to make sure rob and evan are in the loop so they dont go directly to our DM who isnt involved yet at this level. Thoughts?

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 2, 2018 11:39 AM
To: 'Kuiack3, Melanie (HC/SC)'
Cc: 'Saikaley, Salim (HC/SC)'
Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

Hello Melanie,
The BC Government would like to send a representative to the focus testing in Vancouver on Jan 9.
Would it be possible to forward me the details of where and when the representative should arrive? This will allow us to make travel plans.
The BC Government will be sending, Matt McLean, Marketing Officer GCPE to observe the groups.
Thanks so much,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

From: Saikaley, Salim (HC/SC) [<mailto:salim.saikaley@canada.ca>]
Sent: Tuesday, January 2, 2018 10:01 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Kuiack3, Melanie (HC/SC)
Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

Hi Kathryn,

Thanks for posting your question. You may contact Melanie (cc'd) for more details on the focus testing sessions.

Many thanks,

-Salim

From: GCcollab [<mailto:admin@gccollab.ca>]

Sent: 2018-01-02 12:26 PM

To: Saikaley, Salim (HC/SC)

Subject: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du c...

This is a system-generated message from GCcollab. Please do not reply to this message | Ceci est un message généré par le système de GCcollab. Veuillez ne pas répondre à ce message

GCcollab

(Le français suit)

Kathryn.Lesueur posted a new reply on the discussion, Focus Testing for HC's Public Education Campaign on Cannabis

Hi Salim and Jen,

BC would like to send a representative to the focus group testing in Vancouver.

Who do we contact to get further details on the sessions?

Thanks Kathryn LeSueur

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Kathryn.Lesueur a affiché une réponse dans la discussion intitulée Focus Testing for HC's Public Education Campaign on Cannabis

Hi Salim and Jen,

BC would like to send a representative to the focus group testing in Vancouver.

Who do we contact to get further details on the sessions?

Thanks Kathryn LeSueur

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 2, 2018 11:43 AM
To: 'Mike Krafczyk'
Cc: 'Andrew Samuel'
Subject: RE: Mailer - revised

Mike, thanks for the quick turnaround.
Much appreciated,
Kathryn

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]
Sent: Tuesday, January 2, 2018 11:21 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Mailer - revised

Hi Kathryn,

Here is the revision based on our conversation. Let me know if you need anything else!

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 9:50 AM
To: Smith, Karen A GCPE:EX
Cc: Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX; denise@elevateconsulting.ca; Davison, Murna GCPE:EX
Subject: RE: St. Bernadine

Karen, I've forwarded this to Dawn Stewart who handles the financial arrangements with ad agencies. Please follow up with Dawn.
Thanks Kathryn

From: Smith, Karen A GCPE:EX
Sent: Wednesday, January 3, 2018 8:04 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX; denise@elevateconsulting.ca; Davison, Murna GCPE:EX
Subject: St. Bernadine

Hi Kathryn

I am prepping a JV to recover for the Electoral Reform Project for the end of Q3 and have not seen any invoices yet from St. Bernadine for the work they have done to date. Do you have a contact that we can request they invoice us for work done to date prior to our cut-off of Jan. 5th for processing.

Thanks,

Karen Smith

Sr. Project Coordinator
GDX - Government Digital Experience Division
Government Communications & Public Engagement
Cell: 250-589-5417 Office: 778-698-2120

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 9:51 AM
To: Stewart, Dawn M GCPE:EX
Subject: FW: St. Bernadine

FYI – thanks Kathryn

From: Smith, Karen A GCPE:EX
Sent: Wednesday, January 3, 2018 8:04 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX; denise@elevateconsulting.ca; Davison, Murna GCPE:EX
Subject: St. Bernadine

Hi Kathryn

I am prepping a JV to recover for the Electoral Reform Project for the end of Q3 and have not seen any invoices yet from St. Bernadine for the work they have done to date. Do you have a contact that we can request they invoice us for work done to date prior to our cut-off of Jan. 5th for processing.

Thanks,

Karen Smith

Sr. Project Coordinator
GDX - Government Digital Experience Division
Government Communications & Public Engagement
Cell: 250-589-5417 Office: 778-698-2120

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 11:27 AM
To: Kelch, Kyla GCPE:EX
Subject: RE: For Decision - Cando Magazine Ad Placement

Kyla,
Thanks for the detailed email on this advertising opportunity.
Yes, I support the development and placement of the ad in the Cando Connect.
I would propose the BCICIC content for the ad, unless the ministry has another suggestion.
Please proceed.
Kathryn

From: Kelch, Kyla GCPE:EX
Sent: Tuesday, January 2, 2018 11:24 AM
To: LeSueur, Kathryn GCPE:EX
Subject: For Decision - Cando Magazine Ad Placement

Hi Kathryn,

The Ministry of Jobs, Trade and Tourism's International Trade division was a recent sponsor at [BC Links to Learning](#), an annual technical training forum which provides a range of learning opportunities for First Nations Economic Development Officers and Lands Management Officers. Cando, a national Indigenous organization involved in community economic development, Indigenous and Northern Affairs Canada and the National Aboriginal Lands Managers Association partnered to organize the forum.

As a Provincial sponsor, Cando has offered the Province a half-page, full-colour ad in the upcoming edition of their magazine [Cando Connect](#). Total downloads and digital reads of this online magazine are between 1500-2000 per issue and it is viewed by a domestic audience that includes Cando members, elected officials, land managers and the general public.

The shop supports the inclusion of an ad and have given the following suggestions for potential ad content:

- JTT's International Business Division has experts who can provide sector expertise and geographic market expertise; [Trade Investment Representatives](#) in locations around the globe (United States, Asia (Japan Korea, China), South East Asia, Europe)
- [Export Navigator Pilot Program](#), which provides in-person guidance to help B.C. small businesses enter new markets

- BC Indigenous Business and Investment Council (BCIBIC) Database - Where all Indigenous companies are encouraged to register to get exposure all over the world
- Ministry can work with partners such as Global Affairs and Agriculture Canada to assist exporters

Do you support the development and placement of this ad and if so, what program/programs should be profiled?

The deadline to submit artwork is January 12th.

Let me know if you have additional questions. The shop contact is Courtney Stewart.

Kyla

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 11:47 AM
To: Venn, Tania GCPE:EX
Cc: Kelch, Kyla GCPE:EX
Subject: RE: Junior Hockey Contract

Hello Tania,
Andrew Pratt is the best person to assist you with this request.
Kyla Kelch, who is cc'd on this email, will follow up with him next week s.22
s.22
Kathryn LeSueur

From: Venn, Tania GCPE:EX
Sent: Wednesday, December 27, 2017 9:51 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Junior Hockey Contract

Hi Kathryn,

I'm hoping you are the correct person to review this for us, but if not, can you please make a referral to someone?

A couple of weeks ago we were asked if we wanted to retain the use of the World Junior Hockey Championship logos for non-commercial purposes, and the decision was that yes we would.

Now, one of our policy analysts has asked us for our input on some questions, as per below.

Are you able to review and give us some guidance on this please?

Thanks,

Tania

From: Jones, Shannon GCPE:EX
Sent: Friday, December 22, 2017 10:01 AM

To: Venn, Tania GCPE:EX
Subject: FW: Junior Hockey Contract

I think that this is something that we need to send to GCPE HQ for review. I have placed my notes below.

From: Wasylik, Bruce TAC:EX
Sent: Wednesday, December 20, 2017 2:53 PM
To: Nesbitt, Rachel GCPE:EX; Jones, Shannon GCPE:EX
Cc: Todoruk, Kyle TAC:EX
Subject: Junior Hockey Contract

Good afternoon Rachel and Shannon,

s.14

Thank you and please call with any questions.

Bruce Wasylik
Sport Consultant – Hosting Programs
Sport Branch, MTAC
Victoria, B.C.
Tel: 778.698.3368
Fax: 250.387.4099

LeSueur, Kathryn GCPE:EX

Subject: Media plans for fiscal
Location: by phone

Start: Thu 2018-01-04 10:30 AM
End: Thu 2018-01-04 11:30 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: LeSueur, Kathryn GCPE:EX; Ryan MacDonald
Optional Attendees: Camillia Yuen

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 12:45 PM
To: 'jeff lucas'
Subject: RE: Traction Submission Re: Proposal Request - GCPE 2018

Jeff,
Confirming receipt of Traction Creative's Proposal for Budget 2018.
Thank you,
Kathryn LeSueur

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Tuesday, January 2, 2018 1:43 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Traction Submission Re: Proposal Request - GCPE 2018

Hi Kathryn,

Our submission is ready. Please click on this link and download the two elements. One if the written submission and the other is the creative samples.

Download link
s.22

Let me know if you cannot access this link.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, December 29, 2017 at 11:50 AM

To: jeff lucas <jefflucas@tractioncreative.com>

Subject: RE: Proposal Request - GCPE 2018

Thanks Jeff. And please submit by 2 pm on January 3 (date to respond was incorrect on email notice).

And Happy New Year to you as well.

Kathryn

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Friday, December 29, 2017 11:20 AM

To: LeSueur, Kathryn GCPE:EX

Subject: Re: Proposal Request - GCPE 2018

Hi Kathryn,

We will be responding. Happy New Year.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>

Date: Friday, December 22, 2017 at 10:58 AM

To: "'dwalker@stbernadine.com'" <dwalker@stbernadine.com>, "'Nathan@pointblankcreative.ca'" <Nathan@pointblankcreative.ca>, "'jacquiearnatt@suburbia studios.com'" <jacquiearnatt@suburbia studios.com>, "'George@captusad.com'" <George@captusad.com>, jeff lucas <jefflucas@tractioncreative.com>, "'joanne@nowgroup.com'" <joanne@nowgroup.com>, "'Patty.jones@ddbcanada.com'" <Patty.jones@ddbcanada.com>, "'Mathew.Stockton@camppacific.com'" <Mathew.Stockton@camppacific.com>, "'Richard@trapeze.ca'" <Richard@trapeze.ca>, "'Neil.mcphedran@GREYvancouver.com'" <Neil.mcphedran@GREYvancouver.com>

Subject: Proposal Request - GCPE 2018

Good Morning,

GCPE is reaching out to advertising agencies on its Standing Offer list effective January 1, 2018, regarding a public information campaign on Budget 2018.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your agency will be submitting a proposal for this request or declining the opportunity. The deadline to respond to this request is 2 pm, on January 4, 2018.

Thank you for considering this request and on behalf of the team at GCPE, we look forward to working with each of you in the New Year.

Happy Holidays!

Regards,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 12:57 PM
To: 'Mike Krafczyk'
Cc: 'David Walker'
Subject: RE: Public Information Campaign - Budget 2018

Mike and David,
Confirming receipt of St. Bernadine's proposal for Budget 2018.
Thank you,
Kathryn LeSueur

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]
Sent: Tuesday, January 2, 2018 4:30 PM
To: LeSueur, Kathryn GCPE:EX
Cc: David Walker
Subject: Public Information Campaign - Budget 2018

Good afternoon Kathryn,

Please find our brief response to this request in the attached Dropbox link.

We look forward to supporting you in any way we can!

s.22

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 1:23 PM
To: 'Valerie Nathan'
Subject: RE: Provincial Budget Campaign Proposal

Val,
Confirming receipt of Trapeze Communications proposal for Budget 2018.
Thank you,
Kathryn LeSueur

From: Valerie Nathan [<mailto:val@trapeze.ca>]
Sent: Wednesday, January 3, 2018 10:59 AM
To: Gibbs, Robb GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Provincial Budget Campaign Proposal

Hi Robb,

I don't believe we've met in the past but Martin Aveyard in our office has worked with you previously. He sends his regards.

Attached is our submission towards the February Budget Campaign. Don't hesitate to call if you have questions.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 1:32 PM
To: 'Paul Degenstein'
Subject: RE: Standing Offer request - Provincial Budget and associated projects - The NOW Group proposal

Hello Paul Degenstein,
Confirming receipt of NOW Group's proposal for Budget 2018.
Thanks so much,
Kathryn LeSueur

From: Paul Degenstein [<mailto:paul@nowgroup.com>]
Sent: Wednesday, January 3, 2018 1:04 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Standing Offer request - Provincial Budget and associated projects - The NOW Group proposal

Dear Ms. LeSueur,

Please find the NOW Group's proposal for the GCPE Budget project attached. There is a link to creative samples within the pdf. You can also find them here: <http://nowgroup.com/GCPE-MinFinance2018>

Thank you for the opportunity to work on this exciting project. We look forward to hearing from you.

Sincerely,

Paul Degenstein

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 2:49 PM
To: Hume, David GCPE:EX; Lloyd, Evan GCPE:EX
Subject: FW: Electoral Reform Mailer - GCPE Approved

FYI – Neil Reimer, content expert at AG, has suggested the following copy change to the third line. BTW, there could only be one question on the ballot! Suggest making question singular to cover that off.

Fill in the questionnaire to help shape the referendum, including the ballot question and different voting systems to be proposed.

From: Reimer, Neil JAG:EX
Sent: Wednesday, January 3, 2018 2:15 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; denise@elevateconsulting.ca; Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: Re: Electoral Reform Mailer - GCPE Approved

Reference to ballot questions and voting systems plural will lead people to believe that multiple systems will be on the ballot. But that's something we're actually asking people to provide input on and is subject to AG decision once the engagement period closes.

Sent from my iPhone so who knows what autocorrect has done.

On Jan 3, 2018, at 1:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hello Tiffany,
Please find attached the current version of the mailer. This version has been approved by DM Evan Lloyd and David Hume.
We've had some issues printing up this version and suggest selecting legal size paper for the print job.
Please proceed with approvals from the MO.
Let me know if printing a copy is an issue and we could drop off a copy to the MO.
Thanks,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

<GPE17-007_How to Vote_Ad Mailer_noslug.pdf>

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 3:05 PM
To: 'Matt Smith'
Subject: RE: Research request

Hello Matt,
Confirming receipt of Strategic Communications proposal for Budget 2018.
Thanks Kathryn LeSueur

From: Matt Smith [<mailto:matt.smith@stratcom.ca>]
Sent: Wednesday, January 3, 2018 10:57 AM
To: Gibbs, Robb GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Bob Penner; Stephanie Lynn
Subject: RE: Research request

Hello again Robb and Kathryn, please find attached our proposal in response to your request.

If you have any questions please let me know. I will be your contact for the remainder of this week.

Cheers,

Matt

Matt Smith

T 416.537.6100 x 83
C 416.877.5524
E matt.smith@stratcom.ca

From: Matt Smith
Sent: Wednesday, January 3, 2018 9:42 AM
To: 'robb.gibbs@gov.bc.ca' <robb.gibbs@gov.bc.ca>; 'kathryn.lesueur@gov.bc.ca' <kathryn.lesueur@gov.bc.ca>
Cc: Bob Penner <bob.penner@stratcom.ca>; Stephanie Lynn <Stephanie.Lynn@stratcom.ca>
Subject: Research request

Hello Robb and Katheryn, happy 2018.

Thank you for sending Stratcom your request for proposals around the BC 2018 Budget. We have received the request and will be submitting a proposal to you later today and in advance of the 2pm PT closing.

Cheers,

Matt

Matt Smith – President | Président

T 416.537.6100 x 83

C 416.877.5524

E matt.smith@stratcom.ca

Toronto Office / Bureau à Toronto:

1179 King Street West, Suite 202, Toronto, ON M6K 3C5

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 3:10 PM
To: 'Kyle Braid'
Subject: RE: Proposal Request - GCPE 2018

Hello Kyle,
Confirming receipt of Ipsos Public Affairs proposal for Budget 2018.
Thank you,
Kathryn LeSueur

From: Kyle Braid [<mailto:Kyle.Braid@Ipsos.com>]
Sent: Wednesday, January 3, 2018 11:45 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Proposal Request - GCPE 2018

Hi Kathryn and Happy New Year,

Attached is a short proposal from Ipsos for the budget related work.

Thanks
Kyle

Kyle Braid | *Senior Vice-President, Ipsos Public Affairs*

200-1285 West Pender
Vancouver, BC, V6E 4B1
Direct: 778.373.5130
Mobile: 604.788.2417
kyle.braid@ipsos.com
www.ipsos-na.com

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]

Sent: Friday, December 22, 2017 11:44 AM

To: 'Derek.Leebosh@environics.ca' <Derek.Leebosh@environics.ca>; Kyle Braid <Kyle.Braid@Ipsos.com>; 'Itturnbull@viewpoints.ca' <Itturnbull@viewpoints.ca>; 'stevemossop@insightswest.com' <stevemossop@insightswest.com>; 'vancouver@stratcom.ca' <vancouver@stratcom.ca>; XT:HLTH Barry, J <j.barry@malatest.com>

Subject: Proposal Request - GCPE 2018

Good Morning,

GCPE is reaching out to advertising research companies on its Standing Offer list effective January 1, 2018, regarding a research project for Budget 2018.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your company will be submitting a proposal for this request or declining the opportunity. The deadline to respond to this request is 2 pm, on January 3, 2018.

Thank you for considering this request and on behalf of the team at GCPE, we look forward to working with each of you in the New Year.

Happy Holidays!

Regards,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 3:46 PM
To: Lloyd, Evan GCPE:EX
Subject: Declined: Ad budgets

Sorry I have to decline....after saying my calendar was up to date! How about in the afternoon?
Kathryn

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 4:08 PM
To: McLean, Matt GCPE:EX
Subject: Van - Jan 9 confirmed

Hello Matt
s.22

Just to confirm - you're going to Vancouver on Tuesday, Jan. 9.
s.22

Not exactly sure of the details of where the focus testing is going to take place, but I'm going to have Charisma book the flights and hotel for you.
See you on Monday.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 4:16 PM
To: 'jeff lucas'
Subject: RE: Opioid Campaign - TV Concepts & Transit Ad

I'd like the meeting to go ahead tomorrow at 1:30 pm. Both Eric and I are concerned about meeting the deadline.
Kathryn

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Wednesday, January 3, 2018 10:10 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Opioid Campaign - TV Concepts & Transit Ad

Hi Kathryn,

Did you want to follow-up with Robb directly? I'm concerned if we do get get TV directional approval sooner it is going to impact our ability to get spots created for Feb 12 launch.

Or do you want the meeting moved?

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: "Welgush, Lindsey GCPE:EX" <Lindsey.Welgush@gov.bc.ca> on behalf of Robb Gibbs <Robb.Gibbs@gov.bc.ca>
Date: Wednesday, January 3, 2018 at 10:07 AM
To: jeff lucas <jefflucas@tractioncreative.com>
Subject: Declined: Opioid Campaign - TV Concepts & Transit Ad

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 10:06 AM
To: Nelson, Tiffany GCPE:EX; Reimer, Neil JAG:EX
Cc: Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; denise@elevateconsulting.ca; Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: Electoral Reform Mailer - GCPE Approved

Hello Tiffany,
I'll get the agency to update the mailer. When you have a moment, please call me.
Thanks Kathryn

From: Nelson, Tiffany GCPE:EX
Sent: Thursday, January 4, 2018 10:01 AM
To: Reimer, Neil JAG:EX; LeSueur, Kathryn GCPE:EX
Cc: Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; denise@elevateconsulting.ca; Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: Electoral Reform Mailer - GCPE Approved

Hi all – the materials Mike sent yesterday at 4:30 p.m. do not include a revised mailer with the change to “ballot question” singular. I’m fine to reach out to him but don’t want to muddy process as Kathryn relays feedback and Denise keeps things organized.

Thanks

From: Reimer, Neil JAG:EX
Sent: Wednesday, January 3, 2018 2:47 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; denise@elevateconsulting.ca; Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: Electoral Reform Mailer - GCPE Approved

Thanks. I’m fine with that. On further thought, there have to be at least two voting systems on the ballot (FPTP and one or more PR systems) so the rest of the sentence is fine with me.

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 2:46 PM
To: Reimer, Neil JAG:EX
Cc: Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; denise@elevateconsulting.ca; Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: Electoral Reform Mailer - GCPE Approved

Thanks Neil for the comments. Will suggest the following copy change to the third line –

Fill in the questionnaire to help shape the referendum, including the ballot question and different voting systems to be proposed.

From: Reimer, Neil JAG:EX

Sent: Wednesday, January 3, 2018 2:15 PM

To: LeSueur, Kathryn GCPE:EX

Cc: Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; denise@elevateconsulting.ca; Bronee, Amy GCPE:EX; Twynstra, Tanya L GCPE:EX

Subject: Re: Electoral Reform Mailer - GCPE Approved

Reference to ballot questions and voting systems plural will lead people to believe that multiple systems will be on the ballot. But that's something we're actually asking people to provide input on and is subject to AG decision once the engagement period closes.

Sent from my iPhone so who knows what autocorrect has done.

On Jan 3, 2018, at 1:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hello Tiffany,

Please find attached the current version of the mailer. This version has been approved by DM Evan Lloyd and David Hume.

We've had some issues printing up this version and suggest selecting legal size paper for the print job.

Please proceed with approvals from the MO.

Let me know if printing a copy is an issue and we could drop off a copy to the MO.

Thanks,

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising

Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

<GPE17-007_How to Vote_Ad Mailer_noslug.pdf>

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 11:55 AM
To: 'Mike Krafczyk'
Subject: RE: CKNW

Thanks for the notice...NO I was unaware. Kathryn

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]
Sent: Thursday, January 4, 2018 11:53 AM
To: LeSueur, Kathryn GCPE:EX; Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX; Reimer, Neil JAG:EX; Atcheson, Kevin AG:EX
Subject: CKNW

Hi everyone,

Just an FYI (you probably already know)...

Apparently Michael Smythe (filling in for Simi Sara) is hosting a debate on Electoral Reform at 12:15pm.

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 12:04 PM
To: 'Kuiack3, Melanie (HC/SC)'
Cc: 'Saikaley, Salim (HC/SC)'; 'Mertin, Adrienne (HC/SC)'
Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

Thanks Melanie for the information.

From: Kuiack3, Melanie (HC/SC) [mailto:melanie.kuiack3@canada.ca]
Sent: Thursday, January 4, 2018 9:25 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Saikaley, Salim (HC/SC); Mertin, Adrienne (HC/SC)
Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

Hi Kathryn,

Apologies for the delay in getting back to you. Below are the details for the Vancouver focus groups:

Vancouver: CRC Vancouver @ 1398 West 7th Ave, Vancouver BC, V6H 3W5

The groups start at 4:30pm and each of the three sessions with the different audiences will be 1.5hours, so we should be wrapping up around 9:30pm.

The concepts that will be tested were posted on GCollab earlier today and we will send the other materials as soon as we have them finalized.

Happy to help if you have any other questions.

Thanks,
Mélanie

From: LeSueur, Kathryn GCPE:EX [mailto:Kathryn.LeSueur@gov.bc.ca]
Sent: 2018-01-02 2:39 PM
To: Kuiack3, Melanie (HC/SC)
Cc: Saikaley, Salim (HC/SC)

Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

Hello Melanie,

The BC Government would like to send a representative to the focus testing in Vancouver on Jan 9.

Would it be possible to forward me the details of where and when the representative should arrive? This will allow us to make travel plans.

The BC Government will be sending, Matt McLean, Marketing Officer GCPE to observe the groups.

Thanks so much,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

From: Saikaley, Salim (HC/SC) [<mailto:salim.saikaley@canada.ca>]

Sent: Tuesday, January 2, 2018 10:01 AM

To: LeSueur, Kathryn GCPE:EX

Cc: Kuiack3, Melanie (HC/SC)

Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

Hi Kathryn,

Thanks for posting your question. You may contact Melanie (cc'd) for more details on the focus testing sessions.

Many thanks,

-Salim

From: GCCollab [<mailto:admin@gccollab.ca>]

Sent: 2018-01-02 12:26 PM

To: Saikaley, Salim (HC/SC)

Subject: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du c...

GCcollab

(Le français suit)

Kathryn.Lesueur posted a new reply on the discussion, Focus Testing for HC's Public Education Campaign on Cannabis

Hi Salim and Jen,

BC would like to send a representative to the focus group testing in Vancouver.

Who do we contact to get further details on the sessions?

Thanks Kathryn LeSueur

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Kathryn.Lesueur a affiché une réponse dans la discussion intitulée Focus Testing for HC's Public Education Campaign on Cannabis

Hi Salim and Jen,

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 12:07 PM
To: McLean, Matt GCPE:EX
Subject: FW: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

Matt, Below is the address where the focus group testing is taking place next week.
Thanks Kathryn

From: Kuiack3, Melanie (HC/SC) [mailto:melanie.kuiack3@canada.ca]
Sent: Thursday, January 4, 2018 9:25 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Saikaley, Salim (HC/SC); Mertin, Adrienne (HC/SC)
Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

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Mélanie

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Sent: 2018-01-02 2:39 PM
To: Kuiack3, Melanie (HC/SC)
Cc: Saikaley, Salim (HC/SC)

Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

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The BC Government will be sending, Matt McLean, Marketing Officer GCPE to observe the groups.

Thanks so much,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

From: Saikaley, Salim (HC/SC) [<mailto:salim.saikaley@canada.ca>]

Sent: Tuesday, January 2, 2018 10:01 AM

To: LeSueur, Kathryn GCPE:EX

Cc: Kuiack3, Melanie (HC/SC)

Subject: RE: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du

Hi Kathryn,

Thanks for posting your question. You may contact Melanie (cc'd) for more details on the focus testing sessions.

Many thanks,

-Salim

From: GCCollab [<mailto:admin@gccollab.ca>]

Sent: 2018-01-02 12:26 PM

To: Saikaley, Salim (HC/SC)

Subject: A discussion reply was posted in the group Federal-Provincial-Territorial Working Group on Cannabis Communications | Une réponse à une discussion a été affichée dans le groupe Groupe de travail fédéral-provincial-territorial sur les communications du c...

GCcollab

(Le français suit)

Kathryn.Lesueur posted a new reply on the discussion, Focus Testing for HC's Public Education Campaign on Cannabis

Hi Salim and Jen,

BC would like to send a representative to the focus group testing in Vancouver.

Who do we contact to get further details on the sessions?

Thanks Kathryn LeSueur

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Kathryn.Lesueur a affiché une réponse dans la discussion intitulée Focus Testing for HC's Public Education Campaign on Cannabis

Hi Salim and Jen,

BC would like to send a representative to the focus group testing in Vancouver.

Who do we contact to get further details on the sessions?

Thanks Kathryn LeSueur

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 12:08 PM
To: Twynstra, Tanya L GCPE:EX
Cc: Smith, Karen A GCPE:EX; Bronee, Amy GCPE:EX
Subject: RE: Cannabis Legalization

Paid for out of GCPE STOB 67 budget. We got it covered.
Kathryn

From: Twynstra, Tanya L GCPE:EX
Sent: Thursday, January 4, 2018 12:02 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Smith, Karen A GCPE:EX; Bronee, Amy GCPE:EX
Subject: Cannabis Legalization

Hey there, we are just doing our billing for the end of Quarter 3.

I had set aside \$15,000 for Cannabis outreach and advertising and have some of that going to Amy's time and the cost of printing rack cards.

I seem to remember that there were some targeted ads for that project. Were you going to pay for those out of your corporate budget (which I think is easiest) or did you want me to send \$10K your way as part of our partnership? I think if we did that we would have to redo a few things on our end.

Tanya Twynstra
Director, Citizen Engagement
GDX – Government Digital Experience Division
Government Communications and Public Engagement
4th floor, 617 Government Street | Victoria BC | 250-507-2163

To find out more about BC government citizen engagement opportunities please visit:

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 12:11 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: Meeting

Yes, Jan 15 works for me.

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

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, January 4, 2018 12:08 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Meeting

Ok Monday afternoon, the 15th?

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

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 12:01 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: Meeting

Unfortunately Jan 16 does not work for me. I'm in Vancouver all day.

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

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, January 4, 2018 12:00 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Meeting

Does Tues Jan 16 work? That is in between getting info from the ministries (deadline EOD Jan 12) and our next inter-ministry meeting on the 17th. If so I will send out a meeting request.

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

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 2, 2018 11:19 AM

To: McAndrews, Caroline GCPE:EX
Subject: RE: Meeting

I agree. We should involve Don Zdravec as well. What's your suggestion on timing? After January 18th? Let's get this lined up ASAP.
Kathryn

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

From: McAndrews, Caroline GCPE:EX
Sent: Tuesday, January 2, 2018 9:48 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Meeting

Hi K: can we setup a meeting after we get the public educ needs template back from the ministries and try and lockdown what our themes will be prior to convening the larger group? I think the pssg folks and gcpe hq. I want to make sure rob and evan are in the loop so they dont go directly to our DM who isnt involved yet at this level. Thoughts?

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 2:32 PM
To: LeGuilloux, Marg GCPE:EX
Cc: Zadravec, Don GCPE:EX; Zaharia, Sarah GCPE:EX
Subject: Re: Procurement - Writers and Comm Specialists

Deadline for feedback Tuesday Jan 9.

Sent from my iPhone

On Jan 4, 2018, at 2:26 PM, LeGuilloux, Marg GCPE:EX <Marg.LeGuilloux@gov.bc.ca> wrote:

Thank you SO much for giving us the opportunity for this input Kathryn – when do you need to hear back from us on this by? (I work best to deadlines...)

Thx

Marg LeGuilloux

Executive Director
Communications - Social Ministries
GCPE
778-584-1259

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 1:13 PM
To: Zadravec, Don GCPE:EX; LeGuilloux, Marg GCPE:EX; Zaharia, Sarah GCPE:EX
Subject: Procurement - Writers and Comm Specialists

Hey Kids,

Please find attached the latest version of the Request for Standing Offer for Writers, Communications Specialists and Videographers, Video Editors and Video Producers.

This RSO is now 80% complete (except for a few spots in the video sections but that's Karl's issue) and I'd like your input before taking to Robb for review.

Please review pages 17 – Writers info
Pages 24 Communication Specialists info

Looking for feedback on the samples that GCPE is requesting and criteria to evaluate.
I'm around if you'd like to chat about the content of the RSO.
Thanks so much,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 4:50 PM
To: Twynstra, Tanya L GCPE:EX; Smith, Karen A GCPE:EX
Subject: RE: Sign-off on ICBC Partnership Agreement

Sure. s.22

From: Twynstra, Tanya L GCPE:EX
Sent: Thursday, January 4, 2018 10:22 AM
To: LeSueur, Kathryn GCPE:EX; Smith, Karen A GCPE:EX
Subject: RE: Sign-off on ICBC Partnership Agreement

Hey there we need to unstick this, since we have some engagement work happening immediately.

Do you want me to talk to Robb about this?

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 3, 2018 11:30 AM
To: Smith, Karen A GCPE:EX
Cc: Twynstra, Tanya L GCPE:EX
Subject: RE: Sign-off on ICBC Partnership Agreement

My ADM, Robb Gibbs, needs to approve the partnership agreement. Robb is aware of the request but he has not given me approval to sign off on the partnership.

Kathryn

From: Smith, Karen A GCPE:EX
Sent: Wednesday, January 3, 2018 8:06 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Twynstra, Tanya L GCPE:EX
Subject: Sign-off on ICBC Partnership Agreement

Hi Kathryn

Before Christmas I left the partnership agreement for the ICBC project on your desk for signature. I'm just following up with you as to when we can expect it back or if there is an issue.

Thanks,

Karen Smith

Sr. Project Coordinator
GDX - Government Digital Experience Division
Government Communications & Public Engagement
Cell: 250-589-5417 Office: 778-698-2120

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 9:06 AM
To: Kelch, Kyla GCPE:EX
Subject: FW: BCTECH PR agency preferred supplier list

FYI

From: Windrim, Craig JTT:EX
Sent: Thursday, January 4, 2018 4:19 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: BCTECH PR agency preferred supplier list

Hi Kathryn,

Thank you for your follow-up call. Reviewing my email below, **s.13,s.17**
s.13,s.17

. I very much appreciate your explanation.

Best,

Craig

From: Windrim, Craig JTT:EX
Sent: Wednesday, January 3, 2018 8:24 AM
To: Stewart, Courtney GCPE:EX
Cc: Evans, Erin JTT:EX; Wittstock, Theresa JTT:EX
Subject: RE: BCTECH PR agency preferred supplier list

Good morning Courtney,

I'm wondering if you can do a little bit of sleuthing for us insofar as how the preferred supplier list was assembled.

s.13,s.17

How was the list built, by who, criteria, etc. Would appreciate any insight you can gather. Sorry, I know you're busy!

Best,

Craig

From: Stewart, Courtney GCPE:EX
Sent: Tuesday, January 2, 2018 3:33 PM
To: Windrim, Craig JTT:EX
Cc: Evans, Erin JTT:EX; Wittstock, Theresa JTT:EX
Subject: RE: BCTECH PR agency preferred supplier list

Craig,

Here's the updated approved supplier list. The head of marketing at GCPE HQ has asked for an opportunity to review your proposal before it goes to the agencies. I'm happy to pass it along to them and to our ED Sarah Zaharia when it's ready.

Thanks!

Courtney



Courtney Stewart

Communications Manager | Government Communications and Public Engagement
Ministry of Jobs, Trade and Technology
Ph: 778-698-8755 | Cell: 250-920-5104
courtney.stewart@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 10:01 AM
To: Nelson, Tiffany GCPE:EX; 'Mike Krafczyk'
Subject: RE: Edit to mailer

Mike,
Please hold off on making edits/revisions to the mailer until after our meeting at 10:30 this morning. There could be a few more changes...
Thanks Kathryn

From: Nelson, Tiffany GCPE:EX
Sent: Friday, January 5, 2018 9:54 AM
To: 'Mike Krafczyk'; LeSueur, Kathryn GCPE:EX
Subject: Edit to mailer
Importance: High

Hi Mike – one final edit to the mailer, page two, paragraph three:

- *Fill in the questionnaire to help shape the referendum, including the ballot-question and different voting systems to be proposed."*

Thank you,

Tiffany Nelson | Communications Manager
Ministry of Attorney General
Ph: 250 356-6334 | Cell: 250 858-4680

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 10:14 AM
To: Reimer, Neil JAG:EX
Subject: Images for website

Hey Neil,
Quick question for you. We're short on images for the website and I'm looking for options.
So here's my question -s.13
s.13

I checked with Tiffany and she has no issues with me reaching out to Elections BC.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 10:17 AM
To: Welgush, Lindsey GCPE:EX
Subject: RE: Meeting with Robb

jefflucas@tractioncreative.com
778 989 7107
Traction Creative Communications

From: Welgush, Lindsey GCPE:EX
Sent: Friday, January 5, 2018 9:50 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Meeting with Robb

Do you have Jeff's contact information?

From: Welgush, Lindsey GCPE:EX
Sent: Friday, January 5, 2018 9:21 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Meeting with Robb

Hi Kathryn, I'll do my best to schedule for the times you indicated but I am not sure Robb's schedule will be able to accommodate.

Lindsey Welgush | Executive Coordinator
Government Communications and Public Engagement
Lindsey.Welgush@gov.bc.ca
778 698-4798

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 5:25 PM
To: Welgush, Lindsey GCPE:EX
Subject: Meeting with Robb

Lindsey,

Please book a meeting with Robb for next Tuesday, Jan 9. This would be with Jeff Lucas (Traction Creative) and Eric Berndt (MMHA) and moi. For approximately 1 hour. And before 1:30 pm or after 3:30 pm (preference).
To review creative material for the opioid overdose campaign.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 11:31 AM
To: 'Mike Krafczyk'; 'asamuel@stbernadine.com'
Cc: Nelson, Tiffany GCPE:EX
Subject: FW: Edit to mailer

Importance: High

We have one edit to the mailer. Please see note below – as indicated by Tiffany.
Thanks Kathryn

From: Nelson, Tiffany GCPE:EX
Sent: Friday, January 5, 2018 9:54 AM
To: 'Mike Krafczyk'; LeSueur, Kathryn GCPE:EX
Subject: Edit to mailer
Importance: High

Hi Mike – one final edit to the mailer, page two, paragraph three:

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Thank you,

Tiffany Nelson | Communications Manager
Ministry of Attorney General
Ph: 250 356-6334 | Cell: 250 858-4680

LeSueur, Kathryn GCPE:EX

Subject: Review | Creative material for opioid overdose campaign

Location: s.15

Start: Tue 2018-01-09 1:00 PM

End: Tue 2018-01-09 2:00 PM

Recurrence: (none)

Meeting Status: Accepted

Organizer: Gibbs, Robb GCPE:EX

Required Attendees: LeSueur, Kathryn GCPE:EX; 'jefflucas@tractioncreative.com'; Berndt, Eric HLTH:EX; Harbord, Chris GCPE:EX; Cascaden, Lori R GCPE:EX

Optional Attendees: LeGuilloux, Marg GCPE:EX

s.15,s.17

Conference call: s.15,s.17

Access code s.15,s.17

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 2:37 PM
To: Keenan, Ralph C CITZ:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Ad Agencies - RSO List

Does that mean it's now public?

From: Keenan, Ralph C CITZ:EX
Sent: Friday, January 5, 2018 2:24 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Ad Agencies - RSO List

I've entered the names of the successful Respondents onto BCBid.

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 1:07 PM
To: Keenan, Ralph C CITZ:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Ad Agencies - RSO List

Ralph, we have not released anything to the media as the request was made directly to the DM. Just let me know when its posted on BC Bid.
Thanks Kathryn

From: Keenan, Ralph C CITZ:EX
Sent: Thursday, January 4, 2018 1:03 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Ad Agencies - RSO List

Hi Kathryn. Sorry, I was in meetings all morning and am running into another one. I haven't submitted them yet, but now the the announcement has been made the info is public and can be released. I'll try and get the postings done by end of day though.

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 4, 2018 12:11 PM
To: Keenan, Ralph C CITZ:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: Ad Agencies - RSO List

Hello Ralph
Happy New Year !

Just wondering when list of ad agencies and ad research firms, who are currently on the GCPE RSO, will be posted on BC Bid?
We've had one media requesting info.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 3:03 PM
To: Keenan, Ralph C CITZ:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Ad Agencies - RSO List

Ralph, please fix this. s.22

From: Keenan, Ralph C CITZ:EX
Sent: Friday, January 5, 2018 2:58 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Ad Agencies - RSO List

Ok. I wasn't aware I was posting the Research Services ones, but I'll do that now.
I'm not sure if I can fix the typo's but I'll find out.

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 2:54 PM
To: Keenan, Ralph C CITZ:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Ad Agencies - RSO List

Hey Ralph, I found the information on BC Bid.
Three things – 2 typos...Trapeze Communications is based in **Victoria. (not Vancouver)**
Fix – St. Bernadine Mission **Communications** Inc (typo in communications)

And lastly, please show the successful suppliers for the research advertising as well.
Thanks Kathryn

From: Keenan, Ralph C CITZ:EX
Sent: Friday, January 5, 2018 2:24 PM
To: LeSueur, Kathryn GCPE:EX

Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Ad Agencies - RSO List

I've entered the names of the successful Respondents onto BCBid.

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Sent: Thursday, January 4, 2018 1:07 PM
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Cc: Stewart, Dawn M GCPE:EX
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Cc: Stewart, Dawn M GCPE:EX
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Sent: Thursday, January 4, 2018 12:11 PM
To: Keenan, Ralph C CITZ:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: Ad Agencies - RSO List

Hello Ralph
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Just wondering when list of ad agencies and ad research firms, who are currently on the GCPE RSO, will be posted on BC Bid?
We've had one media requesting info.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

Subject: Budgets w/ Stratcom and GCPE
Location: s.15

Start: Mon 2018-01-08 11:30 AM
End: Mon 2018-01-08 12:45 PM

Recurrence: (none)

Meeting Status: Accepted

Organizer: Gibbs, Robb GCPE:EX

Required Attendees: LeSueur, Kathryn GCPE:EX; Aaron, Sage PREM:EX; matt.smith@stratcom.ca; Bob Penner; Stephanie Lynn; Heather Fraser; Christina Day

Moderator pin: s.15,s.17

.....
[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

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 4:26 PM
To: Lloyd, Evan GCPE:EX
Subject: RE: Disclosing the Respondents that were not successful.

I was just checking the guidelines and there is no mention of posting to BC Bid. Just says routinely released information once contracts are signed. Procurement Services was surprised this information would be released as it could be harmful to a company's reputation. I'll get our FOI person to check into this as we'll have a week or so to work this out. Agreed?

From: Lloyd, Evan GCPE:EX
Sent: Friday, January 5, 2018 4:14 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Disclosing the Respondents that were not successful.

OK – is it the case that the unsuccessful respondents would be listed on the website? Or, is this otherwise provided?

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, January 5, 2018 at 4:12 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Subject: FW: Disclosing the Respondents that were not successful.

Evan, I checked with Procurement Services and the names of unsuccessful respondents can be released once all contracts are signed. As of today, about half of the contracts have been signed. Expecting paperwork with all firms and agencies to be completed within the next week or so.

I'll reply to your initial email with the list successful agencies and the explanation above and you can then forward to the media making the request.

Kathryn

From: Keenan, Ralph C CITZ:EX
Sent: Friday, January 5, 2018 4:01 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Disclosing the Respondents that were not successful.

As taken from the Guidance for the Release of information &/or Documents Related to Competitive Procurement Opportunities.

https://www2.gov.bc.ca/assets/gov/government/services-for-government-and-broader-public-sector/buy-goods-services-and-construction/how-to-buy-services/guidance_for_the_release_of_information_and_or_documents_related_to_competitive_procurement_opportunities.pdf

“Names of Participants (proponents, bidders, respondents) when the opportunity was posted to BC Bid, after closing and after a contract is signed are routinely released. This relates only to organization names.

Regards

Ralph Keenan | Procurement Specialist | Procurement Services Branch | Shared Services BC
Ph: 250-387-7328 | **e:** Ralph.Keenan@gov.bc.ca | **m:** PO Box 9476, Stn Prov Gov, Victoria BC V8W 9W6



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 4:33 PM
To: Lloyd, Evan GCPE:EX
Cc: Gibbs, Robb GCPE:EX
Subject: RE: media request - ad agencies RSO

Evan,

The list of successful respondents to the Advertising Services RSO was posted to BC Bid today.

See list below:

Agencies providing Advertising Services to the Province:

(listed in alphabetical order)

1. Camp Pacific, L.P.
2. Captus Advertising Ltd.
3. DDB Canada
4. Grey Vancouver
5. NOW Communications Group Inc.
6. Point Blank Creative Inc.
7. Saint Bernadine Mission Communications Inc.
8. Suburbia Studios
9. Traction Creative Communications
10. Trapeze Communications Inc.

Companies providing Advertising Research to the Province:

(listed in alphabetical order)

1. Environics Research
2. Insights West
3. Ipsos Public Affairs
4. R. A. Malatest and Associates Ltd.
5. Strategic Communications Inc.
6. Viewpoints Research Ltd.

I checked with Procurement Services and the names of unsuccessful respondents can be released once all contracts are signed. As of today, about half of the contracts have been signed. Expecting paperwork with all firms and agencies to be completed within the next week or so.

Kathryn LeSueur

From: Lloyd, Evan GCPE:EX
Sent: Thursday, January 4, 2018 10:41 AM
To: Bob Mackin
Cc: LeSueur, Kathryn GCPE:EX; Gibbs, Robb GCPE:EX
Subject: Re: media request - ad agencies RSO

Happy new year to you as well.

Yes we have the list of preferred suppliers as determined late last year. I'm away from the office at the moment and do not have this at hand, although by copy of this note am asking our director of advertising to determine what may be released at this time.

Similarly I do not have the specifics of the Hogan and associates contract before me, although I can confirm it was not a per-month engagement.

Evan Lloyd

Sent from my iPhone

On Jan 4, 2018, at 10:32 AM, Bob Mackin <bob@thebreaker.news> wrote:

Happy New Year.

Do you have the list of agencies that applied and the list of agencies that have been deemed preferred suppliers yet? I notice that James Hoggan & Associates has a \$60,000 no-bid contract (C18GCPE36907) through March 31, 2018. It appears in both the September and October sole source reports. Can you clarify whether this is a single, \$60,000 contract or a \$60,000-per-month contract?

--bob

On Fri, Nov 17, 2017 at 10:20 AM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Hi Bob. Yes the list of applicants who applied prior to the deadline is compiled. However as mentioned the adjudication process and work with procurement staff is ongoing. I am advised that we don't normally release that information prior to the conclusion of the evaluation.

I'm sure we'll be in touch...

Evan Lloyd

From: Bob Mackin <bob@thebreaker.news>
Date: Friday, November 17, 2017 at 9:57 AM
To: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>
Subject: Re: media request - ad agencies RSO

Have you been able to compile the list of agencies that applied yet?
Thank-you,

Bob Mackin
[604-982-9130](tel:604-982-9130)

On Wed, Nov 15, 2017 at 9:13 AM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca<<mailto:Evan.Lloyd@gov.bc.ca>>> wrote:
Hello Bob
I've had only the briefest of discussions on this with the person administering the process, and as the process is still underway, we'll get back to you with any information that may be permissible at this point.

Regards

Evan Lloyd
Deputy Minister,
Government Communications and Public Engagement – GCPE
evan.lloyd@gov.bc.ca<<mailto:evan.lloyd@gov.bc.ca>><<mailto:evan.lloyd@gov.bc.ca><<mailto:evan.lloyd@gov.bc.ca>>>
[250 812 9153](tel:250-812-9153)<<tel:250%20812%209153>>

From: Bob Mackin <bob@thebreaker.news>
Date: Wednesday, November 15, 2017 at 9:09 AM
To: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca<<mailto:Evan.Lloyd@gov.bc.ca>>>
Subject: media request - ad agencies RSO

Hello Evan,

Hope you are doing well.

Regarding GCPE's RSO ON-008771 (Advertising Services), what are the names of the ad agencies that responded by yesterday's deadline?

Sincerely,

Bob Mackin

reporter, theBreaker.news

604-982-9130<tel:604-982-9130>

--

Read theBreaker.news<<http://thebreaker.news/>>

Tweet @theBreakernews

--

Read theBreaker.news<<http://thebreaker.news/>>

Tweet @theBreakernews

--

Read theBreaker.news

Tweet @theBreakernews

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 4:42 PM
To: 'Mike Krafczyk'
Cc: 'Andrew Samuel'; 'Shelby Stefaniuk'
Subject: RE: Question about Blue Colour on Mailer

Mike, thanks for the reminder regarding the blue colour discrepancy between the website and mailer. It's been discussed and no issues but folks appreciated knowing there would be a difference.

Kathryn

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Friday, January 5, 2018 9:26 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel; Shelby Stefaniuk
Subject: Question about Blue Colour on Mailer

Hi Kathryn,

A quick point to flag about web accessibility:

The website colour is actually a bit darker than the colour we've spec'd out for the mailer in the proofs you've seen to date. The reason for that is web accessibility standards require more contrast for people who who have issues with their eyesight.

As a result, there will be a minor but noticeable difference between the blue in the mailer and the website (same colour - but the web colour is a few shades darker) - as things currently stand. We touched in this point in our meeting a couple of weeks past, but it's the sort of thing that often doesn't get everyone's attention until late in the process. I wanted to bring it up again now, so we're at least all aware of it in plenty of time.

Below there is a side-by side comparison of the mailer colour and the web colour (web is darker). We have a couple of options to address:

1. Proceed as-is. The screen colour will vary based on different people's screens, so it isn't possible to predict with 100% certainty exactly how any colour will appear on any given monitor. The difference could end up being very minor in most cases
2. Darken the colour on the mailer (see example attached).

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 4:43 PM
To: 'McPhedran, Neil'
Subject: RE: Provincial Budget Proposal Request - GCPE - GREY submission

Will have an update Monday. Thanks Kathryn

From: McPhedran, Neil [mailto:neil.mcphedran@greyvancouver.com]
Sent: Friday, January 5, 2018 12:04 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Provincial Budget Proposal Request - GCPE - GREY submission

Hi Kathryn.

Just a quick follow up on this. Per the Project Timeline, there is an anticipated start date of January 4th. Does this mean you'll have an update to share this week?

Thanks in advance.

Neil

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Wednesday, January 3, 2018 at 1:01 PM
To: "McPhedran, Neil" <neil.mcphedran@greyvancouver.com>
Subject: RE: Provincial Budget Proposal Request - GCPE - GREY submission

Neil,
Confirming receipt of Grey's proposal for Budget 2018.
Thank you,
Kathryn LeSueur

From: McPhedran, Neil [mailto:neil.mcphedran@greyvancouver.com]
Sent: Wednesday, January 3, 2018 10:24 AM

To: LeSueur, Kathryn GCPE:EX

Subject: Provincial Budget Proposal Request - GCPE - GREY submission

Hi Kathryn.

Please find attached GREY's submission for the Provincial Budget and associated projects – GCPE – Advertising.

Thanks for the opportunity. Let me know if you require any further detail.

Best.

Neil

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>

Date: Friday, December 22, 2017 at 11:24 AM

To: "dwalker@stbernadine.com" <dwalker@stbernadine.com>, "Nathan@pointblankcreative.ca" <Nathan@pointblankcreative.ca>, "jacquiearnatt@suburbiaudios.com" <jacquiearnatt@suburbiaudios.com>, "George@captusad.com" <George@captusad.com>, "jefflucas@tractioncreative.com" <jefflucas@tractioncreative.com>, "joanne@nowgroup.com" <joanne@nowgroup.com>, "Patty.jones@ddbcanada.com" <Patty.jones@ddbcanada.com>, "Mathew.Stockton@camppacific.com" <Mathew.Stockton@camppacific.com>, "Richard@trapeze.ca" <Richard@trapeze.ca>, "McPhedran, Neil" <neil.mcphedran@greyvancouver.com>

Subject: RE: Correction - Proposal Request - GCPE 2018

CORRECTION. My apologies, as the date to respond to the request is January 3, 2018.

GCPE is reaching out to advertising agencies on its Standing Offer list effective January 1, 2018, regarding a public information campaign on Budget 2018.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your agency will be submitting a proposal for this request or declining the opportunity.

The deadline to respond to this request **is 2 pm, on January 3, 2018.**

Thank you for considering this request and on behalf of the team at GCPE, we look forward to working with each of you in the New Year.

Happy Holidays!

Regards,
Kathryn LeSueur

From: LeSueur, Kathryn GCPE:EX

Sent: Friday, December 22, 2017 10:57 AM

To: 'dwalker@stbernadine.com'; 'Nathan@pointblankcreative.ca'; 'jacquiearnatt@suburbia studios.com'; 'George@captusad.com'; 'jefflucas@tractioncreative.com'; 'joanne@nowgroup.com'; 'Patty.jones@ddbcanada.com'; 'Mathew.Stockton@camppacific.com'; 'Richard@trapeze.ca'; 'Neil.mcphedran@GREYvancouver.com'

Subject: Proposal Request - GCPE 2018

Good Morning,

GCPE is reaching out to advertising agencies on its Standing Offer list effective January 1, 2018, regarding a public information campaign on Budget 2018.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your agency will be submitting a proposal for this request or declining the opportunity. The deadline to respond to this request is 2 pm, on January 4, 2018.

Thank you for considering this request and on behalf of the team at GCPE, we look forward to working with each of you in the New Year.

Happy Holidays!

Regards,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

[Grey Group Disclaimer](#)

[Grey Group Disclaimer](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 5:14 PM
To: 'Mike Krafczyk'; Nelson, Tiffany GCPE:EX
Cc: asamuel@stbernadine.com
Subject: RE: BCGOV Electoral Reform Engagement Digital Ads – storyboards

Sorry Monday is a busy day for me...how about 4:15 pm? The time works for both Tiffany and myself.

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]
Sent: Friday, January 5, 2018 5:11 PM
To: Nelson, Tiffany GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX; asamuel@stbernadine.com
Subject: Re: BCGOV Electoral Reform Engagement Digital Ads – storyboards

We can be available between 11am and noon. 11:30am would be preferable.

Sent from my iPhone

On Jan 5, 2018, at 5:04 PM, Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca> wrote:

I'm not but am between 11 a.m. and noon.

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 5:04 PM
To: 'asamuel@stbernadine.com'; Nelson, Tiffany GCPE:EX
Cc: Michael Krafczyk
Subject: RE: BCGOV Electoral Reform Engagement Digital Ads – storyboards

How about 10 am on Monday. Tiffany are you available?

From: asamuel@stbernadine.com [<mailto:asamuel@stbernadine.com>]
Sent: Friday, January 5, 2018 4:48 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Michael Krafczyk
Subject: BCGOV Electoral Reform Engagement Digital Ads – storyboards

Hi Kathryn!

We have some storyboard options of the digital ads to show you, would you like to have a look today or can we set up a time Monday AM?

Cheers!

Andrew

<image001.jpg>

Andrew Samuel | Partner
asamuel@stbernadine.com

Saint Bernadine Mission Communications Inc.

Main Floor, 228 E. Georgia St.

Vancouver, BC, V6A 1Z7

T 604.646.0001 F 604.646.0005 stbernadine.com

<image002.jpg> <image002.jpg><image002.jpg>

[Map](#) | [Add to address book](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 5:16 PM
To: Zaharia, Sarah GCPE:EX
Subject: Accepted: International Marketing Division

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 9:22 AM
To: Greenwell, Davin AEST:EX; Derksen, Renee AEST:EX
Cc: McLean, Matt GCPE:EX
Subject: WorkBC Creative review

Please let me know if you plan to join us this afternoon for the creative pitch from Traction.
I've booked a boardroom.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 11:12 AM
To: Derksen, Renee AEST:EX
Subject: RE: WorkBC Creative review

I'll leave that to you Renee.

From: Derksen, Renee AEST:EX
Sent: Monday, January 8, 2018 10:12 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: WorkBC Creative review

Happy New year! We will come to your office. Based on our discussion, would you recommend I postpone the presentation from Russell Lolacher to members of my team and an Executive director?

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 9:22 AM
To: Greenwell, Davin AEST:EX; Derksen, Renee AEST:EX
Cc: McLean, Matt GCPE:EX
Subject: WorkBC Creative review

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I've booked a boardroom.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 11:15 AM
To: Kelch, Kyla GCPE:EX
Subject: Sharing invitation: LeSueur, Kathryn GCPE:EX - Calendar

Microsoft Exchange Calendar:

LeSueur, Kathryn GCPE:EX - Calendar
LeSueur, Kathryn GCPE:EX (Kathryn.LeSueur@gov.bc.ca) has invited you to view his or her Calendar.

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 11:22 AM
To: Kelch, Kyla GCPE:EX
Subject: FW: Images for website

Contact info for Elections BC

From: Reimer, Neil JAG:EX
Sent: Friday, January 5, 2018 11:46 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Atcheson, Kevin AG:EX
Subject: RE: Images for website

We're fine with contacting them as long as it's something they have in reserve and not something they're actually using. You could say you've talked to me and Kevin about it. Suggest contacting their communications manager, Andrew Watson.

I guess I'm surprised it's so hard to find a "this is the province's people" image.

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 5, 2018 10:14 AM
To: Reimer, Neil JAG:EX
Subject: Images for website

Hey Neil,
Quick question for you. We're short on images for the website and I'm looking for options.
So here's my question - in your opinion, would it be appropriate for GCPE to reach out to Elections BC and request images for the ER website?
I have no idea what Elections BC may have in their photo inventory. From your perspective, any issues reaching out to Elections BC?
I checked with Tiffany and she has no issues with me reaching out to Elections BC.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 11:23 AM
To: Kelch, Kyla GCPE:EX
Subject: FW: Revised Materials

Link to materials...have a look.

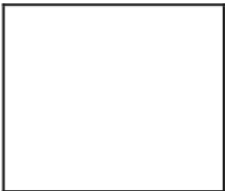
From: Shelby Stefaniuk [mailto:sstefaniuk@stbernadine.com]
Sent: Friday, January 5, 2018 2:09 PM
To: Nelson, Tiffany GCPE:EX
Cc: Mike Krafczyk; Reimer, Neil JAG:EX; Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; LeSueur, Kathryn GCPE:EX; Andrew Samuel; Sarah Wells; Stephanie Hogan
Subject: Re: Revised Materials

Hi Tiffany,

We just had some comments back from Neil. We will be making these changes quickly and should have the full deck to you in about an hour. Let me know if that works.

Thanks,

Shelby



Shelby Stefaniuk | Account Services
sstefaniuk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.

Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#)

On Jan 5, 2018, at 1:58 PM, Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca> wrote:

Hi all – has another round come back with Neil’s latest included? It is at this point that GCPE reviews and Kathryn has indicated an end of day deadline to get copy to the deputy. Please let me know the ETA.

Thanks,

Tiffany
250 858-4680

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]

Sent: Thursday, January 4, 2018 3:48 PM

To: Reimer, Neil JAG:EX

Cc: Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; LeSueur, Kathryn GCPE:EX; Andrew Samuel; Shelby Stefaniuk; Sarah Wells; Stephanie Hogan

Subject: Re: Revised Materials

Thanks Neil,

We’ll get started on these changes and look forward to speaking with you tomorrow. Let me know what works best from a timing standpoint once you’ve had a chance to settle in tomorrow morning.



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com
Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
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[Map](#) | [Add to address book](#)

On Jan 4, 2018, at 3:37 PM, Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca> wrote:

Mike, thanks. As we just discussed, below are a few more comments/refinements for all but the STV slideshow. Re: STV, we need to simplify further and we will forward comments and discuss further with you tomorrow morning.

For all the slideshows, add the abbreviation/acronym for the voting system on the first slide. Those abbrev's are used in following slides and while it should be clear to people what they refer to, we should err on the side of making it obvious.

FPTP

- Slide 4: Better to say "The district will elect one Member of the Legislative Assembly (MLA)."
- Final slide: Change to: "The MLA from this electoral district would therefore...." And to give provincial context, add new sentence: "All the other districts in the province would elect a single MLA in the same manner."

MMM

- Slide 2: "also a hybrid" should change because it assumes people have read MMP first, which may not be the case. Better to say, "Like Mixed Member Proportional, this system is a hybrid...."
- I would switch slides 6 and 7 so that the FPTP slide is first and the two List PR slides are back-to-back. I know that changes the order of these slides compared to how they're presented in MMP, but in the latter it's the party vote that drives the whole thing. On balance I think it makes more sense to make the MMM order clearer.
- Slide 7: for consistency with the next slide, right-hand graphic should say "FPTP Seats"
- Slide 8: "In this case" sounds like it's only re: our example, but we should really be saying that it's a function of MMM. So that slide would better read: "Under MMM, the available 30 seats from the List PR ballot are not

allocated to compensate for any disproportional results in the FPTP outcome....”, and then leave the rest of that slide as is.

MMP

- Slide 8: Rather than “Seats Added”, better to say “List PR Seats Allocated” and then remove the word “allocated” from each of the parties’ seat graphics below.

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]

Sent: Wednesday, January 3, 2018 4:23 PM

To: Nelson, Tiffany GCPE:EX; Butler, Liam GCPE:EX; Reimer, Neil JAG:EX; Atcheson, Kevin AG:EX

Cc: LeSueur, Kathryn GCPE:EX; Andrew Samuel; Shelby Stefaniuk; Sarah Wells; Stephanie Hogan

Subject: Revised Materials

Good afternoon everyone,

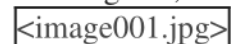
Please find attached a dropbox link containing files for the following:

1. A revised page layout (dated today - January 3) that addresses Neil’s comments regarding the layout of the strengths/weaknesses related to FPTP.
2. The latest version of teh mailer (dated today - January 3)
3. The slideshows, based on Neil and Kevin’s feedback from yesterday. The file is called Slideshow v3 - Jan 3.

We will have the amended content document to you as soon as possible tomorrow.

s.22

Best regards,

 <image001.jpg>

Mike Krafczyk | Partner

mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.

Main Floor, 228 E. Georgia St.

Vancouver, BC, V6A 1Z7

T 604.646.0001 F 604.646.0005 stbernadine.com

<~WRD000.jpg><~WRD000.jpg><~WRD000.jpg>

[Map](#) | [Add to address book](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 1:08 PM
To: Lloyd, Evan GCPE:EX
Subject: FW: FOR CONCERNS: FIN Media Request: GCPE Standing Offer List

Any concerns with the response below? No issues from my perspective.

From: Funk, Richelle GCPE:EX
Sent: Monday, January 8, 2018 11:47 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FOR CONCERNS: FIN Media Request: GCPE Standing Offer List

KL,

As discussed – this is the language we propose below- any concerns?

R

Reporter

Bob Mackin, Reporter
Freelancer
Bob.mackin@mac.com
604-982-9130 c: 604-724-5604

Deadline ASAP

Request

Is Minister James available for an interview on the government's new advertising services standing order list, which includes NDP-affiliated Now Communications and Stratcom?

What is the amount budgeted for the rest of the fiscal year on government advertising?

Recommendation

“Government is currently finalizing contracts with the selected firms and is not able to provide specific comment on any firm until the process is complete. It is anticipated that this process will be completed by the end of January 2018.

“As indicated in the 2017-18 Budget Update, the advertising budget for government is an estimated \$11 million. The \$11 million budget figure includes a \$2.4 million allocation for the Offices of the Legislature, such as Elections BC, the Office of the Ombudsperson and the Representative for Children and Youth.”

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 4:14 PM
To: Nelson, Tiffany GCPE:EX
Subject: RE: Missed conversation with Tiffany Nelson

Up to you...

From: Tiffany Nelson [mailto:Tiffany.Nelson@gov.bc.ca]
Sent: Monday, January 8, 2018 4:08 PM
To: Nelson, Tiffany GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Missed conversation with Tiffany Nelson

Tiffany Nelson [4:05 PM]:

Hi Kathryn- I've just gotten out of a meeting
I
I'm wondering if I should lync in or rush over

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 8, 2018 5:07 PM
To: Hardin, Karl GCPE:EX
Subject: FW: social media guidelines

Just to close the loop, are you aware of the social media guidelines? Is this the same document as the 'Digital Content Guide'? Or is there any relevance/duplication between the two documents.

From: Hunter, Carolynn J GCPE:EX
Sent: Monday, January 8, 2018 3:50 PM
To: LeSueur, Kathryn GCPE:EX
Subject: social media guidelines

Apparently new versions of the social media guidelines are in for review with Evan ...
Will let you know if/when I get new versions for posting.

From: Twynstra, Tanya L GCPE:EX
Sent: Monday, January 8, 2018 3:36 PM
To: Summers, Katrina GCPE:EX; Hunter, Carolynn J GCPE:EX
Cc: Ruemke-Douglas, Gillian GCPE:EX; Kerrigan, Andrea GCPE:EX
Subject: RE: citizen engagement links on INTRANET

It went to the DM over Christmas and he asked a few questions. I think they are close to final.

From: Summers, Katrina GCPE:EX
Sent: Monday, January 8, 2018 3:36 PM
To: Hunter, Carolynn J GCPE:EX
Cc: Ruemke-Douglas, Gillian GCPE:EX; Twynstra, Tanya L GCPE:EX; Kerrigan, Andrea GCPE:EX
Subject: FW: citizen engagement links on INTRANET

Thank you so much, Carolynn!

Tanya – I know you and Amy were working on the Social Media Guidelines...did anything come of that?

From: Hunter,Carolynn J GCPE:EX
Sent: Monday, January 8, 2018 3:31 PM
To: Summers, Katrina GCPE:EX; Ruemke-Douglas, Gillian GCPE:EX
Cc: Kerrigan, Andrea GCPE:EX
Subject: citizen engagement links on INTRANET

Ok – the link to the Citizen Engagement Planning Handbook is now updated.
Do you have any updates for the Social Media links? – one is from 2014 and one is from 2010.

- *Citizen Engagement Planning Handbook*
- *Social Media Guidelines*
- *Social Media Handbook*

From: Summers, Katrina GCPE:EX
Sent: Monday, January 8, 2018 2:50 PM
To: Hunter,Carolynn J GCPE:EX; Ruemke-Douglas, Gillian GCPE:EX; Croft, Robyn J GCPE:EX
Cc: Kerrigan, Andrea GCPE:EX
Subject: RE: Help

Thanks, Carolynn! ☺

From: Hunter,Carolynn J GCPE:EX
Sent: Monday, January 8, 2018 2:49 PM
To: Ruemke-Douglas, Gillian GCPE:EX; Summers, Katrina GCPE:EX; Croft, Robyn J GCPE:EX
Cc: Kerrigan, Andrea GCPE:EX
Subject: RE: Help

Yes I change this – will let you know when it's done

From: Ruemke-Douglas, Gillian GCPE:EX
Sent: Monday, January 8, 2018 2:48 PM
To: Summers, Katrina GCPE:EX; Croft, Robyn J GCPE:EX; Hunter,Carolynn J GCPE:EX
Cc: Kerrigan, Andrea GCPE:EX
Subject: RE: Help

Hey Katrina!

Not a dumb question at all. Lots of time has passed. OooOOO – I just clicked on the link. This is the OLD but still current intranet site of which I don't have access. Robyn and Carolynn, are you able to help us out re: Katrina's link change request to this site?
(ccing Andrea re: internal communications too!)

From: Summers, Katrina GCPE:EX

Sent: Monday, January 8, 2018 10:41 AM

To: Ruemke-Douglas, Gillian GCPE:EX <Gillian.Ruemke-Douglas@gov.bc.ca>

Subject: FW: Help

Hey Gillian – dumb question but who has the keys to update the intranet? It's been so long I can't remember. Turns out the link to our Handbook on the [Citizen Engagement intranet page](#) is broken so I want to switch it to [link to the new location](#).

Thanks!!!

Katrina

From: Twynstra, Tanya L GCPE:EX

Sent: Monday, January 8, 2018 10:32 AM

To: Summers, Katrina GCPE:EX

Subject: Help

Katrina, I received a call from Glen Plummer, with GCPE, who is looking for the Citizen Engagement handbook. He said that there is a 404 error on the GCPE and CE Intranet site.

Could you please send him a copy and also look into why and where the errors are?

Also could you set up 30 minutes for you and I to talk to him tomorrow, topic is BC Mining Jobs Task Force.

Tanya Twynstra

Director, Citizen Engagement

GDX – Government Digital Experience Division

Government Communications and Public Engagement

4th floor, 617 Government Street | Victoria BC | 250-507-2163

To find out more about BC government citizen engagement opportunities please visit:

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 8:57 AM
To: McAndrews, Caroline GCPE:EX
Subject: Accepted: Cannabis - BC Public Education Campaign Planning

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 9:22 AM
To: Kelch, Kyla GCPE:EX
Subject: FW: Stob 67
Attachments: TBS Tracking - STOB 67 Approvals.xlsx

FYI

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

From: Stewart, Dawn M GCPE:EX
Sent: Friday, January 5, 2018 12:22 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Dale, Raman GCPE:EX
Subject: Stob 67

Hi Kathryn,

We have had a query from AEST in how they would go about reallocating some of their stob 67 budget into another stob, and the process, which we have advised would need to be approved by GCPE DM, but I would assume that Evan would consult with you.

Attached is the TB Tracking and ministry budgets remaining for your information, I am not sure what if anything the remaining stob 67 budgets are earmarked for.

Dawn

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 10:11 AM
To: Ryan MacDonald
Subject: Re: TV costing

Follow Up Flag: Follow up
Flag Status: Flagged

It would be for GCPE. Last week of February and first week of March.

Sent from my iPhone

On Jan 9, 2018, at 10:02 AM, Ryan MacDonald <Ryan.MacDonald@vizeum.com> wrote:

Hi Kathryn,

Thank you for the request and I will work on now and should have to you by end of day, if not before. Can you let me know which Ministry and possible weeks you wish to be in market?

If these are not known, I can leave generic.

Regards,
Ryan

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]
Sent: Monday, January 8, 2018 6:00 PM
To: Ryan MacDonald <Ryan.MacDonald@vizeum.com>
Subject: TV costing

Ryan,

Please provide a rough costing for provincewide TV for 2 weeks at 250 grps.

In August, Jim has provided me with a costing and estimate and mentioned that 250 grps is high and had recommended frequency level of 150-175 grps.

Is the costing around s.13,s.17

Below is what Jim has proposed:

Vanc-Vic 250 grps

Kelowna 200 grps

Kamloops/PG 200 grps

Terrace/Kitimat 150 grps

Dawson Creek 100 grps

Kootenays 100 grps

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 12:20 PM
To: Hardin, Karl GCPE:EX
Subject: RE: Hello ... and a few questions

Thanks Karl. Good suggestion and I'll suggest Matt.

From: Hardin, Karl GCPE:EX
Sent: Tuesday, January 9, 2018 9:48 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Hello ... and a few questions

I'm happy to do the 1-hour interview. Not as interested in the brand safety committee. I suggest Matt be the one to attend those meetings if anyone, and he can report back?

--

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

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Tuesday, January 9, 2018 at 9:11 AM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Subject: FW: Hello ... and a few questions

For your consideration.

From: Caroline Mitchell [<mailto:Caroline.Mitchell@tpsgc-pwgsc.gc.ca>]
Sent: Tuesday, January 9, 2018 8:16 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Carol Weeks; Chris Williams; Steve Chapman
Subject: Hello ... and a few questions

Hi Kathryn,

I am the Director of the Advertising Coordination and Partnerships Directorate, overseeing various elements of advertising for the Government of Canada (GC). I am writing to you both today with a few questions (not sure which one of you is the best person for which question, or if, in fact, someone on your team(s) would be a better contact person).

It will come as no surprise to you that more and more of the GC media spend is on digital media (and on social media) given the tendency of citizens to use these channels and expect their governments to engage with them on their preferred channels. The dependence on digital/social has caused me to wonder how/if citizens realize that the GC is actively communicating about the many services and programs available to them? Digital/social media lends itself better to certain types of communications but is the cumulative effect of smaller campaigns leading to building (or reinforcing) the GC brand? Is the dependence on digital/social harmful to broader awareness-type requirements? How can we balance the level of government advertising spending on off-shore platforms versus domestic and still achieve similar results?

We are asking ourselves these questions, we are consulting with several provincial governments, and we are hoping to consult with several other international jurisdictions – yours being one of them. We have hired a firm to have conversations with these various groups and pull together a report on the implications of this shift. Would one of you be available to answer these questions – I think about an hour would be the time commitment?

Second, and related to the shift to digital/social, is the issue of brand safety. We are pulling together a working group to discuss how various governments ensure that their paid digital messages are managed to ensure that they don't appear on sites that would harm their brand. Would one of you be available to participate in these discussions? Along with this, there have been some questions raised regarding the amount of digital advertising the Government is purchasing on platforms from other countries rather than spending more to support domestic digital media. We are currently planning our first meeting on January 22, 2018. If you are free we could schedule the meeting to accommodate your availability.

Finally, we are in the process of redoing some of our advertising procurement tools. Prior to the last round of procurement we did extensive research which led us to select a model where our media buying agency of record (AOR) became responsible for all media planning (traditional and digital), which had previously been the responsibility of the advertising agencies that now provide only creative services (in consultation with the AOR). As we get ready for the next round of procurement we are interested in understanding how other jurisdictions handle things. Do you have media planning and buying with the same firm? Do you have separate firms planning digital/social and traditional? Are the advertising agencies doing the media planning as well as the creative development? What tactics and tools are you using to audit the services of your various suppliers? Would one of you be able to have these discussions with us?

Thank you for your attention, and I look forward to your response (and to working with you).

C.

Caroline Mitchell
Director / Directrice
Advertising Coordinating and Partnerships Directorate /
Direction de la coordination de la publicité et partenariats

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 12:51 PM
To: 'asamuel@stbernadine.com'
Cc: 'Michael Krafczyk'
Subject: RE: BC Gov Electoral Reform – home page photo reference

I have received this...and will disregard the other email. Thanks.
I'm available after 2 pm. No decisions on my end.
Kathryn

From: asamuel@stbernadine.com [mailto:asamuel@stbernadine.com]
Sent: Tuesday, January 9, 2018 12:36 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Michael Krafczyk
Subject: BC Gov Electoral Reform – home page photo reference

Hi Kathryn!

Oops! Please disregard the last PDF – new PDF attached.

As per our discussion yesterday, we wanted to send over a sketch of a layout and some potential casting “types.”

Note these are not for casting or location scouting – just to get a sense of how many folks we want and an idea of demo.

Cheers!

Andrew

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 2:50 PM
To: Kelch, Kyla GCPE:EX
Subject: NOW Communications contact

Please reach out to Paul Degenstein at NOW Communications, with both the confidentiality agreement and workorder.
Thank you,
Kathryn

Paul Degenstein
paul@nowgroup.com

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 6:19 PM
To: Kelch, Kyla GCPE:EX
Cc: McLean, Matt GCPE:EX
Subject: WorkBC 2:30 call or meeting

Kyla,
Would it be possible for you to find us a room for tomorrow's meeting at 2:30 pm?
Also will need the conference call/lync system for those that will be joining by phone.
Many thanks,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 7:21 PM
To: Derksen, Renee AEST:EX
Subject: RE: WorkBC Draft Creative Themes

Rodney or Jennifer from AEST Comm Shop will be at the meeting. Let me know if you plan to join us in person or connect via phone.
Kathryn

From: Derksen, Renee AEST:EX
Sent: Tuesday, January 9, 2018 5:00 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: WorkBC Draft Creative Themes

Let's chat at the meeting tomorrow – happy to discuss.

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 3:03 PM
To: Derksen, Renee AEST:EX
Subject: RE: WorkBC Draft Creative Themes

Sorry its been back to back meetings today! I'm available after 4 pm.
Thanks Kathryn

From: Derksen, Renee AEST:EX
Sent: Tuesday, January 9, 2018 3:01 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: WorkBC Draft Creative Themes

Kathryn,

After another review and consideration:

The tagline I would recommend is – All the Tools you need. I would suggest the first approach as well. Given our timelines, would it make sense to package this into two options – 1 and 2 – recommending 1 and start getting approvals?

We need to get this approved quickly and unless Rodney is opposed to it, I think the approach overall is fresh and relevant. I understand Matt wanting us to push them but the new taglines are not better in my view.

Thanks

Renee

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Tuesday, January 9, 2018 2:06 PM

To: McLean, Matt GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX; LeSueur, Kathryn GCPE:EX; Allison Ishida

Subject: Re: WorkBC Draft Creative Themes

Hi All,

Attached is an updated deck. We have updated the logo and integrated in some new taglines.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Date: Monday, January 8, 2018 at 3:22 PM

To: jeff lucas <jefflucas@tractioncreative.com>, "Derksen, Renee AEST:EX" <Renee.Derksen@gov.bc.ca>, "Greenwell, Davin AEST:EX" <Davin.Greenwell@gov.bc.ca>, Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>, Allison Ishida <Alshida@tractioncreative.com>

Subject: RE: WorkBC Draft Creative Themes

Hi Jeff,

Thanks a lot for today. Would you be able to throw the deck our way to show a few people the designs? We can wait on the taglines, but hoping to run the visual idea behind some people here for confirmation and get you some answers by end of day Wednesday.

Also, the WorkBC.ca logo files have been added to the hightail.

<https://spaces.hightail.com/space/gvJe0YfV81>

Please let me know if you need anything else?

Thanks!

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](#)

-----Original Appointment-----

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Tuesday, January 2, 2018 1:35 PM

To: jeff lucas; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX; LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX; Allison Ishida

Subject: WorkBC Draft Creative Themes

When: Monday, January 8, 2018 1:30 PM-3:00 PM (UTC-08:00) Pacific Time (US & Canada).

Where: Conference Call & JoinMe Link - Info in message

You have been invited to a join.me meeting

Join the meeting:s.15,s.17

Conference call: s.15,s.17

Access code:s.15,s.17

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 7:23 PM
To: 'jeff lucas'
Subject: RE: WorkBC Monday

I kinda preferred the logo presented on Monday. The nuts and bolts version.
Thanks Jeff.

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Tuesday, January 9, 2018 7:20 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: WorkBC Monday

Hi Kathryn,

We held off sending material from Mondays call because changes were required. I have attached it for your reference.

The deck I sent today is the one to share with the broader group.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Tuesday, January 9, 2018 at 6:21 PM
To: jeff lucas <jefflucas@tractioncreative.com>
Subject: WorkBC Monday

Jeff,
Did you forward copies of materials from Monday's WorkBC meeting?

I don't have a copy of them. Please resend.

The group is meeting at 2:30 pm. You do not need to join us but let me know if you're around in case I need to phone you to clarify something.

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising

Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 9, 2018 9:47 PM
To: 'McPhedran, Neil'
Subject: Proposal Request - Budget 2018

Hello Neil,

Thank you for your response to the Standing Offer Proposal Request for the Budget 2018 information campaign.

Evaluations have now been completed and it has been determined that Trapeze Communications, Captus Advertising and Now Communications are the successful proponents.

If you wish a debriefing, please contact me via e-mail to set up a mutually convenient time to review your proposal.

My apologies for the late response and thank you again for submitting a proposal.

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

Subject: Agency De-brief
Location: by phone

Start: Fri 2018-01-12 1:00 PM
End: Fri 2018-01-12 1:30 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: McPhedran, Neil

Neil, does Friday afternoon work for you?

Page 114

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 10, 2018 8:54 AM
To: Twynstra, Tanya L GCPE:EX
Subject: Accepted: Mental Health and Addictions Strategy

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 10, 2018 11:39 AM
To: Pratt, Andrew GCPE:EX; Mellor, Carolyn E GCPE:EX; Hardin, Karl GCPE:EX
Cc: GCPE IS Joint Delivery Working Group Coordinator GCPE:EX
Subject: RE: Simple URL Requests (3)

Thanks Andrew. I have no issues with the URLs being proposed. Approved from my end.
Kathryn

From: Pratt, Andrew GCPE:EX
Sent: Wednesday, January 10, 2018 11:29 AM
To: Mellor, Carolyn E GCPE:EX; Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: GCPE IS Joint Delivery Working Group Coordinator GCPE:EX
Subject: Re: Simple URL Requests (3)

Andrew's acronym approval points policy – 6 out of possible 8 points required to win it! ->

2 points each:

The acronym is the common reference to the entity by the owner and the audience. **(2 points)**

The acronym has a legacy use. **(2 points)**

The acronym website has a limited or special interest audience. **(2 points)**

The acronym solves a too-long-for-a-URL-name situation. **(2 points)**

8 OUT OF 8 POINTS

I recommend approval.

Thanks,

Andrew

Andrew Pratt

Director, Graphic Communications

Government Communications and Public Engagement

4th floor, 617 Government Street, Victoria, BC V8W 9V1
T: 250 356-8120
F: 250 387-6070

Graphic Design Requests

BCID Website

Graphics 411 Information and Resources

From: "Mellor, Carolyn E GCPE:EX" <Carolyn.Mellor@gov.bc.ca>

Date: Wednesday, January 10, 2018 at 9:48 AM

To: Andrew Pratt <Andrew.Pratt@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>

Cc: "GCPE IS Joint Delivery Working Group Coordinator GCPE:EX" <GCPE.ISJointDelivery@gov.bc.ca>

Subject: Simple URL Requests (3)

Hi all,

The Ministry of Environment (NRS Sector) is requesting the following 3 simple URLs:

- gov.bc.ca/clir, current URL: <http://www2.gov.bc.ca/gov/content?id=23845DB16EF54B018D0AD32FE7E3770B>
 - CLIR stands for "Cross-Linked Information Resources" which falls under:
 - Breadcrumb: Home > Environmental Protection & Sustainability > Research, Monitoring & Reporting > Libraries & Publication Catalogues >
 - CLIR is a hub database that searches for documents in numerous databases: e.g. EIRS and ECOCAT
 - The terms CLIR, EIRS and BDP are well known in the NRS Sector; professional users of the information include Universities, environmental professionals, NGO's; the terms may not be as well known by the general public.
- gov.bc.ca/eirs-bdp, <http://www2.gov.bc.ca/gov/content?id=482DAC8CFB714D17BC780947E2C1B5CA>
 - eirs-bdp stands for "Environmental Information Resources System for Biodiversity (EIRS BDP)"
 - Breadcrumb: Home > Environmental Protection & Sustainability > Research, Monitoring & Reporting > Libraries & Publication Catalogues >

- gov.bc.ca/eirs-epd, <http://www2.gov.bc.ca/gov/content?id=614BF306D9C0458D950F9BE8BA4F3A41>
 - eirs-epd stands for “Environmental Information Resources System for Environmental Protection (EIRS EP)”

○ Breadcrumb: Home > Environmental Protection & Sustainability > Research, Monitoring & Reporting > Libraries & Publication Catalogues >

Carolyn

Carolyn Mellor
Client Relations Manager
Government Digital Experience Division
Government Communications & Public Engagement
250 356-3010

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 10, 2018 11:58 AM
To: Kelch, Kyla GCPE:EX
Subject: Captus Advertising

Please email work order template and confidentiality agreement to Captus Advertising, attention George Kan.
Thanks, Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 10, 2018 12:13 PM
To: Kelch, Kyla GCPE:EX
Subject: RE: Grand Forks news article

Please keep this article and report on it at our staff meeting.

KL

From: Kelch, Kyla GCPE:EX
Sent: Wednesday, January 10, 2018 12:07 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Hurrell, Lara GCPE:EX
Subject: FW: Grand Forks news article

FYI

From: Turner, Jennifer ENV:EX
Sent: Wednesday, January 10, 2018 12:04 PM
To: Ehman, Kevin GCPE:EX; Buttazzoni, Michael PSA:EX; Levine, Davis GCPE:EX; Agbay, Rommel GCPE:EX
Cc: Kelch, Kyla GCPE:EX
Subject: FW: Grand Forks news article

fyi

From: Turner, Jennifer ENV:EX
Sent: Wednesday, January 10, 2018 12:00 PM
To: Brett, Tricia FLNR:EX
Subject: RE: Grand Forks news article

Thanks...ugh there are so many sources for confusion in the article though. It would be good to clear up this is not a well registration fee.

From: Brett, Tricia FLNR:EX
Sent: Wednesday, January 10, 2018 11:28 AM
To: Turner, Jennifer ENV:EX
Subject: FW: Grand Forks news article

Hi Jen,

I am assuming I should save this article on the sharepoint, but not sure.

Thanks,
Tricia

From: Aubrey, Hamish FLNR:EX
Sent: Wednesday, January 10, 2018 10:46 AM
To: FLNR DOS Water Allocation
Subject: Grand Forks news article

<https://www.grandforksgazette.ca/local-news/well-registration-deadline-extended/>

Although the news article doesn't mention it, this article is about water licencing. Apparently Jessica Mace at the Kettle River Watershed Authority has been inundated with calls since this article was released.

Hamish Aubrey M.Sc. | Water Authorizations Specialist

Ministry of Forests, Lands, Natural Resource Operations and Rural Development
Okanagan Shuswap Natural Resource District
102 Industrial Place, Penticton BC V2A 7C8
Phone: 250-490-8219
Email: hamish.aubrey@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 10, 2018 5:37 PM
To: Pratt, Andrew GCPE:EX
Subject: RE: Graphic designers

Andrew could we chat about this as I know nothing about this program.
Thanks Kathryn

From: Pratt, Andrew GCPE:EX
Sent: Wednesday, January 10, 2018 2:29 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Graphic designers

Hi Kathryn,

Erase Bullying's branding was developed in-house several years ago, and the responsible program would like to refresh it. It has a few additional partners now adopting the branding (incl ViaSport's *Erase Bullying in Sport*, some school districts) and some cross-ministry activity. Cal pointed out this will need a more-coordinated approach this time around and Corinna is requesting our list of design agencies. We could take this on but I think and agency able to do some organization and analysis would be appropriate. I would like your point of view, and/or whether this program has broader interests?

Thanks,
Andrew

Andrew Pratt

Director, Graphic Communications
Government Communications and Public Engagement
4th floor, 617 Government Street, Victoria, BC V8W 9V1
T: 250 356-8120
F: 250 387-6070

[Graphic Design Requests](#)

[BCID Website](#)

[Graphics 411 Information and Resources](#)

From: "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>
Date: Wednesday, January 10, 2018 at 2:18 PM
To: Andrew Pratt <Andrew.Pratt@gov.bc.ca>
Subject: FW: Graphic designers

Hi Andrew, in response to your last Q, here is the conversation I had with Cal last week

From: Jones, Calvin GCPE:EX
Sent: Wednesday, January 3, 2018 3:31 PM
To: Filion, Corinna GCPE:EX
Cc: Stewart, Dawn M GCPE:EX; Pratt, Andrew GCPE:EX; Leslie, Sean GCPE:EX; LeSueur, Kathryn GCPE:EX; Kelch, Kyla GCPE:EX
Subject: RE: Graphic designers

Thanks, Corinna.

viaSport through the Ministry of Tourism, Arts and Culture also uses the "ERASE Bullying" brand, so it may very well be something that needs a coordinated approach given a couple of ministries are involved in the initiative to stop bullying.

<https://www.viasport.ca/campaigns/erasebullying>

I've copied Kathryn LeSueur on this response so that Advertising and Marketing are also in the loop. As mentioned, s.22 likely be able to discuss this then with you. Hope this helps.

so will

Cal
250 356-8565

Please note: 10 digit dialing required for internal calls effective immediately

Graphic Design Requests: <http://gdu.gcpe.gov.bc.ca>
BCID Website: <http://gwww.bcid.gov.bc.ca/>

From: Filion, Corinna GCPE:EX
Sent: Wednesday, January 3, 2018 3:14 PM
To: Jones, Calvin GCPE:EX
Cc: Stewart, Dawn M GCPE:EX; Pratt, Andrew GCPE:EX; Leslie, Sean GCPE:EX
Subject: RE: Graphic designers

It's a revamp of the ERASE Bullying strategy. It was a five year strategy when originally announced and those five years are now up so there is a desire to rebrand it so that the focus isn't just bullying (they still want to use ERASE as it's well known in the sector now). Program folks want three or four options developed for rebranding. Is that something you can take on?

From: Jones, Calvin GCPE:EX
Sent: Wednesday, January 3, 2018 3:11 PM
To: Filion, Corinna GCPE:EX
Cc: Stewart, Dawn M GCPE:EX; Pratt, Andrew GCPE:EX
Subject: RE: Graphic designers

Hi Corinna:

Sorry, no I don't have the CSA list that's been compiled. Andrew does and s.22
get the chance, we may be able to assist in-house.

. Let me know what you're working on when you

All the best to you and yours for a happy and prosperous 2018.

Cal
250 356-8565

Please note: 10 digit dialing required for internal calls effective immediately

Graphic Design Requests: <http://gdu.gcpe.gov.bc.ca>
BCID Website: <http://gwww.bcid.gov.bc.ca/>

From: Filion, Corinna GCPE:EX
Sent: Wednesday, January 3, 2018 3:04 PM
To: Jones, Calvin GCPE:EX
Subject: FW: Graphic designers

Hi Cal, is this something you would have?

Thanks,
C

From: Filion, Corinna GCPE:EX
Sent: Wednesday, January 3, 2018 11:19 AM
To: Stewart, Dawn M GCPE:EX
Subject: Graphic designers

Hi Dawn, do you have a list of pre-approved graphic designers available?

Thanks

Corinna Filion,

Communications Director
Ministry of Education,
Government Communications and Public Engagement
250-356-8713
250-882-0918

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 10, 2018 5:39 PM
To: 'jeff lucas'
Subject: Proposal Request - Budget 2018

Hello Jeff,

Thank you for your response to the Standing Offer Proposal Request for the Budget 2018 information campaign.

Evaluations have now been completed and it has been determined that Trapeze Communications, Captus Advertising and Now Communications are the successful proponents.

If you wish a debriefing, please contact me via e-mail to set up a mutually convenient time to review your proposal.

Thank you again for submitting a proposal,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 10, 2018 5:41 PM
To: 'Michael Krafczyk'
Subject: Proposal Request - Budget 2018

Hello Mike,

Thank you for your response to the Standing Offer Proposal Request for the Budget 2018 information campaign.

Evaluations have now been completed and it has been determined that Trapeze Communications, Captus Advertising and Now Communications are the successful proponents.

If you wish a debriefing, please contact me via e-mail to set up a mutually convenient time to review your proposal.

Thanks again for submitting a proposal,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 10, 2018 5:55 PM
To: 'Kyle Braid'
Subject: Proposal Request - Budget 2018

Hello Kyle Braid,

Thank you for your response to the Standing Offer Proposal Request for the Budget 2018 information campaign.

Evaluations have now been completed and it has been determined that Strategic Communications is the successful proponent.

If you wish a debriefing, please contact me via e-mail to set up a mutually convenient time to review your proposal.

Thanks again for submitting a proposal,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

Page 129

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 11, 2018 11:44 AM
To: McLean, Matt GCPE:EX
Cc: Fernandes, Jennifer GCPE:EX; Greenwell, Davin AEST:EX; Derksen, Renee AEST:EX
Subject: Re: FYF Approvals Needed - Participation Materials

No issues. Kathryn

Sent from my iPhone

On Jan 11, 2018, at 9:35 AM, McLean, Matt GCPE:EX <Matt.McLean@gov.bc.ca> wrote:

Hi Davin, I think these look good. I have passed on to Kathryn for an extra eye but these are approved unless she is opposed.

Thanks,

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](#)

From: Fernandes, Jennifer GCPE:EX
Sent: Tuesday, January 9, 2018 10:57 AM
To: Greenwell, Davin AEST:EX; McLean, Matt GCPE:EX
Cc: Derksen, Renee AEST:EX
Subject: RE: FYF Approvals Needed - Participation Materials

Hi Davin,

The promo items look good from my perspective.

Cheers,
Jennifer

From: Greenwell, Davin AEST:EX
Sent: Monday, January 8, 2018 4:57 PM
To: Fernandes, Jennifer GCPE:EX; McLean, Matt GCPE:EX
Cc: Derksen, Renee AEST:EX
Subject: FW: FYF Approvals Needed - Participation Materials

Hi all,

For review: Activity participation materials for following stations:

- Auto service mechanic (tire pressure gauge)
- Physiotherapist (hot/cold pack)

Looking to have your reviews by this Friday.

Best,
Davin

Davin Greenwell

Manager, Client Engagement & Marketing
Client Engagement Unit | Trades Training, Strategic Planning and Engagement Branch
Labour Market and Information Division | Ministry of Advanced Education, Skills & Training
c. 778.676.2540 f. 250.387.4788
www.workbc.ca | www.welcomebc.ca | www.careertrekbc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 11, 2018 1:57 PM
To: s.22
Subject: Creative materials

Amy, please reach out to Mike Krafczyk at St. Bernadine (agency for ER) and he'll put together info you need for creative materials (font, colour palette, logo).

I've given Mike a heads up about the request and he has asked if you could contact him directly.

Mike can be reached at office 604 646 0001 or mobile^{s.22}

Also I confirmed with Mike that agency is responsible for a poster (8 1/2 x 11) and a rack card (4x9). We just need to give some thought to the design.

Thanks

Kathryn

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 11, 2018 9:34 PM
To: Nelson, Tiffany GCPE:EX
Subject: RE: Feedback to St. B

I would like to know how the meeting goes tomorrow. I popped into the office to grab my laptop and chatted with Evan briefly. David Hume discussed with Evan the idea of the introductory slideshow. Not sure how that will all fit in but it's one consideration.

I gave the agency a heads up about revisions to the slideshow so they're aware. Mike Krafczyk will be expecting your call. Reach him on his mobile s.22

Depending on how extensive the changes are, you may have to conduct a second chat with the creative director. We want to make sure they get this right!

Just a few other items, in case they come up tomorrow am.

David Hume asked about the possibility of a voice-over over the slideshow. That is possible, but it then turns the slideshow into a video and would take more time to complete and increase the budget.

The colours used to show the PR seats are somewhat muted. The colours will be more vibrant once content is finalized.

Agency aware of the possibility of the 'introductory slideshow' and will complete the revisions ASAP. I would request the changes to be done for Monday, so another review can take place.

Thanks so much,
Kathryn

From: Nelson, Tiffany GCPE:EX
Sent: Thursday, January 11, 2018 7:02 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Feedback to St. B

Hi Kathryn – I've finally pulled up your voice mail. I can relay the feedback to Mike at St. B's tomorrow. I'll let you know how the meeting goes.

Tiffany

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 12, 2018 9:35 AM
To: Nelson, Tiffany GCPE:EX
Subject: Fwd: Feedback on the Slides

FYI

Sent from my iPhone

Begin forwarded message:

From: Mike Krafczyk <mkrafczyk@stbernadine.com>
Date: January 12, 2018 at 9:08:19 AM PST
To: "Reimer, Neil JAG:EX" <neil.reimer@gov.bc.ca>
Cc: "Kathryn GCPE:EX LeSueur" <Kathryn.LeSueur@gov.bc.ca>
Subject: Feedback on the Slides

Good morning Neil,

I understand there is some further work to be done on the slides. i'm working^{s.22} but can be reached on cell at^{s.22}
^{s.22} Our team is standing by with the latest versions at the office, so maybe we can set up a conference call this afternoon? Let me know what works best for you.

Best regards,



St BERNADINE

Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

Page 136

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 12, 2018 11:34 AM
To: 'jeff lucas'
Subject: Accepted: TV Production Discussion & Issues

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 12, 2018 2:39 PM
To: Hume, David GCPE:EX; Nelson, Tiffany GCPE:EX
Subject: RE: Edits to intro slides

Tiffany, No issues with direction and content of the Intro slides. The agency will let us/me know about budget pressures. Thanks for the update and let me know when St. B will have updated slides.

From: Hume, David GCPE:EX
Sent: Friday, January 12, 2018 12:53 PM
To: Nelson, Tiffany GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Re: Edits to intro slides

No problem with the direction. Let's leave it to the agency to help us understand what's feasible.

David Hume
250-589-9043

----- Original message -----

From: "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>
Date: 2018-01-12 12:24 PM (GMT-08:00)
To: "Hume, David GCPE:EX" <David.Hume@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Subject: Fwd: Edits to intro slides

Hi both - I've asked Neil to get started with Mike on the intro slide show deck. Let me know of any concerns with direction below, budget wise.

I'm out for an hour then compiling all of our edits to slideshows following meeting with Evan and will relay to Mike.

Thanks

Begin forwarded message:

From: "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>
Date: January 12, 2018 at 12:00:09 PM PST
To: "Reimer, Neil JAG:EX" <Neil.Reimer@gov.bc.ca>, "Atcheson, Kevin AG:EX" <Kevin.Atcheson@gov.bc.ca>
Subject: Edits to intro slides

Hi Neil – here are my edits to the introductory piece. Can I leave with you to add yours and have St. B's start on the design?

Again, format would be a slideshow, first slide would feature a graphic and title to lure people to start (of the legislature and “start with the building blocks”?), each slide should include graphics to align with the look of the other slideshows. We're looking for their ideas on how to make the bold term stand out: can it be dynamic text that grows/shrinks back or something like that?

I'm back in an hour and we can talk then if you prefer to before this goes to creative.

I'll send a note to Kathryn and all about where we're at with edits today and to get clarity on deadlines.

Thanks!

Tiffany
250 858-4680

From: Nelson, Tiffany GCPE:EX
Sent: Thursday, January 11, 2018 10:32 PM
To: Hume, David GCPE:EX <David.Hume@gov.bc.ca>
Cc: Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>
Subject: Edits to primer

Hi David,

Neil, Kevin and I have reviewed the primer doc (calling it an 'introduction' as more common a word than 'primer').

Can you give a read for simplicity goal? I have the marked up copy too if needed.

Thanks,

Tiffany
250 858-4680

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, January 14, 2018 10:22 AM
To: McAndrews, Caroline GCPE:EX
Subject: Accepted: Cannabis - BC Public Education Campaign Planning

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, January 14, 2018 10:43 AM
To: McAndrews, Caroline GCPE:EX
Subject: Monday's Conf Call

Caroline, Is there an agenda for tomorrow mornings conf call? And any chance you're available for a quick call tomorrow am to discuss outcomes?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, January 14, 2018 11:16 AM
To: Nelson, Tiffany GCPE:EX; Hume, David GCPE:EX
Subject: RE: Edits to intro slides

Thanks for the update.

From: Nelson, Tiffany GCPE:EX
Sent: Sunday, January 14, 2018 11:02 AM
To: LeSueur, Kathryn GCPE:EX; Hume, David GCPE:EX
Subject: RE: Edits to intro slides

Mike will receive all edits to slides first thing tomorrow. He's aware of timeline and we'll copy you in on that. Should Mike have questions on copy, he should work direct with Neil or I.

Friday, St. B's received the request for the new introductory slides.

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, January 14, 2018 10:38 AM
To: Nelson, Tiffany GCPE:EX; Hume, David GCPE:EX
Subject: RE: Edits to intro slides

Tiffany, Just checking in and wondering if there is an update on progress for the revisions of the slides? I'm aware of the new intro slide deck but have not seen reference to the other edits.

Kathryn

From: Nelson, Tiffany GCPE:EX
Sent: Friday, January 12, 2018 12:25 PM
To: Hume, David GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Fwd: Edits to intro slides

Hi both - I've asked Neil to get started with Mike on the intro slide show deck. Let me know of any concerns with direction below, budget wise.

I'm out for an hour then compiling all of our edits to slideshows following meeting with Evan and will relay to Mike.

Thanks

Begin forwarded message:

From: "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>
Date: January 12, 2018 at 12:00:09 PM PST
To: "Reimer, Neil JAG:EX" <Neil.Reimer@gov.bc.ca>, "Atcheson, Kevin AG:EX" <Kevin.Atcheson@gov.bc.ca>
Subject: Edits to intro slides

Hi Neil – here are my edits to the introductory piece. Can I leave with you to add yours and have St. B's start on the design?

Again, format would be a slideshow, first slide would feature a graphic and title to lure people to start (of the legislature and “start with the building blocks”?), each slide should include graphics to align with the look of the other slideshows. We're looking for their ideas on how to make the bold term stand out: can it be dynamic text that grows/shrinks back or something like that?

I'm back in an hour and we can talk then if you prefer to before this goes to creative.

I'll send a note to Kathryn and all about where we're at with edits today and to get clarity on deadlines.

Thanks!

Tiffany
250 858-4680

From: Nelson, Tiffany GCPE:EX
Sent: Thursday, January 11, 2018 10:32 PM
To: Hume, David GCPE:EX <David.Hume@gov.bc.ca>
Cc: Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>
Subject: Edits to primer

Hi David,

Neil, Kevin and I have reviewed the primer doc (calling it an 'introduction' as more common a word than 'primer').

Can you give a read for simplicity goal? I have the marked up copy too if needed.

Thanks,

Tiffany
250 858-4680

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, January 14, 2018 4:41 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: Monday's Conf Call

Ok sounds like a good start.

From: McAndrews, Caroline GCPE:EX
Sent: Sunday, January 14, 2018 1:01 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Monday's Conf Call

No formal agenda, but plan is to share the results (generally) of the needs assessments from the ministries so we can see their feedback. That would include any input they want to share on the broader public campaign and how much support they will need for stakeholder communications (ie from graphics for pamphlets etc.).

Then we'll have the call with the bigger group the next day and aim is to then in turn give them feedback on their needs.

It would be good too, to be able to hone in on the themes for our bc campaign ie - health information (targetted at youth and parents), drug impaired driving (again aimed at drivers from 16-30), and info on the new laws. Those are just my ideas, for example.

That way they get what pieces they will have target through stakeholder comms and other means through their ministry.

Does that make sense?

Sent from my iPhone

On Jan 14, 2018, at 10:42 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Caroline, Is there an agenda for tomorrow mornings conf call? And any chance you're available for a quick call tomorrow am to discuss outcomes?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising

Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, January 14, 2018 4:54 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: Monday's Conf Call

Could you also give an update on the Federal funding – specifically accessing the \$46 million over 5 years? My recollection is that funding is NOT AVAILABLE to us (update from last FPT call). My ADM is under the impression there is money available from the feds and I think that is not the case. Have I got that right?

From: McAndrews, Caroline GCPE:EX
Sent: Sunday, January 14, 2018 1:01 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Monday's Conf Call

No formal agenda, but plan is to share the results (generally) of the needs assessments from the ministries so we can see their feedback. That would include any input they want to share on the broader public campaign and how much support they will need for stakeholder communications (ie from graphics for pamphlets etc.).

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That way they get what pieces they will have target through stakeholder comms and other means through their ministry.

Does that make sense?

Sent from my iPhone

On Jan 14, 2018, at 10:42 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Caroline, Is there an agenda for tomorrow mornings conf call? And any chance you're available for a quick call tomorrow am to discuss outcomes?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 12:47 PM
To: McLean, Matt GCPE:EX; Watson, Lori A PSSG:EX
Cc: McAndrews, Caroline GCPE:EX
Subject: PSSG Sub working group meeting - Wednesday

Matt and Lori,

Caroline and I are supportive of Matt giving a presentation for Wednesday's meeting to the Sub-working group.

This would be on research and initial results from focus testing on creative materials to do with cannabis. Should not be longer than 10 mins.

Matt would it be possible for you and Lori to connect to make sure this is possible via the lync system to share info/creative materials with the group?

Thanks so much,

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 12:59 PM
To: Lloyd, Evan GCPE:EX; Hume, David GCPE:EX
Subject: FW: GPE - Electoral Reform updates - Jan 15th

Dropbox link below for the Building blocks slideshow (new content from Friday).
Kathryn

From: Shelby Stefaniuk [mailto:ssstefaniuk@stbernadine.com]
Sent: Monday, January 15, 2018 12:29 PM
To: Nelson, Tiffany GCPE:EX; LeSueur, Kathryn GCPE:EX; Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; Reimer, Neil JAG:EX
Cc: Mike Krafczyk; Andrew Samuel; Sarah Wells
Subject: GPE - Electoral Reform updates - Jan 15th

Hello everyone,

An updated dropbox link is included below.

LINK: [s.22](#)

- 1) Attached is a new website homepage layout that incorporates the new slideshow from Friday.
- 2) The other Website Slides have not yet been updated, but once we receive the revisions, we will update as soon as possible.
- 3) The folder called Building Blocks slideshow reflects the new content provided last Friday. We have provided two layouts using two different colour saturation levels - in response to the request to make the slides brighter.
- 4) Please note that we have also provided a copy deck containing only the 'legacy' content that we ported over from the old site.
- 5) Could we get approval/feedback on this content as soon as feasible? This will help speed up the process a bit, by giving the developers something to work on while we finish the remaining content approvals.
- 6) We're waiting for feedback on a couple of other items:
 - i. The main homepage visual

ii. The video storyboards (the plan would be to start creating static social media assets once the video).

we have an agreed-to direction on

Please feel free to contact Mike or myself with any questions.

Thanks!



Shelby Stefaniuk | Account Services
sstefaniuk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 1:01 PM
To: 'Mike Krafczyk'
Subject: RE: check in - after 4 pm

Just you and I at this point. Have you received revisions from Tiffany for the other slides yet?
Thanks Kathryn

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Monday, January 15, 2018 12:59 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: check in - after 4 pm

Absolutely! Do you want anyone else on the call or just a check-in?

Sent from my iPhone

On Jan 15, 2018, at 12:52 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Mike, would it be possible to have a check-in/update call late this afternoon.
I'm available between 4 – 4:30 pm. Does that work for you?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 1:08 PM
To: Hargreaves, Stephen GCPE:EX
Subject: Greg Bartels

Stephen,
Any word from Greg Bartels?
I need to know by 2 pm.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 1:44 PM
To: LeGuilloux, Marg GCPE:EX
Cc: Zadravec, Don GCPE:EX
Subject: RE: RSO -- Insurance

I think you should ask Raman/Dawn for advice. It may be best to discuss with Risk Management Branch. And I'm absolutely ok with you discussing this with whomever.

Kathryn

From: LeGuilloux, Marg GCPE:EX
Sent: Monday, January 15, 2018 1:41 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Zadravec, Don GCPE:EX
Subject: RSO -- Insurance

Hi Kathryn.

I talked to Mike at length about this – he suggests I ask you – is there a contact person at Procurement (or elsewhere?) that Don and I could make the case to directly? Would you be ok with that?

We feel quite strongly about it and we also are convinced we will lose good applicants from participating if left in.

Thx, appreciate any ifo.



Marg LeGuilloux

Executive Director, Communications
Social Ministries

Government Communications and Public Engagement
Government of British Columbia
Cell: 778-584-1259
Office: 778-698-8926
marg.leguilloux@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 5:08 PM
To: Hargreaves, Stephen GCPE:EX
Subject: RE: Thomas Buchan

Thanks for the info on the two video/film contacts.

From: Hargreaves, Stephen GCPE:EX
Sent: Monday, January 15, 2018 5:07 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Thomas Buchan

Hi Kathryn,

Here is Thomas' contact info:

s.22

nfo@thomasbuchan.com

<http://www.thomasbuchan.com/>

Thanks,

Stephen Hargreaves

Video Producer | Digital Communications

Government Communications and Public Engagement

Province of British Columbia

250.886.7687

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 5:12 PM
To: 'Shelby Stefaniuk'
Cc: 'Mike Krafczyk'
Subject: RE: Homepage

Thanks Shelby...got it.

From: Shelby Stefaniuk [mailto:ssstefaniuk@stbernadine.com]
Sent: Monday, January 15, 2018 5:10 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Mike Krafczyk
Subject: Homepage

As per your call with Mike.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 5:21 PM
To: Nelson, Tiffany GCPE:EX; Reimer, Neil JAG:EX
Cc: Twynstra, Tanya L GCPE:EX
Subject: RE: ER - Revisions to Carousel Slides

Thanks Tiffany appreciate the update.

From: Nelson, Tiffany GCPE:EX
Sent: Monday, January 15, 2018 5:20 PM
To: LeSueur, Kathryn GCPE:EX; Reimer, Neil JAG:EX
Cc: Twynstra, Tanya L GCPE:EX
Subject: RE: ER - Revisions to Carousel Slides

The slides are with me. I need to review which edits Neil was concerned with to understand the changes. I'll do so tonight as I've been behind all day.

Agency can expect them early tomorrow.

Tiffany
250 858-4680

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 4:59 PM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>
Cc: Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>
Subject: ER - Revisions to Carousel Slides

Hello Tiffany and Neil,
I know you guys are super busy, but is there an update on when the agency will receive the revisions for the carousel slides?
I just had an update from the agency and they have not received any revisions.
Just wondering why the delay?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 5:22 PM
To: 'Mike Krafczyk'
Subject: Update on revisions

Importance: High

Mike, just got an update on the revisions and Tiffany will send them to you tomorrow am.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 5:35 PM
To: Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX; McLean, Matt GCPE:EX; Kelch, Kyla GCPE:EX
Subject: RE: SRFP - WorkBC Brand Standardization and Engagement Project

Renee, I would suggest the following companies –
Traction Creative
Grey Vancouver
Suburbia Studios
Saint Bernadine Mission Communications

Kyla, please send Renee the contact info for these ad agencies.
Thank you,
Kathryn

From: Derksen, Renee AEST:EX
Sent: Monday, January 15, 2018 4:54 PM
To: Greenwell, Davin AEST:EX; McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: SRFP - WorkBC Brand Standardization and Engagement Project

Hi Kathryn,

Happy Monday! Can you please send us three names for a short form RFP to do the brand and engagement posters/signage etc materials?

Thanks

Renee

From: Greenwell, Davin AEST:EX
Sent: Wednesday, January 10, 2018 11:31 AM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Derksen, Renee AEST:EX
Subject: SRFP - WorkBC Brand Standardization and Engagement Project

Hi Matt, Kathryn,

We are finalizing an SRFP to field next week for design, print and distribution next week re: WorkBC Brand Standardization and Engagement – this is the project we do in concert with SDRP and their WorkBC Employment Service Centres. In the past, GCPE HQ has provided a list of vendors for us to issue the SRFP to. Can you advise on an updated list?

Attached is a *DRAFT* SRFP for reference of the scope of the project. I am happy to answer any questions you have on this project.

Best,
Davin

Davin Greenwell

Manager, Client Engagement & Marketing
Client Engagement Unit | Trades Training, Strategic Planning and Engagement Branch
Labour Market and Information Division | Ministry of Advanced Education, Skills & Training
c. 778.676.2540 f. 250.387.4788
www.workbc.ca | www.welcomebc.ca | www.careertrekbc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 15, 2018 5:40 PM
To: McLean, Matt GCPE:EX
Subject: RE: Cannabis - BC Public Education Campaign Planning

Thanks Matt for getting the info.

From: McLean, Matt GCPE:EX
Sent: Monday, January 15, 2018 3:19 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Cannabis - BC Public Education Campaign Planning

Hi Kathryn,

This deck from Colorado is very helpful in showing the major sub-campaigns they created and how they varied.

Also includes an example of ethnically targeted campaigns with a Spanish language campaign.

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](#)

From: Mas, Sophie B PSSG:EX
Sent: Monday, January 15, 2018 3:07 PM
To: McLean, Matt GCPE:EX; McAndrews, Caroline GCPE:EX

Cc: Watson, Lori A PSSG:EX; McLachlin, Jessica PSSG:EX
Subject: RE: Cannabis - BC Public Education Campaign Planning

Hi Matt,

Here is the document I was referring to.

Lori: could you please add this to the list of docs to share with the sub-WG? Thank you.

Sophie

From: McLean, Matt GCPE:EX
Sent: Monday, January 15, 2018 2:19 PM
To: McAndrews, Caroline GCPE:EX; Mas, Sophie B PSSG:EX
Subject: RE: Cannabis - BC Public Education Campaign Planning

Hi folks,

Thanks a lot for chatting with us today! I was wondering if you may be able to share with me that presentation you have with the Colorado cast study info?

Thanks a lot! 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](#)

-----Original Appointment-----

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, January 4, 2018 12:28 PM

To: McAndrews, Caroline GCPE:EX; Zdravec, Don GCPE:EX; Roberts, Michelle J GCPE:EX; LeSueur, Kathryn GCPE:EX; Watson, Lori A PSSG:EX; McLachlin, Jessica PSSG:EX; Indridson, Ian GCPE:EX; Sitter, Donna GCPE:EX; McLean, Matt GCPE:EX; Gibbs, Robb GCPE:EX; Mas, Sophie B PSSG:EX; Lloyd, Evan GCPE:EX
Cc: Stewart, Katherine PSSG:EX; Nelson, Tiffany GCPE:EX
Subject: Cannabis - BC Public Education Campaign Planning
When: Monday, January 15, 2018 11:00 AM-12:00 PM (UTC-08:00) Pacific Time (US & Canada).
Where: s.15,s.17 Participant ID: s.15,s.17

GCPE PSSG is moderator: s.15,s.17

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 16, 2018 12:43 PM
To: Lloyd, Evan GCPE:EX
Subject: Re: IMAGES - GPE - Electoral Reform updates - Jan 15th

Agreed ... that was the initial reaction from most of us. I'll get this set-up and we can discuss tomorrow as I'm in Vancouver today.
Thanks Kathryn

Sent from my iPhone

On Jan 16, 2018, at 10:10 AM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Thanks Kathryn

My reaction to the stock options is that, for the most part, they look like a bunch of people at a cool start-up work place. I don't really see ordinary people discussing the merits of MMM or the STV.

Perhaps a photo shoot would allow some more genuine and realistic images and settings – family focused, different work spaces, more obvious BC iconography?

Evan

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Monday, January 15, 2018 at 5:56 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>, "Hume, David GCPE:EX" <David.Hume@gov.bc.ca>
Subject: FW: IMAGES - GPE - Electoral Reform updates - Jan 15th

Evan and David,

The link below has a folder with possible images for the homepage for the website. You can find the homepage image folder in the folder entitled - **Website – Jan 15th**.

Please review and let me know your thoughts on whether we should choose one of the stock images or organize a photo shoot.

If we go the route of a photo shoot, it will take a few days to organize. The budget can support a photo shoot.

Kathryn

From: Shelby Stefaniuk [<mailto:ssstefaniuk@stbernadine.com>]
Sent: Monday, January 15, 2018 5:07 PM
To: Nelson, Tiffany GCPE:EX; LeSueur, Kathryn GCPE:EX; Butler, Liam GCPE:EX; Atcheson, Kevin AG:EX; Reimer, Neil JAG:EX

Cc: Mike Krafczyk; Andrew Samuel; Sarah Wells
Subject: Re: GPE - Electoral Reform updates - Jan 15th

Hi everyone,

Please note that we have updated the website folder that now includes a folder that has options for the homepage image.

Let us know if you have any questions.

Link: [s.22](#)

Thanks,

Shelby



Shelby Stefaniuk | Account Services
sstefaniuk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com

[Map](#)

On Jan 15, 2018, at 12:29 PM, Shelby Stefaniuk <sstefaniuk@stbernadine.com> wrote:

Hello everyone,

An updated dropbox link is included below.

LINK: [s.22](#)

1) Attached is a new website homepage layout that incorporates the new slideshow from Friday.

- 2) The other Website Slides have not yet been updated, but once we receive the revisions, we will update as soon as possible.
- 3) The folder called Building Blocks slideshow reflects the new content provided last Friday. We have provided two layouts using two different colour saturation levels - in response to the request to make the slides brighter.
- 4) Please note that we have also provided a copy deck containing only the 'legacy' content that we ported over from the old site.
- 5) Could we get approval/feedback on this content as soon as feasible? This will help speed up the process a bit, by giving the developers something to work on while we finish the remaining content approvals.
- 6) We're waiting for feedback on a couple of other items:
 - i. The main homepage visual
 - ii. The video storyboards (the plan would be to start creating static social media assets once we have an agreed-to direction on the video).

Please feel free to contact Mike or myself with any questions.

Thanks!

<image001.jpg>

Shelby Stefaniuk | Account Services
sstefaniuk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com

<image002.jpg> <image002.jpg> <image002.jpg>

[Map](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 16, 2018 1:49 PM
To: Mike Krafczyk
Subject: Photo shoot

Would like to ahead with photo shoot. Will call you after 3 pm to discuss.
Kathryn

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 16, 2018 3:42 PM
To: Twynstra, Tanya L GCPE:EX
Subject: Re: Marketing approach for ICBC

Sorry I missed the meeting in Vancouver for the day. I'm available tomorrow.
Kathryn

Sent from my iPhone

On Jan 16, 2018, at 2:00 PM, Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca> wrote:

I wanted to have quick call to discuss.

.....
Join online meeting<s.15,s.17
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 s.15,s.17

Conference ID s.15,s.17

Forgot your dial-in PIN? s.15,s.17 | First online
meeting s.15,s.17
s.15,s.17
.....

<meeting.ics>

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 16, 2018 5:35 PM
To: McLean, Matt GCPE:EX
Subject: Re: WorkBC Online Needs Confirmation

Excellent Matt. Good advice.
Robb has approved the creative approach for All the tools you need.
Kathryn
Sent from my iPhone

On Jan 16, 2018, at 4:01 PM, McLean, Matt GCPE:EX <Matt.McLean@gov.bc.ca> wrote:

Hi Jeff,

Thanks for your patience here. We are awaiting on approval for the creative themes, however I have some documents here from the media buyer.

Please disregard dates as they are just placeholders.

If you need to reach out directly to the media buyer for clarification, please do so, I have CC'd Josh and Alexis from Jungle Media above. Please CC just me on any back and forth you folks have though so I can be kept in the loop.

Please let me know if you have any questions.

Thanks,

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](#)

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Thursday, January 11, 2018 9:04 AM
To: McLean, Matt GCPE:EX; Greenwell, Davin AEST:EX
Cc: Derksen, Renee AEST:EX; LeSueur, Kathryn GCPE:EX; Allison Ishida
Subject: Re: WorkBC Online Needs Confirmation

Hi Matt & Davin,

Can you confirm the online assets needed outlined on the attached chart? It was based on the chart in your presentation. We do have the online videos broken out separately and then shown within the needs by category.

If edits are required please let us know. Also, can you have your media group confirm the ad size specifics where appropriate.

Thanks

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

<IAB ad specs - 2017.pdf>

<Work BC traffic doc.xlsx>

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 16, 2018 5:37 PM
To: Kelch, Kyla GCPE:EX
Subject: Fwd: Current Gov't BC Graphics Standards

Kyla would it be possible to send Jeff a current version of GCPEs Graphic Standards?
I should have a copy as well.
Thanks Kathryn

Sent from my iPhone

Begin forwarded message:

From: jeff lucas <jefflucas@tractioncreative.com>
Date: January 16, 2018 at 4:36:27 PM PST
To: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Subject: Current Gov't BC Graphics Standards

Hi Kathryn,

Can you send us a current version of the BC Government Graphics Standards?

Typically we have used the Myriad Pro font but want to see what else are permitted. Our current version is quite old.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 16, 2018 5:45 PM
To: Nelson, Tiffany GCPE:EX
Cc: Denise Walker; Twynstra, Tanya L GCPE:EX; Reimer, Neil JAG:EX; Smith, Karen A GCPE:EX; Atcheson, Kevin AG:EX; Bronee, Amy GCPE:EX; Butler, Liam GCPE:EX; Morgan Shields
Subject: Re: Liam and I are on the call

Hello Tiffany

I missed the meeting this afternoon but wanted to follow up on carousel slide revisions. Agency has not received updates. Please provide an update as agency requires changes ASAP to meet deadline.

Thanks Kathryn

Sent from my iPhone

On Jan 16, 2018, at 3:05 PM, Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca> wrote:

No video popping up this time...

Tiffany
250 858-4680

From: Denise Walker [<mailto:denise@elevateconsulting.ca>]
Sent: Thursday, January 11, 2018 11:42 AM
To: Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>; Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>; Smith, Karen A GCPE:EX <Karen.Smith@gov.bc.ca>; Atcheson, Kevin AG:EX <Kevin.Atcheson@gov.bc.ca>; Bronee, Amy GCPE:EX <Amy.Bronee@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Butler, Liam GCPE:EX <Liam.Butler@gov.bc.ca>
Cc: Morgan Shields <morgan@elevateconsulting.ca>
Subject: GCPE Electoral Reform Weekly Status Meeting Notes - Jan 9th

Hi everyone,

Attached are the minutes from our weekly status meeting. Please review and let Morgan and I know if you have any questions or comments.

Thanks all!

<image001.png>

Check out Elevate's [website](#) for more information on our company.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 16, 2018 6:04 PM
To: Nelson, Tiffany GCPE:EX
Cc: Denise Walker; Twynstra, Tanya L GCPE:EX; Reimer, Neil JAG:EX; Smith, Karen A GCPE:EX; Atcheson, Kevin AG:EX; Bronee, Amy GCPE:EX; Butler, Liam GCPE:EX; Morgan Shields
Subject: Re: Revisions to carousel slides

Tomorrow at 11am. That should give the agency time to update before another round of approvals.
Thanks Tiffany. I know your shop is busy.
KL

Sent from my iPhone

On Jan 16, 2018, at 5:48 PM, Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca> wrote:

Can I get a specific deadline?

The branch had further concerns with my edits, which I've just received to review.

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 16, 2018 5:45 PM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Cc: Denise Walker <denise@elevateconsulting.ca>; Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>; Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>; Smith, Karen A GCPE:EX <Karen.Smith@gov.bc.ca>; Atcheson, Kevin AG:EX <Kevin.Atcheson@gov.bc.ca>; Bronee, Amy GCPE:EX <Amy.Bronee@gov.bc.ca>; Butler, Liam GCPE:EX <Liam.Butler@gov.bc.ca>; Morgan Shields <morgan@elevateconsulting.ca>
Subject: Re: Liam and I are on the call

Hello Tiffany

I missed the meeting this afternoon but wanted to follow up on carousel slide revisions. Agency has not received updates. Please provide an update as agency requires changes ASAP to meet deadline.

Thanks Kathryn

Sent from my iPhone

On Jan 16, 2018, at 3:05 PM, Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca> wrote:

No video popping up this time...

Tiffany
250 858-4680

From: Denise Walker [<mailto:denise@elevateconsulting.ca>]

Sent: Thursday, January 11, 2018 11:42 AM

To: Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>; Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>; Smith, Karen A GCPE:EX <Karen.Smith@gov.bc.ca>; Atcheson, Kevin AG:EX <Kevin.Atcheson@gov.bc.ca>; Bronee, Amy GCPE:EX <Amy.Bronee@gov.bc.ca>; Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Butler, Liam GCPE:EX <Liam.Butler@gov.bc.ca>

Cc: Morgan Shields <morgan@elevateconsulting.ca>

Subject: GCPE Electoral Reform Weekly Status Meeting Notes - Jan 9th

Hi everyone,

Attached are the minutes from our weekly status meeting. Please review and let Morgan and I know if you have any questions or comments.

Thanks all!

<image001.png>

Check out Elevate's [website](#) for more information on our company.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 8:52 AM
To: Welgush, Lindsey GCPE:EX
Subject: Meeting with Evan today

Lindsey,
Any chance Evan is available today for a 30 min. meeting to discuss ER?
I have a few things I need to discuss with him.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 8:55 AM
To: Twynstra, Tanya L GCPE:EX
Subject: Accepted: Marketing approach for ICBC

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 9:57 AM
To: Kelch, Kyla GCPE:EX
Subject: FW: Follow up - Radio Ads

FYI (I have not reviewed)

From: Zadravec, Don GCPE:EX
Sent: Wednesday, January 17, 2018 9:54 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Fwd: Follow up - Radio Ads

FYI

Don Zadravec
Executive Director
GCPE
778-584-1252
Sent from my iPhone

Begin forwarded message:

From: "McAndrews, Caroline GCPE:EX" <Caroline.McAndrews@gov.bc.ca>
Date: January 16, 2018 at 11:25:19 AM PST
To: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Cc: "Zadravec, Don GCPE:EX" <Don.Zadravec@gov.bc.ca>
Subject: RE: Follow up - Radio Ads

Thanks!!!

From: Gibbs, Robb GCPE:EX
Sent: Tuesday, January 16, 2018 11:21 AM
To: McAndrews, Caroline GCPE:EX
Cc: Zadravec, Don GCPE:EX
Subject: RE: Follow up - Radio Ads

K.

Fire away.

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: McAndrews, Caroline GCPE:EX
Sent: Tuesday, January 16, 2018 11:15 AM
To: Gibbs, Robb GCPE:EX
Cc: Zadravec, Don GCPE:EX
Subject: RE: Follow up - Radio Ads

Hi Rob: Here is a little more context.

- That was the amount suggested to program for the radio buy, based on the cost of the VictimLink campaign (which took a similar approach). The focus was going to be on rural and remote areas across the province, many of which are in the north. It was also going to be a multi-week to keep it top of mind for people.
- Re: the VictimLink BC Rural Awareness Campaign from 2014....The radio PSA played on 50 stations throughout the week of the campaign and proved very effective.
- This was part of a \$40,000 campaign (of which \$15,000 was dedicated to the radio ad buy for the one week).
- We had also discussed with Kyla the possibility of dedicating some of the 50K to FB ads or Google word searches (should these perform well during the late Jan. pilot)

This is use or lose money from the feds, so would be good to get it out the door.

From: Gibbs, Robb GCPE:EX
Sent: Monday, January 15, 2018 7:04 PM
To: McAndrews, Caroline GCPE:EX
Cc: Zadravec, Don GCPE:EX
Subject: Re: Follow up - Radio Ads

Yes. Yes. Thanks for the reminder.

So maybe I don't know enough about this overall proposal, but Jessica reported that the radio buy would be the north only. My question, then, is how we can possibly spend that much money on northern radio???

Your thoughts would be greatly appreciated.

Thanks so much for reminding me!!!

R

From: McAndrews, Caroline GCPE:EX
Sent: Monday, January 15, 2018 4:59 PM
To: Gibbs, Robb GCPE:EX
Cc: Zadravec, Don GCPE:EX
Subject: FW: Follow up - Radio Ads

Hi Robb: I understand from program staff that Jessica at MIRR was going to loop back with you about the campaign, and just wanted to check to see if there has been a change in decision about going forward. Thanks!

Caroline McAndrews
Communications Director
Ministry of Public Safety and Solicitor General
T: 250 356-1196 | C: 250 208-3254
Caroline.McAndrews@gov.bc.ca

From: Gibbs, Robb GCPE:EX
Sent: Friday, January 12, 2018 10:44 AM
To: Zadravec, Don GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: FILU money

Hi folks,

At this point, I'm gonna say no to the radio ad buy re FILU... at least for now.

I've had a conversation with Jessica at MIRR. She informs me that there is a staff member that connects with families through Justice... has done so for years and can reach them directly via her network. Beyond that, the best way to reach survivors and families is via social media, band offices and women's groups.

May I suggest that the Ministry talk with her about ways we can support her work before committing to a radio campaign.

Tks,

Robb

Robb Gibbs

ADM – Strategic Communications

Government Communications & Public Engagement

P: 1-778-698-7469

C: 1-778-584-1242

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 12:24 PM
To: Hardin, Karl GCPE:EX
Subject: RE: Photo shoot suggestions for ER

When?

From: Hardin, Karl GCPE:EX
Sent: Wednesday, January 17, 2018 12:19 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Photo shoot suggestions for ER

Yep!

--

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

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Wednesday, January 17, 2018 at 11:24 AM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Subject: Photo shoot suggestions for ER

Hey I need to chat with you about selection of demographics for a photo shoot for Electoral Reform.
Trying to get a sense of the right type of people, setting, ages whom would be discussing FPTP and/or PR.
Can you spare 15 minutes today?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 12:40 PM
To: Hardin, Karl GCPE:EX
Subject: New Time Proposed: Kathryn + Karl

Hey I've got a 4-4:30 with Tanya...about ICBC...how come you're not joining us at 4? So, can we move ER to 4:30 pm?

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 1:08 PM
To: McRae, Meghan GCPE:EX; Gibbs, Robb GCPE:EX
Subject: RE: AGRI marketing report delayed

Thanks for the update Meghan.
Kathryn

From: McRae, Meghan GCPE:EX
Sent: Wednesday, January 17, 2018 9:48 AM
To: Gibbs, Robb GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: AGRI marketing report delayed

Hi Robb,

I know you were keen to get AGRI's marketing report on regional consumers in your hands. It's been slightly delayed, the contractor needed to make some further changes, but as soon as Joan has it, I'll make sure it moves along to you, Kathryn and Sarah.

Thanks,
Meghan

Meghan McRae
Communications Director,
Ministry of Agriculture
Government Communications and Public Engagement
P:250-952-0622

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 3:07 PM
To: 'Mike Krafczyk'
Cc: 'Andrew Samuel'
Subject: RE: Photoshoot location options

No problem Andrew. We can chat about the photo shoot. Please call me at 5 pm.
Kathryn

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Wednesday, January 17, 2018 3:05 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Re: Photoshoot location options

s.22 but Andrew is here. Would you mind if Andrew calls you directly?



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

On Jan 17, 2018, at 2:58 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

I've got some direction on this. How about 5 pm today? Does that time work for you guys?

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]

Sent: Wednesday, January 17, 2018 2:48 PM

To: LeSueur, Kathryn GCPE:EX

Cc: Andrew Samuel

Subject: Photoshoot location options

Hi Kathryn,

Do you have time tomorrow to review and discuss?

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 3:10 PM
To: Nelson, Tiffany GCPE:EX
Subject: RE: Contact info for ICBC

Thanks Tiffany

From: Nelson, Tiffany GCPE:EX
Sent: Wednesday, January 17, 2018 3:09 PM
To: LeSueur, Kathryn GCPE:EX; Zadravec, Don GCPE:EX
Subject: RE: Contact info for ICBC

Hi Kathryn,

Doug s.22 (but typically at 604-982-1311 or cell 778-828-1575).

Best to contact Patrick at s.22 or on his cell at s.22

Thanks,

Tiffany

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 1:29 PM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Zadravec, Don GCPE:EX <Don.Zadravec@gov.bc.ca>
Subject: Contact info for ICBC

Any chance you could forward me Doug Henderson's (ICBC) contact info?. Or Patrick's as well.
I need to check in with them regarding a media buy with Global TV.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 5:59 PM
To: LeGuilloux, Marg GCPE:EX
Subject: RE: Conference call - Alcohol Sense mandatory display program

s.13 . See you Friday am.
Kathryn

From: LeGuilloux, Marg GCPE:EX
Sent: Wednesday, January 17, 2018 5:57 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Conference call - Alcohol Sense mandatory display program

Yes, I thought that for going forward, it would be good for you to listen in, that's all...
I didn't recommend to the ADM she speak with Robb, all I did was convey his decision to the CD, and said it would have to be at that level if they felt the need to discuss further.
s.13

Marg LeGuilloux

Executive Director
Communications - Social Ministries
GCPE
778-584-1259

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 5:55 PM
To: LeGuilloux, Marg GCPE:EX
Subject: RE: Conference call - Alcohol Sense mandatory display program

Marg, why am I invited to this meeting? The last I heard Robb said no to the stickers on the poster. And an ADM was to chat with Robb about this.
Have I got it right?

-----Original Appointment-----

From: LeGuilloux, Marg GCPE:EX

Sent: Wednesday, January 17, 2018 1:46 PM

To: Carr, Michelle SBRT:EX

Cc: LeSueur, Kathryn GCPE:EX

Subject: Accepted: Conference call - Alcohol Sense mandatory display program

When: Friday, January 19, 2018 9:00 AM-9:30 AM (UTC-08:00) Pacific Time (US & Canada).

Where: Conference call - Coordinates: s.15,s.17 Part ID: s.15,s.17 Michelle is Mod.

Hi. Could you pls also invite Kathryn LeSueur (Director of Marketing and Advertising, GCPE)?

Thank you.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 6:25 PM
To: Welgush, Lindsey GCPE:EX
Subject: FW: book a meeting for Jan. 24

Would it be possible to set-up a meeting between Robb, myself and Richard Fisher of Trapeze for next Wednesday, Jan. 24? One hour.
Robb's schedule is so fluid, it may be best if you take this on.
Thanks Kathryn

From: Gibbs, Robb GCPE:EX
Sent: Wednesday, January 17, 2018 6:17 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Following Up

No just the three. You me and trapeze.
R

Sent from my iPhone

On Jan 17, 2018, at 6:10 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Please provide clarify on this request....at this point I believe it's a meeting next Wednesday, Jan 24. Have I got that right? And whom should be invited besides you, me and Trapeze?
The kids from NOW?

From: Gibbs, Robb GCPE:EX
Sent: Wednesday, January 17, 2018 2:59 PM
To: Richard Fisher
Cc: LeSueur, Kathryn GCPE:EX
Subject: Re: Following Up

Absolutely. Not a problem. I'll add your email to the streaming thing; you'll have to register via this link:
s.15,s.17

This is for tonight only; I'll send KL re tomorrow later on

R

From: Richard Fisher <richard@trapeze.ca>
Sent: Wednesday, January 17, 2018 2:54 PM
To: Gibbs, Robb GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Re: Following Up

That's great Robb. Thanks for this.

Forgive moi, but our Monday/Tuesday next week is pretty jammed. Perhaps Wednesday? See you both soon and I'll be sure to tune in.

Regards
Richard

On Jan 17, 2018, at 2:45 PM, Gibbs, Robb GCPE:EX <Robb.Gibbs@gov.bc.ca> wrote:

Hi,

Just in Vancouver for focus groups on all this stuff. Say, I'm going to add you to the list, as they are being streamed, so you can watch them from home.

Tonight is Vancouver again, tomorrow is Kamloops, and Tuesday is Victoria. I'd love to invite you to the latter but I think the facility is space limited. But it would be great if you tune into one or two of the nights.

I'm cc'ing Kathryn on this; just want to make sure the admin side of your contract is being worked on (it probably is and I'm just behind the times).

Honestly, we are still working the policy side of the child care stuff you'll be working on. Many of us don't quite feel it's enough at this stage.

Kathryn, could you also maybe set up a time for Monday or Tuesday for us to all come together so we can 'schplain to Richard and

his team what the task is.

Tks,

Robb

From: Richard Fisher <richard@trapeze.ca>

Sent: Wednesday, January 17, 2018 2:22 PM

To: Gibbs, Robb GCPE:EX

Subject: Following Up

Hey Robb,

Just wanted to follow up our email exchange from last week. Assume you're pretty buried these days. Whenever you want to set something up to get together, just let me know. If there is anything that you can send in advance for our review, please don't hesitate.

Thanks and regards

Richard

Richard Fisher / Agency Director / Owner

Trapeze Communications Inc / 250.380.0501 / 300-1005 Broad Street, Victoria BC V8W 2A1

trapeze.ca / [facebook](#) / [instagram](#)

TRAPEZE

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 17, 2018 6:35 PM
To: Truong, Lele GCPE:EX; Hardin, Karl GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: RE: Lunar New Year Greetings

Hello Lele,
GCPE will not be supporting paid advertisements for Lunar New Year Greetings. I believe caucus comm will be involved in that this year.
I would suggest contacting the social media group as gov't can send out greetings via Facebook.
Please connect with Karl Hardin, ED for Digital Communications, to discuss if that is a possibility (he's cc'd in this email).
Thanks Kathryn

From: Truong, Lele GCPE:EX
Sent: Wednesday, January 17, 2018 4:51 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: Lunar New Year Greetings

Hi Kathryn,

Stephanie mentioned that I should follow up with you about the Lunar New Year ads. The Chinese, Vietnamese and Korean communities observe Lunar New Year on February 16th. I am new to the position. I would like to know if the government would send greetings via ethnic media channels.

Thanks,

Lele Truong
Media Relations Officer
Government Communications and Public Engagement
Phone: 778-676-5555
E-mail: Lele.Truong@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 18, 2018 11:39 AM
To: 'Ryan MacDonald'
Subject: RE: vizeum media buy

Will do

From: Ryan MacDonald [mailto:Ryan.MacDonald@vizeum.com]
Sent: Thursday, January 18, 2018 11:27 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: vizeum media buy

Hi Kathryn,

Sounds great. Can you please call s.22

Thanks,
Ryan

From: LeSueur, Kathryn GCPE:EX [mailto:Kathryn.LeSueur@gov.bc.ca]
Sent: Thursday, January 18, 2018 11:21 AM
To: Ryan MacDonald <Ryan.MacDonald@vizeum.com>
Subject: RE: vizeum media buy

Hey I maybe a few minute late...have to call Elections BC. How about if I call you?
Kathryn

-----Original Appointment-----

From: Ryan MacDonald [mailto:Ryan.MacDonald@vizeum.com]
Sent: Thursday, January 18, 2018 9:31 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Accepted: vizeum media buy
When: Thursday, January 18, 2018 11:30 AM-12:00 PM (UTC-08:00) Pacific Time (US & Canada).
Where: by phone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 18, 2018 12:48 PM
To: 'McPhedran, Neil'
Subject: RE: GREY follow up

Thanks Neil for both the information and phone call last week.
Kathryn

From: McPhedran, Neil [mailto:neil.mcphedran@greyvancouver.com]
Sent: Thursday, January 18, 2018 11:23 AM
To: LeSueur, Kathryn GCPE:EX
Subject: GREY follow up

Hi Kathryn,

Thanks again for your time this past Friday. I found our chat quite insightful and we look forward to future opportunities. And I really appreciate your comment about seeking to develop relationships with each of the agencies.

One thing I would like to mention and add to our conversation is our unique set-up at GREY Vancouver (food for thought as you consider agency fit and suitability for upcoming projects).

Specifically, to address the demands of modern marketing, we've evolved our agency offering over the past couple of years. GREY is now one of the only communication firms with embedded data analytics, media planning/buying (including programmatic search and social) and creative services, all in-house. Why does this matter? We get the right message, in front of the right audience, at the right time – no matter where they are.

Specifically, we've made a concerted effort to marry media strategy & technology with creative. For many years, media planning/buying has been a separate team, with minimal contact and cohesion to the creative team. We believe with the pace of digital and social media, the media teams and the creative teams need to work hand-in-hand. For some of our clients, this means we manage the end-to-end engagement, for other clients with existing media buying relationships (such as your set-up) it means forging a tight relationship with the media team and working collaboratively right from the beginning of a project. Either way, what makes us different is that we understand media capabilities, we know how to dig through data to identify trends and insights, and our creative teams possess a deeper understanding of programmatic and social media – which equates to better ideas and more efficient utilization of digital opportunities.

Digger a bit deeper: Communications today is so much bigger than advertising. The best plan starts with a blank canvass, an open-mind, and a dedication to plan for a desired effect and behavioural outcome. For larger and more involved projects, we like to kick off our new client engagements with our ThinkTANK

discovery process that includes all stakeholders, all in one place. Our clients know their business best. And we know the questions to ask. Working together, we can discover insights that neither of us would have found on our own. ThinkTANK is a strategic consultancy based on insightful inquiry.

After completing our ThinkTANK, which ensures that we are all (clients/agency/partners) working towards the same overarching goals and vision, we then employ our FRAME engagement model to map out your communication strategy.

FRAME provides a common language and a set of user-friendly tools to help guide the engagement process for all the agency partners. It captures each step the consumer takes when considering, choosing, buying and experiencing a product/service, adopting a change in habit, getting behind a cause, and/or following through with a desired action. Where the target audience is on the journey may lead to different articulations of the brand idea and different media choices. What works well at one stage of the journey may fail at another. By acknowledging the mindset and barriers that may prevent a consumer from taking the next step of the journey, FRAME helps determine the best channels and communication that will lead to action.

With the consumer journey mapped out (ie. the FRAME) and at the outset of a campaign, we develop a smart media targeting strategy utilizing data and programmatic digital technology. Then throughout each campaign, we continue to measure and optimize based on how our audience is engaging. This is very applicable to campaigns where we'll be working to reach specific audiences in an efficient and cost-effective manner, yet still garner maximum impact.

Some specific tools that our one-team approach would utilize to bring the above to life:

- Turbine: pixel tagging and Data Management Platform (DMP) for programmatic and social
- Google Analytics
- Facebook Analytics
- Access to traditional media audience targeting tools
- Spotlight/Dataroma: analytics and reporting dashboard
- Experience utilizing numerous email platforms

Anyway, happy to discuss further, but I wanted to get this over to you for your consideration as projects arise.

Thanks again.

Neil

GREY | Famously effective since 1917

Neil McPhedran, General Manager

1200-736 Granville Street

Vancouver, BC V6Z 1G3

t. 604.484.3251 | m. 604.364.3644

@namcphedran

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2016 North American
Grand Effie Winner

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 18, 2018 2:29 PM
To: Dale, Raman GCPE:EX
Cc: Gibbs, Robb GCPE:EX; Stewart, Dawn M GCPE:EX
Subject: RE: Ministry of Education STOB 67 forecast

Education is interested in spending some of their STOB 67. No confirmation of how much. I notified CD about the process and the DM to DM template letter that is required.

When you refer to other Ministries holding STOB 67 budgets, its 5 ministries. Education is considering their spend, AEST wants to reallocate STOB 67 to other areas. I've heard nothing from other ministries.

Kathryn

From: Dale, Raman GCPE:EX
Sent: Thursday, January 18, 2018 2:24 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Gibbs, Robb GCPE:EX; Stewart, Dawn M GCPE:EX
Subject: RE: Ministry of Education STOB 67 forecast

Hi Kathryn

Just wanted to touch base on this. We will start getting inquiries from the other Ministries holding 67 budgets as well. They will want to know what the plans are, as it may help them offset pressures, or fund priorities, in other areas prior to year-end. Attached is an example of AEST's approved reallocation request from the end of last fiscal.

Raman Dale, CPA, CMA

A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement
Phone: (250) 920-8810

From: Dale, Raman GCPE:EX
Sent: Wednesday, January 17, 2018 1:31 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Gibbs, Robb GCPE:EX; Stewart, Dawn M GCPE:EX
Subject: FW: Ministry of Education STOB 67 forecast

Hi Kathryn,

Have you engaged in any discussions with EDUC on their stob 67 budget? (\$863k)

I am not aware of any campaigns presently underway. For 16/17 EDUC received approval to access this amount and spent \$808K. See attached

Raman Dale, CPA, CMA

A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement

Phone: (250) 920-8810

From: Rissley, Hayley EDUC:EX

Sent: Wednesday, January 17, 2018 11:43 AM

To: Dale, Raman GCPE:EX

Subject: Ministry of Education STOB 67 forecast

Hi Raman,

Hoping you can confirm how much you're expecting GCPE to spend for Education this fiscal against STOB 67? We haven't incurred any charges to date, so trying to get a handle on where you think we might end up.

Many thanks,

Hayley

Hayley Rissley

Director, Financial Planning & Analysis
Financial Services Branch
Ministry of Education
P: (250) 213-2640

Page 204

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 18, 2018 3:55 PM
To: Hull, Melanie EBC:EX
Subject: RE: Elections BC - communications and election advertising during the writ period

Thanks Melanie, I'll be sending you the mailer shortly.
Kathryn LeSueur

s.3

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 18, 2018 3:59 PM
To: Lloyd, Evan GCPE:EX; Kristianson, Eric GCPE:EX; Gibbs, Robb GCPE:EX; Hardin, Karl GCPE:EX
Cc: Kerr, Grant GCPE:EX
Subject: FW: Elections BC - communications and election advertising during the writ period

FYI – Information received from Elections BC regarding communications activity and advertising re: Kelowna West By-election.

s.3

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 9:01 AM
To: LeGuilloux, Marg GCPE:EX
Subject: FW: Alcohol Sense
Attachments: Alcohol Sense

Just wondering status of meeting?

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 9:15 AM
To: 'Mike Krafczyk'
Subject: RE: ER - Check in phone call

OK thanks. Confirmed.

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Friday, January 19, 2018 9:13 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: ER - Check in phone call

Hi Kathryn,

9:45am works great!

Should I call you?



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

On Jan 19, 2018, at 9:07 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Are you available this am for a check in phone call?

How about 9:45 to 10:15 am?

Or after 1:30 pm

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 9:40 AM
To: Li, Joseph GCPE:EX
Subject: RE: Are you available to chat after 1:30 pm

Ok 11:30 am then. I'll call you. I have another call from 10:30 to 11:30, so please be patient if I'm a little late.

From: Li, Joseph GCPE:EX
Sent: Friday, January 19, 2018 9:39 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Are you available to chat after 1:30 pm

11.30 would work better.

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 9:39 AM
To: Li, Joseph GCPE:EX
Subject: Are you available to chat after 1:30 pm

Any chance you're available after 1:30 pm today to chat about mailer?
I could push it up earlier, to 11:30 am if you like?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 12:50 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: KPMG Audit Review - Vizeum

s.13

I would prefer that the official request comes from ADM. Keep you and I at arms length.

From: Stewart, Dawn M GCPE:EX
Sent: Friday, January 19, 2018 12:49 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: KPMG Audit Review - Vizeum

Sure or I can certainly send it out?

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 12:48 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: KPMG Audit Review - Vizeum

Ok how about from Robb then?

From: Stewart, Dawn M GCPE:EX
Sent: Friday, January 19, 2018 12:47 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: KPMG Audit Review - Vizeum

Not usually, as your area of responsibility as you are now the point of contact.

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 12:39 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: KPMG Audit Review - Vizeum

s.13

From: Stewart, Dawn M GCPE:EX
Sent: Friday, January 19, 2018 8:55 AM
To: LeSueur, Kathryn GCPE:EX
Subject: KPMG Audit Review - Vizeum

Hi Kathryn – something like this:

Hi Jim,

This is to advise that per the terms of the Agency of Record Agreement, GCPE has contracted with KPMG to conduct a financial audit for the period April 1, 2016 to March 31, 2017.

Staff from KPMG will be contacting you directly over the next few weeks to arrange a suitable time for their auditors to be on-site to access the records.

Sincerely,
Kathryn LeSueur

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 2:32 PM
To: Bronee, Amy GCPE:EX
Cc: Hume, David GCPE:EX; Lloyd, Evan GCPE:EX
Subject: Electoral Reform Mailer - By-Election

Importance: High

Amy,

Due to the by-election in Kelowna West, GCPE executive has decided the Electoral Reform mailer will **not be distributed to the Kelowna area** until there is a decision by Elections BC.

Executive is taking an abundance of caution in regards to the distribution of the mailer as it's difficult to determine the riding boundary and corresponding postal codes.

Expecting a decision from Elections BC early next week on the status of the mailer. Please inform BC Mail Plus of this decision.

Thank you,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 3:00 PM
To: McLean, Matt GCPE:EX
Subject: RE: WorkBC

Yes, please keep the SEM out of the Kelowna market until you hear otherwise.
Thanks Kathryn

From: McLean, Matt GCPE:EX
Sent: Friday, January 19, 2018 2:50 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: WorkBC

Hi Kathryn,

This is a good question. Are we keeping SEM out in market during this writ period?

Thanks,

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](#)

From: Alexis Waggott [<mailto:alexis.waggott@jungle-media.ca>]
Sent: Friday, January 19, 2018 2:46 PM
To: McLean, Matt GCPE:EX
Subject: Re: WorkBC

Hi Matt, thanks for the heads up. To clarify, does this include the search, or just the rest of the digital?

Thank you.

Alexis

Alexis Waggott Media Supervisor
1085 Homer Street, Suite 500, Vancouver, British Columbia V6B 1J4 Canada
T 236-982-0103 / F 604 669 2765



This email and any files transmitted are confidential and intended solely for the use of the individual or entity to which they are addressed. If you have received this email by error, please notify us immediately and permanently delete it from your computer.

On Fri, Jan 19, 2018 at 2:22 PM, McLean, Matt GCPE:EX <Matt.McLean@gov.bc.ca> wrote:

Hi Alexis,

I am checking in about dates for the WorkBC campaign. We are now limited due to a by-election in Kelowna and may not be able to start until February 15th.

Can you please give us an update on costings based on this new information and please indicate whether we will have any trouble spending that amount? If we will have trouble then we are looking at using that extra for print and transit so we need to get moving if we are.

Thanks so much!

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](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 3:13 PM
To: Hull, Melanie EBC:EX
Subject: Electoral Reform Mailer

Hello Melanie,

GCPE executive has decided the Electoral Reform mailer **will not be distributed to the Kelowna area, including the riding of Kelowna West,** until there is a decision by Elections BC.

Executive is taking an abundance of caution in regards to the distribution of the mailer as it's difficult to determine the riding boundary and corresponding postal codes.

If Elections BC has any further information that would assist in excluding the mailer from the Kelowna West riding such as postal codes, that would be helpful.

GCPE looks forward to hearing from Elections BC next week.

Thank you,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 3:25 PM
To: McLean, Matt GCPE:EX
Subject: FW: Elections BC - communications and election advertising during the writ period

Matt,
Below is the information from Elections BC on communications and election advertising during the by-election period.

FYI – Due to the Kelowna West by-election, GCPE executive has suspended all social media advertising until after Feb. 14.
Kathryn

s.3

Page 219

Withheld pursuant to/removed as

s.3

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 3:34 PM
To: Bronee, Amy GCPE:EX
Subject: FW: Electoral Reform Mailer

FYI, Elections BC is getting you a list of postal codes.

s.3

From: LeSueur, Kathryn GCPE:EX
Sent: January-19-18 3:13 PM
To: Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Subject: Electoral Reform Mailer

Hello Melanie,

GCPE executive has decided the Electoral Reform mailer **will not be distributed to the Kelowna area, including the riding of Kelowna West,** until there is a decision by Elections BC.

Executive is taking an abundance of caution in regards to the distribution of the mailer as it's difficult to determine the riding boundary and corresponding postal codes.

If Elections BC has any further information that would assist in excluding the mailer from the Kelowna West riding such as postal codes, that would be helpful.

GCPE looks forward to hearing from Elections BC next week.

Thank you,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 4:57 PM
To: 'Mike Krafczyk'
Cc: Andrew Samuel
Subject: RE: Photoshoot Update - MODELS

Ok, we've reviewed the folks and here are some initial suggestions. What do you think?

Younger student crowd –

Page 18 s.22

Page 1 s.22

Page 13 s.22

Page 19

Older Crowd (friends/activists meeting for coffee)

Page 12 s.22

Page 17

Page 14

Page 3 s.22

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]

Sent: Friday, January 19, 2018 2:14 PM

To: LeSueur, Kathryn GCPE:EX

Cc: Andrew Samuel

Subject: Photoshoot Update - MODELS

Hi Kathryn,

Would you be able to have a look at these links? At this point, these people are available next week.

Group A: s.22

Group B:

We appear to be having trouble with our first choice for locations (Trout Lake) - but are working on pulling some additional options together.

Once we've nailed that down, we can develop the schedule with a higher degree of confidence.

Andrew and the photographer are going out to review props this afternoon.

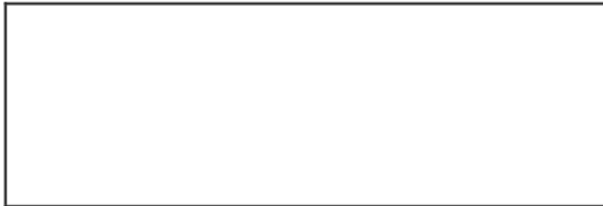
We'll keep you posted as we get more information.

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 5:23 PM
To: Nelson, Tiffany GCPE:EX
Subject: Last email forward to MO

Tiffany, please forward that last email...re deadline for Electoral reform to MO office.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 5:30 PM
To: Reimer, Neil JAG:EX; Atcheson, Kevin AG:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: FW: DEADLINE: GCPE - Electoral Reform update

Neil and Kevin, content deadline is Monday at 3 pm. Otherwise no updated website.
Please provide sign-off.
Thanks Kathryn

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 5:22 PM
To: Lloyd, Evan GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Twynstra, Tanya L GCPE:EX; Hume, David GCPE:EX
Subject: DEADLINE: GCPE - Electoral Reform update

Hey Folks,
Below is the link to the content for the Electoral Reform website.

Please review and provide feedback by MONDAY, JAN 22 AT 3 pm.

Otherwise the website will not be updated in time for the reminder event on Thursday, Jan 25.
We're down to the crunch!

Thanks Kathryn

From: Shelby Stefaniuk [<mailto:sstefaniuk@stbernadine.com>]
Sent: Friday, January 19, 2018 5:05 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Mike Krafczyk
Subject: GPE - Electoral Reform update

Hi Kathryn,

Here is the updated link: s.22

Have a great weekend!

Thanks,

Shelby



Shelby Stefaniuk | Account Services
sstefaniuk@stbernadine.com

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[Map](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 19, 2018 5:30 PM
To: 'Shelby Stefaniuk'
Cc: Mike Krafczyk
Subject: RE: With edits: GPE - Electoral Reform updates - Jan 15th

Thanks Shelby this is helpful. They have all been notified.
Have a good weekend.
Kathryn

From: Shelby Stefaniuk [mailto:sstefaniuk@stbernadine.com]
Sent: Friday, January 19, 2018 5:27 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Mike Krafczyk
Subject: Fwd: With edits: GPE - Electoral Reform updates - Jan 15th

Hi Kathryn,

FYI we have heard back from Neil regarding the slides (see below). We are still waiting to hear back from Tiffany.

Thanks,

Shelby



Shelby Stefaniuk | Account Services
sstefaniuk@stbernadine.com

Saint Bernadine Mission Communications Inc.
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Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#)

Begin forwarded message:

From: "Reimer, Neil JAG:EX" <Neil.Reimer@gov.bc.ca>
Subject: **RE: With edits: GPE - Electoral Reform updates - Jan 15th**
Date: January 19, 2018 at 3:39:29 PM PST
To: "Shelby Stefaniuk" <sstefaniuk@stbernadine.com>

Thanks for the quick and excellent work on this.

Cheers, Neil

LeSueur, Kathryn GCPE:EX

Subject: Review Electoral Reform poster
Location: my office

Start: Mon 2018-01-22 10:30 AM
End: Mon 2018-01-22 11:00 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: Pratt, Andrew GCPE:EX (Andrew.Pratt@gov.bc.ca)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 9:35 AM
To: McLean, Matt GCPE:EX
Subject: FW: Bus interior lead times

Here's some info on Interior Bus Cards which should be useful for our meeting at 10.

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, January 21, 2018 2:50 PM
To: s.22
Subject: FW: Bus interior lead times

From: Jim Gordon [<mailto:Jim.Gordon@vizeum.com>]
Sent: Tuesday, December 5, 2017 12:38 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Bus interior lead times

Plan for 3 weeks (from printing to posting)

Markets outside of the Lower Mainland (reflects number of buses in each market)

Market	QTY
Abbotsford	46
Chilliwack	10
Campbell River	8
Courtenay	12
Cranbrook	5
Dawson Creek	4
Duncan	12
Fort St. John	5
Kamloops	47
Kelowna	60

Kitimat	5
Nanaimo	N/A
Nelson	6
Penticton	8
Port Alberni	5
Powell River	5
Prince George	27
Prince Rupert	6
Sechelt	9
***Squamish	6
Terrace	3
Trail/Castlegar	15
Vernon	10
Williams Lake	3

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 10:53 AM
To: Hume, David GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Twynstra, Tanya L GCPE:EX
Subject: RE: Status of approvals for ER content

David and Tiffany, appreciate the nudge with Evan. I also chatted with him this morning so he is aware of the deadline. The creative agency needs the content signed-off today at 3pm to get all changes/revisions completed.

Once all changes are incorporated with the web content (legacy and slides), I would suggest AG Comm shop (Tiffany) and Neil conduct a FINAL review before posting. That would have to take place on Tuesday. Tanya, is that feasible from the technical side of the web build? The agency says this is doable. Unclear to me if Justin/Stephen are ok with this timeline. Please advise.

FYI, photoshoot taking place tomorrow in Vancouver so we'll have some new images for the website ready for Wednesday.

Kathryn

From: Hume, David GCPE:EX
Sent: Monday, January 22, 2018 10:23 AM
To: Nelson, Tiffany GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Twynstra, Tanya L GCPE:EX
Subject: Status of approvals for ER content

Hey folks—just wanted to make sure I understand from all of you about the status of approvals on the electoral reform content, in case I need to drive anything with the DM or otherwise.

My understanding is that we need sign off today if we are to get any translated material by early next week, so I get the urgency.

Can you please let me know where things are at, and if you need me to do anything?

Thanks,

David

David Hume
Acting Assistant Deputy Minister – Government Digital Experience Division (GDX)
Government Communications and Public Engagement
Province of British Columbia
+1 250 589 9043 | david.hume@gov.bc.ca | @dbhume

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 11:01 AM
To: Lloyd, Evan GCPE:EX
Subject: RE: DEADLINE: GCPE - Electoral Reform update

Thanks Evan. Will forward your email to Tiffany and Neil to review that slide again!
Kathryn

From: Lloyd, Evan GCPE:EX
Sent: Monday, January 22, 2018 10:58 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: DEADLINE: GCPE - Electoral Reform update

Fine – except please note there continues to be an error in the presentation of the thumbnail description of MMM in the Jan 15 website ex. Despite the paragraph content the heading uses MMP rather than MMM. I trust this is clear and will be corrected – I had raised this with Tiffany and Neil earlier. Otherwise this is ok and good to go.

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, January 19, 2018 at 5:22 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>, "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>
Cc: "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>, "Hume, David GCPE:EX" <David.Hume@gov.bc.ca>
Subject: DEADLINE: GCPE - Electoral Reform update

Hey Folks,
Below is the link to the content for the Electoral Reform website.

Please review and provide feedback by MONDAY, JAN 22 AT 3 pm.

Otherwise the website will not be updated in time for the reminder event on Thursday, Jan 25.
We're down to the crunch!

Thanks Kathryn

From: Shelby Stefaniuk [<mailto:ssstefaniuk@stbernadine.com>]
Sent: Friday, January 19, 2018 5:05 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Mike Krafczyk
Subject: GPE - Electoral Reform update

Hi Kathryn,

Here is the updated link: [s.22](#)

Have a great weekend!

Thanks,

Shelby



Shelby Stefaniuk | Account Services
ssstefaniuk@stbernadine.com

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Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 11:04 AM
To: LeGuilloux, Marg GCPE:EX
Subject: FW: Campaign materials for MO
Attachments: 1101390 MMHA Overdose Campaign Update_Jan12.docx; PUB_OverdoseCampaign_TSA_48x72[1].pdf; PUB_OverdoseCampaign_TSA_48x72_Girl[1].pdf; Overdose Video Scripts - Jan 16 - 2018.pdf; OpioidCampaign_TV_30_011618 1.pdf; MMHA Campaign Update - Jan 18.pptx

Importance: High

Regan asked that I forward these to you.

From: Hansen, Regan HLTH:EX
Sent: Friday, January 19, 2018 3:08 PM
To: Thumath, Meaghan MMHA:EX
Cc: Gibbs, Robb GCPE:EX; Mayhew, Neilane MMHA:EX; Walsh, Taryn MMHA:EX; LeSueur, Kathryn GCPE:EX; Walker, Leah MMHA:EX; Casanova, Tamara HLTH:EX; Hughes, Doug J MMHA:EX; Maloughney, Mary Sue MMHA:EX
Subject: Campaign materials for MO
Importance: High

Hi Meaghan,

As requested, here are the materials for the upcoming campaign. These demonstrate the concept -- please note that the creative options are draft (scripts and transit shelter ad are being tweaked).

We are still working on getting the Minister and you a full briefing for next week. The media plan is also under development – with options on specifics being worked out with GCPE HQ.

Attached are:

- Campaign info note
- Transit shelter draft posters (images are to be finalized for the female)
- TV scripts for both a 30 second and 15 second spots
- Ppt overview of campaign

Looking forward to your feedback and the briefing.

Regan

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 11:37 AM
To: Lloyd, Evan GCPE:EX
Subject: FW: DEADLINE: GCPE - Electoral Reform update

Evan, Yes that change will be made...still waiting to hear from MO.

From: Reimer, Neil JAG:EX
Sent: Monday, January 22, 2018 11:22 AM
To: LeSueur, Kathryn GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Hume, David GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: DEADLINE: GCPE - Electoral Reform update

Yes, we will roll it up into any changes the MO wants. We still don't have those.

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 11:03 AM
To: Nelson, Tiffany GCPE:EX; Reimer, Neil JAG:EX
Cc: Hume, David GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: FW: DEADLINE: GCPE - Electoral Reform update

Tiffany and Neil, please see Evan's comment below regarding the one slide. Please advise, with this be corrected?
Kathryn

From: Lloyd, Evan GCPE:EX
Sent: Monday, January 22, 2018 10:58 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: DEADLINE: GCPE - Electoral Reform update

Fine – except please note there continues to be an error in the presentation of the thumbnail description of MMM in the Jan 15 website ex. Despite the paragraph content the heading uses MMP rather than MMM. I trust this is clear and will be corrected – I had raised this with Tiffany and Neil earlier. Otherwise this is ok and good to go.

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, January 19, 2018 at 5:22 PM

To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>, "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>
Cc: "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>, "Hume, David GCPE:EX" <David.Hume@gov.bc.ca>
Subject: DEADLINE: GCPE - Electoral Reform update

Hey Folks,
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Please review and provide feedback by MONDAY, JAN 22 AT 3 pm.

Otherwise the website will not be updated in time for the reminder event on Thursday, Jan 25.
We're down to the crunch!

Thanks Kathryn

From: Shelby Stefaniuk [<mailto:sstefaniuk@stbernadine.com>]
Sent: Friday, January 19, 2018 5:05 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Mike Krafczyk
Subject: GPE - Electoral Reform update

Hi Kathryn,

Here is the updated link: https://www.dropbox.com/sh/c1nrf0z336887rq/AAAvRo_3YSnWeh3Q3cuEx5BBa?dl=0

Have a great weekend!

Thanks,

Shelby



Shelby Stefaniuk | Account Services
sstefaniuk@stbernadine.com

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Vancouver, BC, V6A 1Z7

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[Map](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 3:17 PM
To: 'Ryan MacDonald'
Cc: Camillia Yuen; McLean, Matt GCPE:EX
Subject: RE: Work BC - Victoria

Yes we want to include Victoria and surrounding area. Does that include Kelowna as well? How about the Lower Mainland then? Add Abbotsford and Chilliwack...and Vancouver.

From: Ryan MacDonald [mailto:Ryan.MacDonald@vizeum.com]
Sent: Monday, January 22, 2018 2:43 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Camillia Yuen; McLean, Matt GCPE:EX
Subject: Work BC - Victoria

Hi Kathryn,

Wanted to clarify if Victoria was part of the buy – we are not able to control the bus routes to only include the rural areas such as Sooke, so the buses would cover both Urban and Rural.

The good news is that even when we include Victoria we are only sitting around **s.13,s.17**
s.13,s.17

Regards,
Ryan

Ryan MacDonald

Account Director, Vizeum Canada
Suite 1580 | 1075 West Georgia Street
Vancouver | BC | V6E 3C9

D: 604-408-8132
C: 604-318-9447
E: ryan.macdonald@vizeum.com

vizeum.ca



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 3:32 PM
To: Reimer, Neil JAG:EX
Subject: RE: DEADLINE: GCPE - Electoral Reform update

Sorry Neil, I've had two other issues.....how about at 4 pm?

From: Reimer, Neil JAG:EX
Sent: Monday, January 22, 2018 2:06 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: DEADLINE: GCPE - Electoral Reform update

When you get a chance can you give me a call? Our MA isn't available for a bit to discuss proposed changes. Want to discuss deadline with you further. Tiff is aware that we'll talk – she's dealing with something else right now.

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 11:03 AM
To: Nelson, Tiffany GCPE:EX; Reimer, Neil JAG:EX
Cc: Hume, David GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: FW: DEADLINE: GCPE - Electoral Reform update

Tiffany and Neil, please see Evan's comment below regarding the one slide. Please advise, with this be corrected?
Kathryn

From: Lloyd, Evan GCPE:EX
Sent: Monday, January 22, 2018 10:58 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: DEADLINE: GCPE - Electoral Reform update

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From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, January 19, 2018 at 5:22 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>, "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>
Cc: "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>, "Hume, David GCPE:EX" <David.Hume@gov.bc.ca>
Subject: DEADLINE: GCPE - Electoral Reform update

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We're down to the crunch!

Thanks Kathryn

From: Shelby Stefaniuk [<mailto:sstefaniuk@stbernadine.com>]
Sent: Friday, January 19, 2018 5:05 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Mike Krafczyk
Subject: GPE - Electoral Reform update

Hi Kathryn,

Here is the updated link: [s.22](#)

Have a great weekend!

Thanks,

Shelby



Shelby Stefaniuk | Account Services
sstefaniuk@stbernadine.com

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[Map](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 4:27 PM
To: 'Mike Krafczyk'
Subject: RE: Before your meeting

YES.....

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Monday, January 22, 2018 3:33 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Before your meeting

Hi Kathryn,

Just wondering if we had any word on web content?



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 5:21 PM
To: Nelson, Tiffany GCPE:EX
Cc: Reimer, Neil JAG:EX; Atcheson, Kevin AG:EX; Hume, David GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: ER - Website content changes

Neil will be back around 5 – 5:30 pm.

From: Nelson, Tiffany GCPE:EX
Sent: Monday, January 22, 2018 5:18 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Reimer, Neil JAG:EX; Atcheson, Kevin AG:EX; Hume, David GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: RE: ER - Website content changes

Ok, though I needed an update on efforts to simplify all blurbs. I'll call Kevin now.

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 5:14 PM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Cc: Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>; Atcheson, Kevin AG:EX <Kevin.Atcheson@gov.bc.ca>; Hume, David GCPE:EX <David.Hume@gov.bc.ca>; Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>
Subject: ER - Website content changes
Importance: High

Tiffany,
The deadline for the agency to receive the website content revisions is **9 am tomorrow (Tuesday, Jan. 23)**.

The agency is moving ahead with the 'production stage' of the website build. This allows you to review content and discuss with MO tonight.

Kevin mentioned on the conf call with agency, there are relatively minor changes – **EXCEPT the request to exclude the explanation slide/s on MMM and MMP**. Kevin/Neil are adamant the explanation slide must stay to keep the information consistent with other web content.

I'm in Vancouver tomorrow with the agency. I'll be available on my mobile. If Evan needs to be involved as arbiter – please give me a heads up.
Thanks,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 22, 2018 5:23 PM
To: 'Ryan MacDonald'
Subject: RE: Opioid Update

Yes, 2 pm works s.22
s.22

Kathryn

From: Ryan MacDonald [mailto:Ryan.MacDonald@vizeum.com]
Sent: Monday, January 22, 2018 4:21 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Opioid Update

Hi Kathryn,

Would 2pm work for you Thursday. We have an all staff from 3-4:30 that day.

Thanks,
Ryan

-----Original Appointment-----

From: LeSueur, Kathryn GCPE:EX [mailto:Kathryn.LeSueur@gov.bc.ca]
Sent: Monday, January 22, 2018 3:13 PM
To: Ryan MacDonald
Subject: New Time Proposed: Opioid Update
When: Wednesday, January 24, 2018 3:30 PM-4:30 PM (UTC-08:00) Pacific Time (US & Canada).
Where: s.15,s.17 Pin s.15,s.17

The creative is going through a few revisions.....Is it now possible to meet late Thursday?

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 8:46 AM
To: Lloyd, Evan GCPE:EX
Subject: Fwd: BC Gov't Electoral Reform Mailer

Response from Elections BC. Mailer ok for distribution to Kelowna West. Please note line about 'neutral position of engagement site' as one of the reasons mailer may proceed. Our plan is to refresh site on Thursday. Suggest I update Elections BC about website. Thoughts?

Sent from my iPhone

Begin forwarded message:

s.3

From: LeSueur, Kathryn GCPE:EX
Sent: January-19-18 10:41 AM
To: Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Subject: RE: BC Gov't Electoral Reform Mailer

Melanie, I received your voice message indicating Elections BC will need until Monday (Jan 22) or Tuesday (Jan 23) to make a decision on the mailer for distribution to Kelowna West.

We're checking at our end the date BC Mail Plus and Canada Post requires to halt distribution until after Feb. 14.

At this point, Canada Post starts delivering the mailer on Thursday, Jan. 25.

In the meantime, would it be possible to forward us the boundaries for Kelowna West and postal codes for the riding?

Thank you,
Kathryn LeSueur

From: LeSueur, Kathryn GCPE:EX
Sent: January-18-18 6:17 PM
To: Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Subject: BC Gov't Electoral Reform Mailer

Hello Melanie,

Please find attached a piece of direct mail the Government of BC plans to disseminate to every household in BC.

The direct mail or mailer would be distributed by Canada Post starting January 25.

The purpose of this mailer is to inform British Columbians about the public engagement process being conducted on Electoral Reform and how to provide input on the subject.

The mailer directs people to a website where they fill out a questionnaire that will help shape the referendum being held this fall.

This mailer would be delivered to every household in BC including the riding of Kelowna West.

Please review and advise if this mailer would be approved by Elections BC for delivery to households in the riding of Kelowna West during the writ period .

If you require any further details please don't hesitate to contact me.

Regards,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 9:13 AM
To: Lloyd, Evan GCPE:EX
Subject: Fwd: Final edits: ER slideshows
Attachments: GPE17-007_Slideshow LIST_PR_Jan 22 final.pdf; ATT00001.htm; GPE17-007_Slideshow FFTP_Jan 22 final.pdf; ATT00002.htm; GPE17-007_Slideshow STV_Jan 22 final.pdf; ATT00003.htm; GPE17-007_Slideshow MMP_Jan 18 R1.pdf; ATT00004.htm; GPE17-007_Slideshow MMM_Jan 18 R1.pdf; ATT00005.htm

Revisions to the slideshow content attached. All changes have been noted for your review!
Would it be possible to give me an ETA on when you will review content?

Changes to web content were made as well. You'll get those next.

Thank you Kathryn

Sent from my iPhone

Begin forwarded message:

From: "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>
To: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>, "'mkrafczyk@stbernadine.com'" <mkrafczyk@stbernadine.com>, "Shelby Stefaniuk" <sstefaniuk@stbernadine.com>
Cc: "Hume, David GCPE:EX" <David.Hume@gov.bc.ca>, "Reimer, Neil JAG:EX" <Neil.Reimer@gov.bc.ca>, "Atcheson, Kevin AG:EX" <Kevin.Atcheson@gov.bc.ca>
Subject: Final edits: ER slideshows

Hi – apologies that my email just blasted before I was done.

Mike, please wait for Kathryn's green-light before starting the changes as I am not clear if Evan needs to review before these final changes are made.

Thanks all,

Tiffany
250 858-4680

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 9:46 AM
To: Hume, David GCPE:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: Re: Final edits: ER slideshows

Just to clarify, Evan wanted to review revisions to content and slides.

Sent from my iPhone

On Jan 23, 2018, at 9:44 AM, Hume, David GCPE:EX <David.Hume@gov.bc.ca> wrote:

Hi—I did a quick review. I think we are in pretty good shape, though the STV one struggles in explaining the concept of transfer value.

Between us, Kathryn and I will chase Evan. I think we can position them as not being heavily modified from the last version you went through with him. Is that right?

If so, I don't think he'll even need to look at them.

Cheers,

David

David Hume
Acting Assistant Deputy Minister – Government Digital Experience Division (GDX)
Government Communications and Public Engagement
Province of British Columbia
+1 250 589 9043 | david.hume@gov.bc.ca | @dbhume

From: Nelson, Tiffany GCPE:EX
Sent: Tuesday, January 23, 2018 8:37 AM
To: LeSueur, Kathryn GCPE:EX; "mkrafczyk@stbernadine.com"; Shelby Stefaniuk

Cc: Hume, David GCPE:EX; Reimer, Neil JAG:EX; Atcheson, Kevin AG:EX

Subject: Final edits: ER slideshows

Importance: High

Hi – apologies that my email just blasted before I was done.

Mike, please wait for Kathryn's green-light before starting the changes as I am not clear if Evan needs to review before these final changes are made.

Thanks all,

Tiffany

250 858-4680

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 11:48 AM
To: Zadravec, Don GCPE:EX
Subject: Re: Byelection impacts

Thanks for checking.

Sent from my iPhone

On Jan 23, 2018, at 11:47 AM, Zadravec, Don GCPE:EX <Don.Zadravec@gov.bc.ca> wrote:

Just talked to him. Yes he is good with proceeding.

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 11:43 AM
To: Zadravec, Don GCPE:EX
Subject: Fwd: Byelection impacts

FYI... it's my understanding Evan signed off on this. Please confirm!
Evan gave ok for mailer to go to Kelowna West.

Sent from my iPhone

Begin forwarded message:

From: "Bronee, Amy GCPE:EX" <Amy.Bronee@gov.bc.ca>
Date: January 23, 2018 at 11:25:19 AM PST
To: "Galvin, Betty CITZ:EX" <Betty.Galvin@gov.bc.ca>, "Kelly, Pat CITZ:EX" <Pat.Kelly@gov.bc.ca>, "Michell, Tracy E CITZ:EX" <Tracy.Michell@gov.bc.ca>
Cc: "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>, "Henderson, Dave CITZ:EX" <Dave.Henderson@gov.bc.ca>
Subject: RE: Byelection impacts

UPDATE: Please do NOT hold back any mailers. We now have confirmation that we CAN distribute in the Kelowna area and Kelowna West riding at the same time as the rest of the provincial distribution, arriving at households

makes sense and it does not impact another riding that is also distributed by the same depot. It's usually a small portion, but they will receive item, just not before the election.

Any other questions or concerns, please do not hesitate to contact me. Thank you.

Betty Wong Galvin | Production Coordinator | BC Mail Plus | Shared Services BC
Ph: 250-952-5082 | e: Betty.Galvin@gov.bc.ca | m: PO Box 9453 Stn Prov Govt, Victoria BC V8W 9V7 w:
www.gov.bc.ca/mailservices

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

From: Bronee, Amy GCPE:EX
Sent: Friday, January 19, 2018 2:48 PM
To: Kelly, Pat CITZ:EX; Galvin, Betty CITZ:EX; Michell, Tracy E CITZ:EX
Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Henderson, Dave CITZ:EX
Subject: RE: Byelection impacts
Importance: High

Hi Pat,

IMPORTANT UPDATE: A decision has been made to withhold the mailer from the Kelowna West riding and ALL of Kelowna itself. As you can see in the Elections BC map for the Kelowna West riding http://elections.bc.ca/docs/map/redis17/ED/KLW_ED.pdf the riding goes quite far west and north of Kelowna, west of Vernon. We don't want to distribute any mailers to these areas until after the provincial byelection. Do you need anything else from us to make this change?

Amy

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

From: Kelly, Pat CITZ:EX
Sent: Friday, January 19, 2018 2:00 PM
To: Bronee, Amy GCPE:EX; Galvin, Betty CITZ:EX; Michell, Tracy E CITZ:EX
Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Henderson, Dave CITZ:EX
Subject: RE: Byelection impacts

Hi Amy,

Yes, the map would help as the ridings don't match up to the Canada Post letter carrier walks. We can be far more

accurate with the addition of the map.

Thank you,

Pat Kelly | Assistant Director | BC Mail Plus | Shared Services BC
Ph: 250-952-5120 | C: 250-217-2796 | Email: Pat.Kelly@gov.bc.ca
m: PO Box 9453, Stn Prov Gov't, Victoria BC V8W 9V7 w: www.gov.bc.ca/mailservices

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

From: Bronee, Amy GCPE:EX
Sent: Friday, January 19, 2018 1:55 PM
To: Kelly, Pat CITZ:EX; Galvin, Betty CITZ:EX; Michell, Tracy E CITZ:EX
Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Henderson, Dave CITZ:EX
Subject: RE: Byelection impacts

Thank you, Pat. And so I understand, are you referring to the riding of Kelowna West in particular, or the west part of Kelowna in general? We are working to get you a map of the riding if that's helpful.

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

From: Kelly, Pat CITZ:EX
Sent: Friday, January 19, 2018 1:19 PM
To: Bronee, Amy GCPE:EX; Galvin, Betty CITZ:EX; Michell, Tracy E CITZ:EX
Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Henderson, Dave CITZ:EX
Subject: RE: Byelection impacts

Hi Amy,

Not to worry, we are still able to isolate Kelowna West.

Cheers,

Pat Kelly | Assistant Director | BC Mail Plus | Shared Services BC
Ph: 250-952-5120 | C: 250-217-2796 | Email: Pat.Kelly@gov.bc.ca
m: PO Box 9453, Stn Prov Gov't, Victoria BC V8W 9V7 w: www.gov.bc.ca/mailservices

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

From: Henderson, Dave CITZ:EX

Sent: Friday, January 19, 2018 10:57 AM

To: Kelly, Pat CITZ:EX; Bronee, Amy GCPE:EX; Galvin, Betty CITZ:EX; Michell, Tracy E CITZ:EX

Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX

Subject: RE: Byelection impacts

I can only find V1X & V1Y LABEL S

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

From: Kelly, Pat CITZ:EX

Sent: Friday, January 19, 2018 10:41 AM

To: Bronee, Amy GCPE:EX; Galvin, Betty CITZ:EX; Michell, Tracy E CITZ:EX

Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Henderson, Dave CITZ:EX

Subject: RE: Byelection impacts

Hi Amy,

Not a problem, we'll isolate the Kelowna West portion until further notice.

It won't have an impact on delivery if it's decided to be included on Tuesday.

Regards,

Pat Kelly | Assistant Director | BC Mail Plus | Shared Services BC

Ph: 250-952-5120 | C: 250-217-2796 | Email: Pat.Kelly@gov.bc.ca

m: PO Box 9453, Stn Prov Gov't, Victoria BC V8W 9V7 w: www.gov.bc.ca/mailservices

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

From: Bronee, Amy GCPE:EX

Sent: Friday, January 19, 2018 10:22 AM

To: Galvin, Betty CITZ:EX; Michell, Tracy E CITZ:EX

Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Kelly, Pat CITZ:EX

Subject: RE: Byelection impacts

Hi Betty - Elections BC would like to wait until Tuesday to make a decision on whether we can include Kelowna West in our mailer distribution. What are the implications of waiting until then on your end? Could we still halt

distribution to that area that late?

Amy Bronee
Outreach Coordinator | Citizen Engagement Government Communications and Public Engagement Government of
British Columbia
250 818-1556

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

From: Galvin, Betty CITZ:EX
Sent: Thursday, January 18, 2018 1:42 PM
To: Bronee, Amy GCPE:EX; Michell, Tracy E CITZ:EX
Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Kelly, Pat CITZ:EX
Subject: RE: Byelection impacts

Hi Amy,

Yes, if you are able to provide postal codes that this would affect, that would certainly help with isolating that area (in the event it cannot be delivered).

Any other questions or concerns, please do not hesitate to contact me. Thank you.

Betty Wong Galvin | Production Coordinator | BC Mail Plus | Shared Services BC
Ph: 250-952-5082 | e: Betty.Galvin@gov.bc.ca | m: PO Box 9453 Stn Prov Govt, Victoria BC V8W 9V7 w:
www.gov.bc.ca/mailservices

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

From: Galvin, Betty CITZ:EX
Sent: Thursday, January 18, 2018 1:26 PM
To: Bronee, Amy GCPE:EX; Michell, Tracy E CITZ:EX
Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: Byelection impacts

Hi Amy,

If indeed we cannot send to that area, we would definitely need to know which depots this would affect. Let me look into this further and hopefully get back to you soon!

Any other questions or concerns, please do not hesitate to contact me. Thank you.

Betty Wong Galvin | Production Coordinator | BC Mail Plus | Shared Services BC
Ph: 250-952-5082 | e: Betty.Galvin@gov.bc.ca | m: PO Box 9453 Stn Prov Govt, Victoria BC V8W 9V7 w:
www.gov.bc.ca/mailexpress

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

From: Bronee, Amy GCPE:EX
Sent: Thursday, January 18, 2018 1:23 PM
To: Galvin, Betty CITZ:EX; Michell, Tracy E CITZ:EX
Cc: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Byelection impacts

Hi Betty and Tracy,

There's a possibility that the provincial byelection in Kelowna could impact our Electoral Reform mailer distribution. It's not confirmed, but it's possible that we may not be allowed to distribute the mailer in that electoral riding. This is being investigated on our end. If that is in fact the case, when do you need to know by and what do you need to know from us (ie. postal codes for that riding or such?)

Amy

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 11:53 AM
To: Twynstra, Tanya L GCPE:EX
Subject: Re: Electoral Reform Content for Tomorrow

Hey Tanya this is a request from Karl's group. First it's Thursday not tomorrow - make sure they get the date correct!

I would suggest once Evan Lloyd sings off on NR then they could use that messaging.
How does that sound?
Kathryn
Sent from my iPhone

On Jan 23, 2018, at 11:48 AM, Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca> wrote:

I'm curious how we should manage this with the contractor?

Sent from my iPhone

Begin forwarded message:

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: January 23, 2018 at 11:46:09 AM PST
To: "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>
Subject: Electoral Reform Content for Tomorrow

Hi Tanya,

I'm on point over at digital to create/post some content for the electoral reform engagement refresh tomorrow. I don't expect this to be complicated, just a Facebook/TW post or two directing people to the website, but wanted to touch base with you about it (or whoever in the AG's office is leading this), to see if there's any graphics/messaging I need to have access to? I know Don is taking photos at the launch event.

Stephanie

Stephanie Ferguson

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

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 12:57 PM
To: Nelson, Tiffany GCPE:EX
Subject: Re: Evan has signed off on ER content

Yes I'm in Vancouver

Sent from my iPhone

On Jan 23, 2018, at 12:39 PM, Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca> wrote:

Excellent! Kathryn, you're appearing away so I'll send them the complete set of docs with changes.

Tiffany
250 858-4680

From: Hume, David GCPE:EX
Sent: Tuesday, January 23, 2018 12:38 PM
To: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Cc: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>; Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>
Subject: Re: Evan has signed off on ER content

Yes, all of it.

David Hume
250-589-9043

----- Original message -----

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: 2018-01-23 11:13 AM (GMT-08:00)

To: "Hume, David GCPE:EX" <David.Hume@gov.bc.ca>

Cc: "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>, "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>, "Reimer, Neil JAG:EX" <Neil.Reimer@gov.bc.ca>

Subject: Re: Evan has signed off on ER content

Just to clarify both revised slides and web content?

Kathryn

Sent from my iPhone

On Jan 23, 2018, at 11:08 AM, Hume, David GCPE:EX <David.Hume@gov.bc.ca> wrote:

Hi—Evan has signed off on the content.

Best,

David

David Hume

Acting Assistant Deputy Minister – Government Digital Experience Division (GDX)

Government Communications and Public Engagement

Province of British Columbia

+1 250 589 9043 | david.hume@gov.bc.ca | @dbhume

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 1:04 PM
To: Hardin, Karl GCPE:EX
Subject: Re: Electoral Reform Content for Tomorrow

Nothing completed yet or approved...we have just the mailer and a poster so far.
Jeesh....just got the web copy approved!

Sent from my iPhone

On Jan 23, 2018, at 12:14 PM, Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca> wrote:

Thanks all.

Kathryn, we'd love to support on this by doing organic posts with the creative that's been developed for digital.

I'll put Matt in touch with Stephanie on my team?

k

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

From: "Bronee, Amy GCPE:EX" <Amy.Bronee@gov.bc.ca>

Date: Tuesday, January 23, 2018 at 11:54 AM

To: "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>

Cc: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>

Subject: RE: Electoral Reform Content for Tomorrow

Will do.

From: Twynstra, Tanya L GCPE:EX
Sent: Tuesday, January 23, 2018 11:53 AM
To: Bronee, Amy GCPE:EX
Cc: Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Re: Electoral Reform Content for Tomorrow

Yeah Amy if you can help her. I got my Stephanie's wrong.

Sent from my iPhone

On Jan 23, 2018, at 11:50 AM, Bronee, Amy GCPE:EX <Amy.Bronee@gov.bc.ca> wrote:

If it helps, I have the colour codes and fonts from the contractor that I could send to Stephanie. Let me know.

From: Twynstra, Tanya L GCPE:EX
Sent: Tuesday, January 23, 2018 11:48 AM
To: Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Bronee, Amy GCPE:EX
Subject: Fwd: Electoral Reform Content for Tomorrow

I'm curious how we should manage this with the contractor?

Sent from my iPhone

Begin forwarded message:

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: January 23, 2018 at 11:46:09 AM PST
To: "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>
Subject: Electoral Reform Content for Tomorrow

Hi Tanya,

I'm on point over at digital to create/post some content for the electoral reform engagement refresh tomorrow. I don't expect this to be complicated, just a Facebook/TW post or two directing people to the website, but wanted to touch base with you about it (or whoever in the AG's office is leading this), to see if there's any graphics/messaging I need to have access to? I know Don is taking photos at the launch event.

Stephanie

Stephanie Ferguson

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

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 23, 2018 4:40 PM
To: Hull, Melanie EBC:EX
Cc: Watson, Andrew EBC:EX; Cooke, Jodi EBC:EX
Subject: Re: BC Gov't Electoral Reform Mailer

Thanks Melanie for letting me know. I have some additional questions about approvals for other informational campaigns and will contact you tomorrow to discuss.

Regards,
Kathryn LeSueur

Sent from my iPhone

s.3

From: LeSueur, Kathryn GCPE:EX
Sent: January-19-18 10:41 AM
To: Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Subject: RE: BC Gov't Electoral Reform Mailer

Melanie, I received your voice message indicating Elections BC will need until Monday (Jan 22) or Tuesday (Jan 23) to make a decision on the mailer for distribution to Kelowna West.

We're checking at our end the date BC Mail Plus and Canada Post requires to halt distribution until after Feb. 14.

At this point, Canada Post starts delivering the mailer on Thursday, Jan. 25.

In the meantime, would it be possible to forward us the boundaries for Kelowna West and postal codes for the riding?

Thank you,
Kathryn LeSueur

From: LeSueur, Kathryn GCPE:EX
Sent: January-18-18 6:17 PM
To: Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Subject: BC Gov't Electoral Reform Mailer

Hello Melanie,

Please find attached a piece of direct mail the Government of BC plans to disseminate to every household in BC.

The direct mail or mailer would be distributed by Canada Post starting January 25.

The purpose of this mailer is to inform British Columbians about the public engagement process being conducted on Electoral Reform and how to provide input on the subject.

The mailer directs people to a website where they fill out a questionnaire that will help shape the referendum being held this fall.

This mailer would be delivered to every household in BC including the riding of Kelowna West.

Please review and advise if this mailer would be approved by Elections BC for delivery to households in the riding of Kelowna West during the writ period .

If you require any further details please don't hesitate to contact me.

Regards,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 8:44 AM
To: Paulson, Dave GCPE:EX
Subject: Accepted: NEW NEW TIME!: Emerging Economy Task Force-marketing

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 9:33 AM
To: Kelch, Kyla GCPE:EX
Subject: FW: Low-Res Jpegs from Today

Here you go...pictures from the photo shoot yesterday for Electoral Reform.

From: Andrew Samuel [mailto:asamuel@stbernadine.com]
Sent: Tuesday, January 23, 2018 11:37 PM
To: LeSueur, Kathryn GCPE:EX; Michael Krafczyk
Subject: Fwd: Low-Res Jpegs from Today

Hi Kathryn!

Nice to see you today!

Please see below for a link to the Low Res.

Cheers!

Andrew

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 9:42 AM
To: Twynstra, Tanya L GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Hume, David GCPE:EX
Subject: RE: Getting to launch

Priority today is to select a new image for the homepage for the website.

From: Twynstra, Tanya L GCPE:EX
Sent: Wednesday, January 24, 2018 8:48 AM
To: LeSueur, Kathryn GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Hume, David GCPE:EX
Subject: Getting to launch

If everyone can please keep me in the loop on any electoral reform pieces today, that would be really appreciated. Thank you.

Tanya Twynstra
Director, Citizen Engagement
GDX – Government Digital Experience Division
Government Communications and Public Engagement
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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 9:58 AM
To: Nelson, Tiffany GCPE:EX
Subject: FW: BC Gov't Electoral Reform Mailer

Tiffany, below is the email from Elections BC indicating the Electoral Reform mailer maybe delivered to Kelowna West during the writ period. I have verbally told Melanie Hull, Communications Coordinator with Elections BC, there will be a news conference/reminder event tomorrow with Minister Eby. If there are questions from the media regarding the approval of the mailer from Elections BC, please direct them to Andrew Watson, Communications Manager at Elections BC.
Thanks Kathryn

s.3

From: LeSueur, Kathryn GCPE:EX
Sent: January-19-18 10:41 AM
To: Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Subject: RE: BC Gov't Electoral Reform Mailer

Melanie, I received your voice message indicating Elections BC will need until Monday (Jan 22) or Tuesday (Jan 23) to make a decision on the mailer for distribution to Kelowna West.

We're checking at our end the date BC Mail Plus and Canada Post requires to halt distribution until after Feb. 14.

At this point, Canada Post starts delivering the mailer on Thursday, Jan. 25.

In the meantime, would it be possible to forward us the boundaries for Kelowna West and postal codes for the riding?

Thank you,
Kathryn LeSueur

From: LeSueur, Kathryn GCPE:EX
Sent: January-18-18 6:17 PM
To: Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Subject: BC Gov't Electoral Reform Mailer

Hello Melanie,

Please find attached a piece of direct mail the Government of BC plans to disseminate to every household in BC.

The direct mail or mailer would be distributed by Canada Post starting January 25.

The purpose of this mailer is to inform British Columbians about the public engagement process being conducted on Electoral Reform and how to provide input on the subject.

The mailer directs people to a website where they fill out a questionnaire that will help shape the referendum being held this fall.

This mailer would be delivered to every household in BC including the riding of Kelowna West.

Please review and advise if this mailer would be approved by Elections BC for delivery to households in the riding of Kelowna West during the writ period .

If you require any further details please don't hesitate to contact me.

Regards,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 12:48 PM
To: Keenan, Ralph C CITZ:EX
Subject: Accepted: Debriefing for RSO for Advertising Services KIMBO Design

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 12:48 PM
To: Keenan, Ralph C CITZ:EX
Subject: Accepted: Debriefing for RSO for Advertising Services

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 2:17 PM
To: 'Dyson, Cynthia'
Subject: Contact at Elections BC

Cynthia,

Here's the contact information at Elections BC.

Please forward this information to Darwin as I don't have updated contact info for him.

GCPE DM suggests BC Hydro ads should first be viewed by Elections BC before airing on broadcast or posting on digital assets during the writ period for the Kelowna West by-election (dates Jan. 17 to Feb. 14). The BC Gov't is taking an abundance of caution with regards to advertising during the writ period.

Regarding timeframe, Elections BC says it should take 1 to 2 days to make a decision on the ad/s.

The first point of contact is Melanie Hull (contact info below). Elections BC Communications Manager is Andrew Watson. The decision maker is Jodi Cooke, Manager, local elections campaign financing with Elections BC.

Thanks Kathryn

Melanie Hull

Communications Coordinator

Elections BC

Phone: 250-356-9056

Toll-free: 1-800-661-8683 / TTY 1-888-456-5448

Fax: 250-387-3578

Location: Suite 100 – 1112 Fort Street, Victoria

Email: melanie.hull@elections.bc.ca

Website: www.elections.bc.ca

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 4:14 PM
To: 'Mike Krafczyk'
Cc: Andrew Samuel
Subject: RE: Photos in layout

The images look good and have been approved.
Thank you,
Kathryn

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Wednesday, January 24, 2018 3:11 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel; Shelby Stefaniuk; Stephanie Hogan
Subject: Photos in layout

Hi Kathryn,

Here is the home page layout with two of the photos in position. We're looking into how we might be able to serve up both photos (randomly), so that each would be viewed 50% of the time.

Please give Andrew or myself a call to discuss.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 6:15 PM
To: Hanuman, Heron GCPE:EX; McLean, Matt GCPE:EX
Subject: FW: Electoral Reform Pre-roll :30

FYI – for your viewing pleasure here’s the pre-roll example from the agency.

Just to clarify, the creative execution was not approved by me prior. The agency decided to do the mock-up so I’d get a sense of the treatment and animation. I’d like feedback.

Kathryn

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Monday, January 22, 2018 1:52 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Pre-roll :30

Hi Kathryn,

We’ve revised Pre-Roll Video Option 3. We’ve changed the script to make the introduction a bit more compelling/challenging and animated it to give you a sense of the motion and flow. Not final animation, but an idea of how the video could come to life. We’ve included a proposed music bed and include a rough "scratch track" VO (performed by me) for timing.

Please have a look and let’s discuss at your earliest convenience.

s.22

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 8:52 PM
To: Nelson, Tiffany GCPE:EX
Subject: Re: Postponing tomorrow's event

I'll notify the agency. Kathryn

Sent from my iPhone

On Jan 24, 2018, at 8:12 PM, Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca> wrote:

Hi everyone – an important update that tomorrow's event is off.

I will be in touch ASAP on the new date, which may be as early as Friday.

Robb, Eric and the events team are aware. Kathryn, can you let project management and creative team know?

Thanks,

Tiffany
250 858-4680

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 24, 2018 8:57 PM
To: Mike Krafczyk; asamuel@stbernadine.com; sstefaniuk@stbernadine.com
Subject: ELectoral Reform event postponed

FYI - the event scheduled for tomorrow has been postponed to Friday.
Unclear at this point how this will effect website transfer.
Will update in the morning.
Thanks Kathryn

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 25, 2018 1:32 PM
To: 'Mike Krafczyk'
Subject: FW: New timing: tomorrow's event

Importance: High

FYI – Media event is now scheduled for tomorrow at Noon.
Kathryn

From: Nelson, Tiffany GCPE:EX
Sent: Thursday, January 25, 2018 1:29 PM
To: Hume, David GCPE:EX; Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Reimer, Neil JAG:EX; Bronee, Amy GCPE:EX; Atcheson, Kevin AG:EX; Hardin, Karl GCPE:EX
Cc: Butler, Liam GCPE:EX; Hagglund, Jarrett GCPE:EX
Subject: New timing: tomorrow's event
Importance: High

Hi – event is back on for noon tomorrow at St. James Community Centre Vancouver.

Tanya, can you give Liam a call whenever you are free to discuss details on delivering the demo? Liam is liaising with the event lead (Jarett) on all a/v needs.

Thanks,

Tiffany
250 858-4680

From: Nelson, Tiffany GCPE:EX
Sent: Wednesday, January 24, 2018 8:12 PM
To: Hume, David GCPE:EX <David.Hume@gov.bc.ca>; Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>; Reimer, Neil JAG:EX <Neil.Reimer@gov.bc.ca>; Bronee, Amy GCPE:EX <Amy.Bronee@gov.bc.ca>; Atcheson, Kevin AG:EX <Kevin.Atcheson@gov.bc.ca>
Cc: Butler, Liam GCPE:EX <Liam.Butler@gov.bc.ca>
Subject: Postponing tomorrow's event
Importance: High

Hi everyone – an important update that tomorrow's event is off.

I will be in touch ASAP on the new date, which may be as early as Friday.

Robb, Eric and the events team are aware. Kathryn, can you let project management and creative team know?

Thanks,

Tiffany
250 858-4680

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 25, 2018 1:41 PM
To: Lloyd, Evan GCPE:EX
Subject: FW: BC Hydro Campaign in market Feb 12.

FYI – BC Hydro’s advertising campaign given ok to proceed from Elections BC.
Kathryn

s.3

From: Dyson, Cynthia [<mailto:Cynthia.Dyson@bchydro.com>]
Sent: January-25-18 11:20 AM
To: Watson, Andrew EBC:EX <Andrew.Watson@elections.bc.ca>; Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Cc: Sauer, Darwin <Darwin.Sauer@bchydro.com>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Subject: BC Hydro Campaign in market Feb 12.

Hi Andrew

I put a quick deck together for you and the team at Elections BC. A few key points:

- Due to cold, winter weather, we are starting our messaging on how to save power, save money earlier than our usual March start date for the Spring conservation campaign
- Focus is on higher winter bills and providing tips, support and advice on how to save energy and therefore save money
- Campaign is driven by customer need and the cycle our customers find themselves in early in the new year (higher winter bills)
- Campaign on the whole will be digital. We will have some TSAs and some 30 second TV which will feel very social – a BC Hydro host and real BC family talking about their energy use (see clip below)
- Campaign starts Feb 12 province-wide and we have done our media buy at this point.

[Here](#) is a one minute clip of one of the online videos –the TV spot will be based on content like this

For power smart and conservation, no concerns have been raised in the past related to Elections Act advertising as the message is driven by meeting a customer benefit– save power, save money.

Please let me know when this has been reviewed

Thanks Andrew

Cynthia Dyson | Director, Corporate & Marketing Communications

BC Hydro
333 Dunsmuir St, 15th floor
Vancouver, BC V6B 5R3

P 604-623-4205
M 604-375-2963
E cynthia.dyson@bchydro.com

bchydro.com

Smart about power in all we do.

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 25, 2018 1:54 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: Updated SOW's - Please send in a Word Format

s.13

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, January 25, 2018 1:51 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Updated SOW's - Please send in a Word Format

This will be picked up in the review, not sure if I will have time, can I leave that with you to be the point of contact for this review?

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 25, 2018 1:47 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: Updated SOW's - Please send in a Word Format

s.13,s.17

Kathryn

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, January 25, 2018 1:43 PM
To: Niemi, Erik R
Cc: LeSueur, Kathryn GCPE:EX; 'Yue-Detterer, Jenny'
Subject: Updated SOW's - Please send in a Word Format
Importance: High

Hi Erik,

Please send the SOW's in a word format, as I need to make some minor edits, with hopes of having both contracts initiated by end of day tomorrow.

s.22

s.13

s.13

Thank you so much,
Dawn

From: Stewart, Dawn M GCPE:EX
Sent: Tuesday, January 23, 2018 2:35 PM
To: Niemi, Erik R
Cc: 'Yue-Detterer, Jenny'; LeSueur, Kathryn GCPE:EX
Subject: FW: Updated SOW's
Importance: High

Hi Erik,

Thanks for the updated SOWs, I have forwarded to my colleague responsible for the file, for her review.

Dawn

From: Niemi, Erik R [<mailto:erniemi@kpmg.ca>]
Sent: Monday, January 22, 2018 9:16 PM
To: Stewart, Dawn M GCPE:EX
Cc: Yue-Detterer, Jenny
Subject: Updated SOW's
Importance: High

Hi Dawn

Attached are the updated statements of work, now split into two and revised as requested. As noted in the attached and in my previous message, we are having some technical issues with our internal engagement approval system which means we have not fully completed that on our end yet. I have completed 2nd partner review of the attached, so it should simply be a matter of completing our formal internal approvals. This should be resolved in the next few days. Meanwhile, assuming the attached are in line with your expectations, please proceed with issuing the contracts as I anticipate having our approvals in place once the contracts are ready to be signed.

We appreciate the opportunity to be of service.

If you have any questions or concerns, please do not hesitate to contact me.

Best regards

Erik

Erik R. Niemi, CPA, CA, CISA, CRISC
Partner, Systems Assurance & Technology Risk Consulting
National IT Attestation & SOC Services Leader

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- **Disclaimer concerning confidential and privileged information/unintended recipient** (<http://disclaimer.kpmg.ca>).
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If you are unable to access the links above, please cut and paste the URL that follows the link into your browser.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 25, 2018 1:56 PM
To: McLean, Matt GCPE:EX
Subject: Accepted: Jungle Media - Touch base

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 25, 2018 4:24 PM
To: Pratt, Andrew GCPE:EX; Gibbs, Robb GCPE:EX
Subject: RE: Important: Branding - International Marketing

This is all very timely. Yesterday I participated on a call with JTT comm shop on the Emerging Economy Task Force (EETF) and possible marketing materials for that group.

Andrew are you aware of the EETF? Basically, the EETF will have an engagement component, task force, tour of the province with the results leading to a new economic plan for BC (and of course, branding materials will be required – website, vanity URL, logo, wordmark). s.13

s.13

So Andrew we'll need a visual ID for both!

s.13 Very few people got the connection to 'BC' from the ***Canada Starts Here*** tag line....that's why the Canadian flag was added to the logo for the Asian audience. It only took 6 months of development and research/focus group testing to come up with the container logo that resembled Lego blocks. s.13

Robb, next steps on visual ID? IMO, both should be related...international marketing needs and domestic needs.
Kathryn

From: Pratt, Andrew GCPE:EX
Sent: Thursday, January 25, 2018 3:12 PM
To: Gibbs, Robb GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Re: Important: Branding - International Marketing

Because of its intimate association with the previous government's trade agenda and related jobs strategy. There was also a perception of association with LNG.

Andrew Pratt

Director, Graphic Communications
Government Communications and Public Engagement
4th floor, 617 Government Street, Victoria, BC V8W 9V1
T: 250 356-8120
F: 250 387-6070

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Thursday, January 25, 2018 at 3:04 PM
To: GDU Pratt <Andrew.Pratt@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Subject: RE: Important: Branding - International Marketing

Wait. CSH has been nuked? No kidding. Didn't know that. Out of curiosity, why did that occur?

Tks,

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Pratt, Andrew GCPE:EX
Sent: Thursday, January 25, 2018 2:58 PM
To: Gibbs, Robb GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Important: Branding - International Marketing
Importance: High

Sorry for the long email!

JTT's International (Trade &) Marketing group would like to have a meeting to discuss a replacement for the Canada Starts Here logo to ensure a visual connection to Canada on their international marketing materials.

This is subsequent to an earlier meeting I attended to discuss branding of a refreshed website. They have been quite self-sufficient and independent regarding their own branding, certainly with regard to their website, with a distinct look and feel

for their materials (developed with some involvement with me), and use of their own graphic design contractors. This outreach is an opportunity to engage with them to achieve a cohesive and coordinated approach in respect to visual branding.

The Canada Starts Here/BC Jobs Plan logo was created by an agency to represent the government's jobs plan which included stimulating Asia trade. Canada Starts Here was a reference to BC being the first landfall when viewed from across the Pacific, and BC as a gateway to the rest Canada. The CSH design symbolized shipping containers and along with Canada in text, the design included a small red maple leaf to identify Canada. The CSH, without the BC Jobs Plan identifier, was adopted by Int'l Trade and Marketing for use. The logo design had no reference to British Columbia included, so the logo was normally used in combination with the BC Mark. The combined marks became an essential identifier on all Int'l Marketing collateral overseas (Asia) and for certain domestic international audiences.

Since the retirement of the CSH they have been using the BC Mark with Canada tagline, and inconsistent use of the red maple leaf, as the primary identity which their agents overseas have complained is insufficient. They desire a clear visual connecting British Columbia to Canada. To address the problem a number of different solutions are possible, whether through a map, a graphic symbol or a text/symbol combination.

A broad government initiative title might be developed and employed, similar to Canada Starts Here, though whether there is sufficient momentum or executive interest is unknown.

I have committed to attending a meeting (date pending) but it is clear to me this should have involvement from GCPE's Advertising & Marketing and Corporate leads with respect to possible government initiatives and plans in development or minister/corporate executive interest and involvement.

There are underlying questions such as whether International Marketing needs a unique identity at all. Should this identity function for Pacific-rim or Asian markets only, or for all international markets (US, Europe, etc). Should their identity also function for Canadian markets? Should there be a suite of different identities?

Please let me know if there is interest in attending the meeting or if there is any relevant information I can bring to the discussion, or if there are questions for me to add to the agenda. Happy to meet with you quickly to discuss. I believe they are anxious for a solution.

Thanks!
Andrew

.....

Andrew Pratt

Director, Graphic Communications
Government Communications and Public Engagement
4th floor, 617 Government Street, Victoria, BC V8W 9V1
T: **250 356-8120**
F: 250 387-6070

[Graphic Design Requests](#)

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 25, 2018 4:34 PM
To: Schollen, Tasha GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Stewart, Courtney GCPE:EX
Subject: RE: EETF Materials

Tasha, thanks for the materials as this is all very helpful. I've quickly read through the CP and please review and check dates. The header shows last update Jan. 2017? And top of page 2, second bullet has the Commission to be announced by April 2018 and the Commissioner named in December 2017? Is that correct? I would think we would announce commission first and at the same time name the commissioner? Please check and confirm dates are correct before I circulate with executives at HQ.

Thanks Kathryn

From: Schollen, Tasha GCPE:EX
Sent: Thursday, January 25, 2018 11:26 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Stewart, Courtney GCPE:EX
Subject: EETF Materials

Hi Kathryn,
As requested per our call yesterday.

Thanks,
Tasha

Tasha Schollen | Communications Director
Ministry of Jobs, Trade and Technology
Government Communications and Public Engagement
Cell: 250-889-1121

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, January 25, 2018 4:47 PM
To: jeff lucas
Subject: FW: Pre-Video Scripts for WorkBC

Here you go...

From: Derksen, Renee AEST:EX
Sent: Thursday, January 25, 2018 12:18 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Greenwell, Davin AEST:EX
Subject: RE: Pre-Video Scripts for WorkBC

See my suggested edits below -

Hi Jeff

WorkBC is a brand shared by our website – WorkBC.ca – as well as the WorkBC Employment Centers. I have made some edits below so that our clients understand we are reference the website – there is sometimes confusion with clients who don’t understand the shared brand. Can you apply this approach to the indigenous person and PWD ad as well? Change the first sentence to active voice as well.

Are you looking for work in BC? Visit the WorkBC.ca website to find all the tools you need. Including job listings, videos on careers, online tools to explore career paths, and information on how to get training, and which jobs are currently in high demand. Learn more at WorkBC.ca

Want to become a Trades Apprentice in BC? Visit the WorkBC.ca website to find all the tools you need. Including information on apprenticeship training, and how to apply for financial support while you’re completing your classroom training. Learn more at WorkBC.ca

Are you a young person looking for work in BC? Visit the WorkBC.ca website to find all the tools you need. Including job listings, and information on how to choose a career, and get the training you need, or even start your own business. Learn more at WorkBC.ca

Looking for work?

Visit the WorkBC.ca website to find all the tools you need.
(URL)

Thanks,

Renee

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Thursday, January 25, 2018 11:56 AM

To: McLean, Matt GCPE:EX; Derksen, Renee AEST:EX

Cc: Allison Ishida; LeSueur, Kathryn GCPE:EX

Subject: Pre-Video Scripts for WorkBC

Hi All,

Attached are the scripts for the pre-roll video by segment. Please review and provide feedback or approval.

Thanks

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 9:13 AM
To: 'Jim Gordon'
Cc: Ryan MacDonald; Camillia Yuen
Subject: RE: BC Gov't

Jim, I won't be able to review until 10 am today. From my quick perusal you have covered off most of it. Just the TV/Radio costing for post budget...including housing, I'll need the costing by Monday. Our 10 am is confirmed. Thanks Kathryn

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Friday, January 26, 2018 9:09 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Ryan MacDonald; Camillia Yuen
Subject: BC Gov't

Hi Katherine

Thanks for the call yesterday . Just to confirm our conversation yesterday

Opioid Crisis

You are interested in pursuing the Corus partnership with the following changes:

Starts Feb 19 x 3 wks – off 1 wk , then air March 19 -31.

Feb 19th will consist of 30 second tv spots (1 creative) – remaining weeks will consist of 15 sec spots (2 creatives)

Audience is primary Females 25-60 with secondary being Adults 18+

Want to launch the program on the Feb 19 edition of the Newshour with the Minsiter appearing and a story featured. Also requesting that no opposition story appear in that broadcast.

Improve the program selection that was proposed and skew to females.

PSA's confirm that this is bonus time that our produced spots will air.

s.13

Work BC

s.13

CFNR radio -March 5 x 4 weeks – 4 per day (28 /wk) x 4 wks

Include digital banners on website

Also interest in Prince Rupert Ferry Terminal (if there are opportunities) along with the Haida Gwaii airport and any Handy Dart opportunities (team has currently been looking with little luck).

Post Budget Advertising

2 weeks of radio – Feb 26 x 2wks

Province wide – medium weight

s.13

All 30 seconds

Need this costing for this Monday.

Television – Housing

March 19 x 2wks

April 2nd x 1 wk (need to separate fiscals)

30 seconds – moderate weight (around 175 – 200 / wk)

Television – Childcare

April 30 – May 20 (3 weeks)

Similar weights as per Housing

We also discussed an upcoming compliance audit through KPMG.

Think that it – let me know if I've missed anything and I'll chat with you at 10am

Jim

Jim Gordon

SVP / Managing Director, Vizeum Vancouver

T (604) 408-8117 | M (604) 506-1195

jim.gordon@vizeum.com | vizeum.ca



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 9:56 AM
To: 'Jim Gordon'
Subject: RE: BC Gov't

Jim we will be a little late...will call you around 10:15

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Friday, January 26, 2018 9:09 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Ryan MacDonald; Camillia Yuen
Subject: BC Gov't

Hi Katherine

Thanks for the call yesterday . Just to confirm our conversation yesterday

Opioid Crisis

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CFNR radio -March 5 x 4 weeks – 4 per day (28 /wk) x 4 wks
Include digital banners on website

Also interest in Prince Rupert Ferry Terminal (if there are opportunities) along with the Haidi Gwai airport and any Handy Dart opportunites (team has currently been looking with little luck).

Post Budget Advertising

2 weeks of radio – Feb 26 x 2wks
Province wide – medium weight
s.13

All 30 seconds
Need this costing for this Monday.

Television – Housing

March 19 x 2wks
April 2nd x 1 wk (need to separate fiscals)
30 seconds – moderate weight (around 175 – 200 / wk)

Television – Childcare
April 30 – May 20 (3 weeks)
Similar weights as per Housing

We also discussed an upcoming compliance audit through KPMG.

Think that it – let me know if I've missed anything and I'll chat with you at 10am

Jim

Jim Gordon

SVP / Managing Director, Vizeum Vancouver

T (604) 408-8117 | M (604) 506-1195

jim.gordon@vizeum.com | vizeum.ca



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 11:54 AM
To: Gibbs, Robb GCPE:EX
Subject: FW: NEW Faces TSA
Attachments: PUB_OverdoseCampaign_TSA_48x72_faces_v4.pdf

Robb, attached are the new versions of the creative. Check it out. Different font treatments for each version.
Regan and I prefer the yellow guy font treatment.
Deadline is NOON.

From: Hansen, Regan HLTH:EX
Sent: Friday, January 26, 2018 11:18 AM
To: Allison Ishida; LeSueur, Kathryn GCPE:EX
Cc: Bretschneider, Heather HLTH:EX; Jeff Lucas (JeffLucas@tractioncreative.com); Berndt, Eric HLTH:EX
Subject: FW: NEW Faces TSA
Importance: High

I approve. Kathryn?

From: Allison Ishida [mailto:AIshida@tractioncreative.com]
Sent: Friday, January 26, 2018 11:13 AM
To: Hansen, Regan HLTH:EX; Berndt, Eric HLTH:EX
Cc: Bretschneider, Heather HLTH:EX; jeff lucas
Subject: Re: NEW Faces TSA
Importance: High

Hi Regan and Eric,
See attached. We made them full faced and we removed the CTA.

We have included two different text treatment for the line "People who use drugs are real people." Let us know which treatment you like better.

And, confirm ASAP if these are approved for Canucks buildout.

Thanks!
Allison

From: Regan Hansen <Regan.Hansen@gov.bc.ca>

Date: Friday, January 26, 2018 at 10:30 AM

To: Allison Ishida <Alshida@tractioncreative.com>, "Berndt, Eric HLTH:EX" <Eric.Berndt@gov.bc.ca>

Cc: Heather Bretschneider <Heather.Bretschneider@gov.bc.ca>, jeff lucas <jefflucas@tractioncreative.com>

Subject: RE: NEW Faces TSA

New direction.

Full face.

No CTA. Just people who use drugs are real people.

From: Allison Ishida [<mailto:AIshida@tractioncreative.com>]

Sent: Friday, January 26, 2018 8:52 AM

To: Hansen, Regan HLTH:EX; Berndt, Eric HLTH:EX

Cc: Bretschneider, Heather HLTH:EX; jeff lucas

Subject: NEW Faces TSA

Importance: High

Hi Regan and Eric,

See attached for the revised creative.

Guy

Changed Canucks Fan to Hockey Fan

Removed 8-1-1

Girl

Sourced a new girl that look a bit more "Girl Next Door"

Changed Classmate to Student

Removed 8-1-1

We need to start incorporating these into the Canucks elements and others. Please get back to us asap and confirm if these are approved.

Thanks,

Allison

Allison Ishida ACCOUNT SUPERVISOR

778.991.2031 | TractionCreative.com

Page 311

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 12:44 PM
To: Jeff Lucas (JeffLucas@tractioncreative.com); 'Allison Ishida'
Cc: McLean, Matt GCPE:EX
Subject: WorkBC - Interior transit creative

Jeff and Allison,
Will the interior transit cards be available for approval today?
Please provide an update.

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 12:54 PM
To: Kelch, Kyla GCPE:EX; GCPE FOI Coordinator GCPE:EX
Subject: RE: New FOI Request: GCP-2018-80273 (List of all advertising campaigns) **Response due January 29

Yes, I have approved the release of this information.
Thank you,
Kathryn

From: Kelch, Kyla GCPE:EX
Sent: Wednesday, January 24, 2018 11:25 AM
To: GCPE FOI Coordinator GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: New FOI Request: GCP-2018-80273 (List of all advertising campaigns) **Response due January 29

Hi Krista,

I don't think Kathryn has had the opportunity to review it yet since I just realized I sent it to her instead of you.

Kathryn, are you okay with what I provided?

Kyla

From: GCPE FOI Coordinator GCPE:EX
Sent: Wednesday, January 24, 2018 11:20 AM
To: Kelch, Kyla GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX; GCPE FOI Coordinator GCPE:EX
Subject: RE: New FOI Request: GCP-2018-80273 (List of all advertising campaigns) **Response due January 29

Hi Kyle,

If the record you provided fulfills the request we are good.

Thank you,
Krista

From: Kelch, Kyla GCPE:EX
Sent: Tuesday, January 23, 2018 4:09 PM
To: GCPE FOI Coordinator GCPE:EX
Subject: RE: New FOI Request: GCP-2018-80273 (List of all advertising campaigns) **Response due January 29

Hi Kathryn,

Please find attached a list of campaigns that ran during the requested time frame. Please let me know if I should include one off ads in here as well.

Thank you,
Kyla

From: GCPE FOI Coordinator GCPE:EX
Sent: Tuesday, January 23, 2018 10:04 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; GCPE FOI Coordinator GCPE:EX
Subject: New FOI Request: GCP-2018-80273 (List of all advertising campaigns) **Response due January 29

Good morning,

GCPE has received a request for information under the *Freedom of Information and Protection of Privacy Act* (FOIPPA).

Scope: *A list of all advertising campaigns by the Government of British Columbia. (Date Range for Record Search: From 07/18/2017 To 01/17/2018)*

Applicant Type: Researcher

Instructions and Due Dates:

Due Date: Monday, January 29, 2018

- All records should be provided in one combined PDF ([Instructions](#))
- Submit one clean copy and one marked copy indicating specific harms recommendations ([guide to harms](#))
- Records should be inclusive of everyone in your department
- Need to indicate that the Director of your department/shop agrees with the harms recommendations
- Whether or not you have records please complete the following:

The following areas were searched: (indicate Yes/No for each line below)

1. Emails:
2. LAN:
3. Workstation for hardcopies:
4. Issues Prep (Yes or N/A):

Fee Estimate Due Date: Thursday, January 25, 2018

- Please discontinue your search and notify GCPEFOICoordinator@gov.bc.ca
- Copy and paste the following information into your response:

Fee Estimate Recommended:

1. Time (hours):
 - Should include time to search, gather, review and provide records
 - must exceed 3 hours
2. Reason:

If you wish to contact the IAO FOI Analyst assigned to this request, please let me know and I will provide you with their contact information.

Should you have any questions, concerns or anticipate any delay in processing this request please contact the FOI Coordinator at your earliest convenience.

Thank you,

Krista D'Argis

FOI Lead

Government Communications and Public Engagement

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 1:21 PM
To: Kelch, Kyla GCPE:EX
Cc: McLean, Matt GCPE:EX
Subject: RE: Connecting with Government of BC

I would encourage both you and Matt to attend the meeting with Google. I'll try to attend as well.

From: Hardin, Karl GCPE:EX
Sent: Friday, January 26, 2018 9:56 AM
To: Kelch, Kyla GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Re: Connecting with Government of BC

Hey Kyla,

Thanks. I'm interested. Please also invite Heron Hanuman.

Cheers!

k

--

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

From: "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>
Date: Friday, January 26, 2018 at 9:13 AM
To: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Subject: FW: Connecting with Government of BC

Good morning,

Happy Friday!

Let me know if either of you and/or the folks on your team are interested in having this meeting with Google. I can help set up it up.

Kyla

From: Katie Seeley [<mailto:katieseeley@google.com>]
Sent: Friday, January 26, 2018 8:44 AM
To: Kelch, Kyla GCPE:EX
Cc: Thibault Davet
Subject: Re: Connecting with Government of BC

Hi Kyla,

Hope you are doing well today and thank you for getting back to my email. We have developed strong partnerships over the last 12 months with the Federal Government and Ontario / Quebec Provincial Governments on some different initiatives to identify ways in which the respective governments can engage differently from a communications standpoint with Canadian's. We would love to review some of those use cases with the BC Government to possibly identify some areas of opportunity.

Additionally, Google and YouTube have released some new product offerings and changes which also allow for some new ways for the governments to evolve and innovate their communications strategy in an impactful way. This would be an excellent opportunity for us to present those items.

Please let me know if you have any other questions - looking forward to hearing back.

Katie



- **Katie Seeley**
- Account Manager, Government
- Google Canada
- katieseeley@google.com | +1 (647) 435-0484

-

On Wed, Jan 24, 2018 at 2:16 PM, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi Katie,

What are the topics for discussion? I want to make sure I connect you to the right people.

Thank you,

Kyla

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services

Government Communications and Public Engagement

Phone: (250) 896-6348

From: Katie Seeley [mailto:katieseeley@google.com]

Sent: Wednesday, January 24, 2018 10:14 AM

To: Kelch, Kyla GCPE:EX

Subject: Connecting with Government of BC

Hi Kyla,

Hope that this email finds you well today! I wanted to follow on on a conversation that you would have had with my colleague Thibault Davet back in 2016 with regards to Digital Advertising with Google. Thibault and I would love the opportunity to re-engage with you and the rest of the Communications and Public Engagement team at the Government since it has been some time since we last spoke.

Back in 2016 Thibault was working with Kevin Watt, Hide Ozawa and yourself but I can see that Hide is no longer with the Government and not entirely sure about Kevin. Can you please let me know who else other than yourself I should be working with to possibly set up a meeting.

Looking forward to hearing back.

Kind regards,

Katie



- **Katie Seeley**
- Account Manager, Government
- Google Canada
- katieseeley@google.com | +1 (647) 435-0484

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 4:23 PM
To: 'Jim Gordon'
Subject: RE: Post Budget advertising

Thanks Jim...will review and get back to you next week.
Enjoy the weekend.
Kathryn

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Friday, January 26, 2018 2:55 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Camillia Yuen
Subject: Post Budget advertising

Attached are 5 costings for the Post Budget campaign

Radio – English – 2 weeks
Radio – Multicultural – 1 week

TV – Housing – 2 weeks (2018 fiscal)
TV Housing – 1 week (2019 Fiscal)

TV – Childcare – 3 weeks.

Jim

Jim Gordon

SVP / Managing Director, Vizeum Vancouver
T (604) 408-8117 | M (604) 506-1195
jim.gordon@vizeum.com | vizeum.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 4:29 PM
To: Dale, Raman GCPE:EX; Stewart, Dawn M GCPE:EX
Subject: RE: Opioid Signed Decision Letter for Stob 67 Spending 18-19?

Raman, thanks for the info.
s.13,s.17

Kathryn

From: Dale, Raman GCPE:EX
Sent: Friday, January 26, 2018 1:53 PM
To: Stewart, Dawn M GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: Opioid Signed Decision Letter for Stob 67 Spending 18-19?

I spoke with Grant.

The attached email should have referenced a TB sub from Oct 2017 (not 2015) which he will share on Monday and the approval letter.

In it, HLTH received 3 years of funding as noted in the email you sent, which all went into STOB 79. This funding is earmarked for MHA and the opioid crisis (note – not all is STOB 67). The attached reallocation was approved for one year, and another will be needed for 18/19.

Hope that helps.

Raman Dale, CPA, CMA
A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement
Phone: (250) 920-8810

From: Stewart, Dawn M GCPE:EX
Sent: Friday, January 26, 2018 12:00 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Dale, Raman GCPE:EX
Subject: FW: Opioid Signed Decision Letter for Stob 67 Spending 18-19?

Hi Kathryn,

As discussed, in regards to the campaign buy and approvals past March 31st, attached is further correspondence regarding approved budgets, and it indicates in October 2015 TB approved spending of \$2.37million in 18/19.

I have cc'd Raman, as he may be able to obtain a copy of the TB approval document in question, as I don't have a copy.

Hope that helps.

Dawn

From: Landry, Dara M MMHA:EX
Sent: Thursday, January 25, 2018 2:23 PM
To: Stewart, Dawn M GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Opioid Signed Decision Letter for Stob 67 Spending 18-19?

Hi Dawn,

The Overdose marketing campaign spending will occur prior to fiscal year-end.

Thanks,
Dara

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, January 25, 2018 12:51 PM
To: Landry, Dara M MMHA:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Opioid Signed Decision Letter for Stob 67 Spending 18-19?
Importance: High

Hi Dara,

Is there TB approval in place for 18-19 as well as the campaign spans 2 fiscal years?

Thanks
Dawn

From: Dale, Raman GCPE:EX
Sent: Wednesday, January 17, 2018 4:05 PM
To: Stewart, Dawn M GCPE:EX
Subject: FW: GCPE - Signed Decision Letter

FYI

Raman Dale, CPA, CMA
A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement
Phone: (250) 920-8810

From: Lloyd, Evan GCPE:EX
Sent: Wednesday, January 17, 2018 3:50 PM
To: Gibbs, Robb GCPE:EX; Dale, Raman GCPE:EX
Subject: FW: GCPE - Signed Decision Letter

FYI

From: "Akizuki, Erin FIN:EX" <Erin.Akizuki@gov.bc.ca> on behalf of "Enemark, Gord FIN:EX" <Gord.Enemark@gov.bc.ca>
Date: Wednesday, January 17, 2018 at 1:44 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Cc: "Holly, Grant FIN:EX" <Grant.Holly@gov.bc.ca>
Subject: GCPE - Signed Decision Letter

Please find attached a signed decision letter from the Chair of Treasury Board.

Treasury Board Staff

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 5:32 PM
To: Derksen, Renee AEST:EX; McLean, Matt GCPE:EX; Greenwell, Davin AEST:EX
Subject: RE: WorkBC Interior Transit/scripts

Renee,
Thanks for the feedback. My apologies on the late reply it's been a long day.
HQ has requested a few changes to the transit cards and a revision will be coming this weekend or Monday at the latest. We need to get the creative approved so the cards can be produced and distributed.

Regarding the pre-roll scripts, just a few things I wanted to pass along. With our target audience we don't need to be too obvious about leading people to the website as we want them to watch the pre-roll and then click directly to the website. This is reinforced with the CTA at the bottom of the ad directing people to learn more at WorkBC.ca. Visuals are most important as that will catch the eye of the folks who watch on their mobile device without sound. HQ's opinion is the opening lines are ok for Job Seekers, Apprentices and Youth.

I wanted your feedback on the first lines proposed for 'Indigenous' and 'persons with disabilities'. Any concerns with the lines identifying two of our target groups? I.E. "Are you an indigenous person looking for work in BC?" and "Are you a person with a disability looking for work in BC?"
Is that the correct wording for those two groups? I would suggest we get the ok from MIRR regarding the reference to indigenous person.
Any concerns from your end?
Kathryn

From: Derksen, Renee AEST:EX
Sent: Friday, January 26, 2018 3:01 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX; Greenwell, Davin AEST:EX
Subject: RE: WorkBC Interior Transit Ad

I am providing my feedback to you so you can collate with your feedback. This looks good to me!

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Friday, January 26, 2018 2:14 PM
To: Derksen, Renee AEST:EX; LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX; Greenwell, Davin AEST:EX
Cc: Allison Ishida
Subject: WorkBC Interior Transit Ad

Hi All,

Attached is our proposed execution for the interior transit card. Please review and let me know if you have any comments and approvals.

Thanks

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Saturday, January 27, 2018 4:51 PM
To: Zaharia, Sarah GCPE:EX
Cc: Schollen, Tasha GCPE:EX; Dalzell, Danielle GCPE:EX
Subject: Re: Important: Branding - International Marketing

I would like to be part of that discussion. The International marketing group is spending funds and I'm unclear on the overall strategy and how that fits in with current priorities.

Sent from my iPhone

On Jan 27, 2018, at 1:44 PM, Zaharia, Sarah GCPE:EX <Sarah.Zaharia@gov.bc.ca> wrote:

Sounds good.

From: Schollen, Tasha GCPE:EX
Sent: Saturday, January 27, 2018 1:15 PM
To: Zaharia, Sarah GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX; Dalzell, Danielle GCPE:EX
Subject: Re: Important: Branding - International Marketing

Let's chat on Monday - interested to hear more about your concerns.

Sent from my iPhone

On Jan 27, 2018, at 12:04 PM, Zaharia, Sarah GCPE:EX <Sarah.Zaharia@gov.bc.ca> wrote:

It does help it just hasn't felt very consistent. Any suggestions on that?

From: Schollen, Tasha GCPE:EX
Sent: Friday, January 26, 2018 6:48 PM
To: Zaharia, Sarah GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX; Dalzell, Danielle GCPE:EX
Subject: Re: Important: Branding - International Marketing

The ADM is James Hammond, the Executive Director is Nichola Wade. They make final decisions on everything but Craig Windram has been driving this with us.
Does that help?

We've been in touch with them on this issue and they aren't happy with what was suggested and henceforth requested this meeting with Graphics. Courtney has been the Go-between.

Sent from my iPhone

On Jan 26, 2018, at 3:27 PM, Zaharia, Sarah GCPE:EX <Sarah.Zaharia@gov.bc.ca> wrote:

We really need some clarity on who approves what with this division. Any ideas on how we get it?

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, January 26, 2018 1:36 PM
To: Zaharia, Sarah GCPE:EX
Cc: Dalzell, Danielle GCPE:EX
Subject: FW: Important: Branding - International Marketing
Importance: High

FYI...branding

From: Pratt, Andrew GCPE:EX
Sent: Thursday, January 25, 2018 2:58 PM
To: Gibbs, Robb GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: Important: Branding - International Marketing
Importance: High

Sorry for the long email!

JTT's International (Trade &) Marketing group would like to have a meeting to discuss a replacement for the Canada Starts Here logo to ensure a visual connection to Canada on their international marketing materials.

This is subsequent to an earlier meeting I attended to discuss branding of a refreshed website. They have been quite self-sufficient and independent regarding their own branding, certainly with regard to their website, with a distinct look and feel for their materials (developed with some involvement with me), and use of their own graphic design contractors. This outreach is an opportunity to engage with them to achieve a cohesive and coordinated approach in respect to visual branding.

The Canada Starts Here/BC Jobs Plan logo was created by an agency to represent the government's jobs plan which included stimulating Asia trade. Canada Starts Here was a reference to BC being the first landfall when viewed from across the Pacific, and BC as a gateway to the rest Canada. The CSH design symbolized shipping containers and along with Canada in text, the design included a small red maple leaf to identify Canada. The CSH, without the BC Jobs Plan identifier, was adopted by Int'l Trade and Marketing for use. The logo design had no reference to British Columbia included, so the logo was normally used in combination with the BC Mark. The combined marks became an essential identifier on all Int'l Marketing collateral overseas (Asia) and for certain domestic international audiences.

Since the retirement of the CSH they have been using the BC Mark with Canada tagline, and inconsistent use of the red maple leaf, as the primary identity which their agents overseas have complained is insufficient. They desire a clear visual connecting British Columbia to Canada. To address the problem a number of different solutions are possible, whether through a map, a graphic symbol or a text/symbol combination. A broad government initiative title might be developed and employed, similar to Canada Starts Here, though whether there is sufficient momentum or executive interest is unknown.

I have committed to attending a meeting (date pending) but it is clear to me this should have involvement from GCPE's Advertising & Marketing and Corporate leads with

respect to possible government initiatives and plans in development or minister/corporate executive interest and involvement.

There are underlying questions such as whether International Marketing needs a unique identity at all. Should this identity function for Pacific-rim or Asian markets only, or for all international markets (US, Europe, etc). Should their identity also function for Canadian markets? Should there be a suite of different identities?

Please let me know if there is interest in attending the meeting or if there is any relevant information I can bring to the discussion, or if there are questions for me to add to the agenda. Happy to meet with you quickly to discuss. I believe they are anxious for a solution.

Thanks!
Andrew

Andrew Pratt

Director, Graphic Communications
Government Communications and Public Engagement
4th floor, 617 Government Street, Victoria, BC V8W 9V1
T: **250 356-8120**
F: 250 387-6070

[Graphic Design Requests](#)

[BCID Website](#)

[Graphics 411 Information and Resources](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Saturday, January 27, 2018 9:03 PM
To: Stewart, Dawn M GCPE:EX
Subject: Re: Question-Pre payment

s.22

Sent from my iPhone

On Jan 27, 2018, at 7:19 PM, Stewart, Dawn M GCPE:EX <Dawn.Stewart@gov.bc.ca> wrote:

And if they need 50% that ok too.

Sent from my iPhone

On Jan 27, 2018, at 7:09 PM, Stewart, Dawn M GCPE:EX <Dawn.Stewart@gov.bc.ca> wrote:

What the heck are you doing working on a Saturday night.

Sent from my iPhone

On Jan 27, 2018, at 4:45 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Just one more question s.22

I'm anticipating the ad agency will request a pre-payment or portion of a payment for the TV ad we're developing. The cost is \$200k . Remind me about how pre- payments are handled?

Is it reasonable to pay for 50% - before goods are received?

Kathryn

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 7:55 AM
To: Jim Gordon
Subject: Re: Update - Overdose

Ok let me know how it goes. Announcement with Canucks today at 115.

Sent from my iPhone

On Jan 29, 2018, at 7:40 AM, Jim Gordon <Jim.Gordon@vizeum.com> wrote:

I'll discuss both dates with them - 3 weeks if pretty quick on getting the editorial side sorted out, but lets hear what they say.

Jim

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

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]
Sent: Sunday, January 28, 2018 6:43 PM
To: Jim Gordon <Jim.Gordon@vizeum.com>
Subject: Re: Update - Overdose

Excellent... preference is to launch Feb.19 but it will be close to make deadline. Any suggestions on how to handle with Corus our fluid launch date for TV?

Sent from my iPhone

On Jan 28, 2018, at 6:37 PM, Jim Gordon <Jim.Gordon@vizeum.com<<mailto:Jim.Gordon@vizeum.com>>> wrote:

I am meeting with Corus at 1030 Monday morning

Jim

Sent from my iPhone

On Jan 28, 2018, at 1:35 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca<<mailto:Kathryn.LeSueur@gov.bc.ca>>>>
wrote:

Jim, there is interest to have Overdose TV commercial launch Feb. 19. Working out details early this coming week.
Not sure if you have reached out to Global yet regarding the partnership agreement but would launch either Feb. 19 or Feb. 26.
We're now back to a 30-second ad. Just to clarify, 15-second ads have been dumped.

Thanks so much for the costings for post budget, Kathryn

Kathryn LeSueur | Director, Marketing and Advertising Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca<<mailto:Kathryn.LeSueur@gov.bc.ca>>
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 12:04 PM
To: 'jeff lucas'
Cc: Hansen, Regan HLTH:EX; Allison Ishida; Berndt, Eric HLTH:EX
Subject: OD - TV - approved Character sets

Jeff, here are the approved character sets for the opioid TV commercial. For character profiles - #1 and #3 - a slight shift in the ages from what we discussed on Saturday.

1. Male – 50 yr old (a younger looking 50)– urban - semi-professional – ethnically ambiguous
2. Female - 20 yr old – urban – student - ethnically ambiguous or Caucasian
3. Male – 35 yr old (mid-30's) – rural – blue collar - ethnically ambiguous or Caucasian
4. Male – 20 yr old – urban – blue collar – ethnically ambiguous or Caucasian

Thank you,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 12:45 PM
To: 'Mike Krafczyk'
Subject: RE: Touching Base

Yes, I was thinking the same thing...tomorrow how about at 11 am? Does that work for you?
Otherwise after 1:45 and before 3 pm.
Let me know what works.
Kathryn

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Monday, January 29, 2018 12:00 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Touching Base

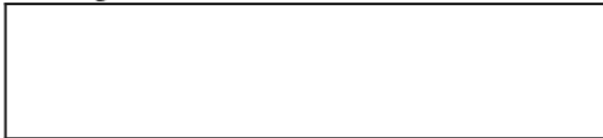
Hi Kathryn,

Hope you had a great weekend!

Do you have some time to touch base tomorrow? Just anted to regroup on the pre-roll and social media assets, as well as a few additional thought starters our team have brought forward.

Let me know.

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.

Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 12:49 PM
To: McLean, Matt GCPE:EX
Subject: RE: Work BC - Interior Transit Cards Campaign - Cost Estimate

Nope just going with two of the creative options that Traction proposed. I'm ok with option #3. So we would have 2 creative treatments on the bus....not 3 as indicated on the media costing.

Discussing with Robb this afternoon and then will make changes with Vizeum and Traction. Also plan to increase transit buy but would like to discuss with you first.

We should have a quick chat after my meeting with Robb(after 2:30 pm.)

From: McLean, Matt GCPE:EX
Sent: Monday, January 29, 2018 12:17 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Work BC - Interior Transit Cards Campaign - Cost Estimate

Hi Kathryn,

Will we need to get Traction to make one more creative then?

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](#)

From: Camillia Yuen [<mailto:Camillia.Yuen@vizeum.com>]
Sent: Monday, January 29, 2018 11:57 AM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Ryan MacDonald; Jim Gordon
Subject: RE: Work BC - Interior Transit Cards Campaign - Cost Estimate

Hi Kathryn and Matt,

Jim let me know that the Work BC budget increased slightly, so I have increased the number of interior cards per bus to 4 in all markets. Please see attached for the revised costing which comes out just shy of \$100,000 net. I've also included the rep contact info for Traction to send artwork to for Lamar to print – this is located on the right hand side of the costing.

I've also included the Radio costing for CFRN. This also includes 4 weeks of digital banner ads on the website.

I also looked into the Prince Rupert Ferry Terminal as well as within the ferry itself, plus other surrounding routes, and unfortunately there are no advertising opportunities available.

Please let us know if you have any questions. If all looks good, please sign and send back at your earliest convenience.

Thanks
Camillia

From: Camillia Yuen

Sent: Monday, January 22, 2018 5:05 PM

To: 'LeSueur, Kathryn GCPE:EX' <Kathryn.LeSueur@gov.bc.ca>; 'McLean, Matt GCPE:EX' <Matt.McLean@gov.bc.ca>

Cc: Ryan MacDonald <Ryan.MacDonald@vizeum.com>

Subject: Work BC - Interior Transit Cards Campaign - Cost Estimate

Hi Kathryn and Matt,

Please find attached the cost estimate for the Work BC campaign utilizing Interior Transit Cards. Production costs are also included based on 3 different creatives. The creative spec is universal across all markets, I will send this out to Traction and cc Matt shortly.

Regarding HandyDart and the Haida Gwaii Airport, we have reached out and unfortunately there is no advertising in either of these. There is a newspaper in Haida Gwaii called the Haida Gwaii Observer which publishes every Friday. For a full page, B&W ad it is \$1138.76 net or for a full page, full colour it is \$1338.76 net.

As Ryan mentioned, to reach the Indigenous community, the best course of action would be to utilize radio – Ryan had sent out info regarding CFNR earlier today.

Please let us know if you have any questions. If this looks all good, please sign and send back and we will get started on booking.

Thanks!

Camillia Yuen

Media Buyer, Vizeum Canada

Suite 1580 | 1075 West Georgia Street
Vancouver | BC | V6E 3C9

D: 604-408-8120

E: camillia.yuen@vizeum.com

vizeum.ca



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 3:51 PM
To: Fernandes, Jennifer GCPE:EX
Subject: RE: Call from LeSueur, Kathryn GCPE:EX (Work) forwarded to Fernandes, Jennifer GCPE:EX

Its ok I chatted with Rodney about WorkBC and getting the creative approved – which he did.
Thanks Kathryn

From: Fernandes, Jennifer GCPE:EX
Sent: Monday, January 29, 2018 3:46 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Call from LeSueur, Kathryn GCPE:EX (Work) forwarded to Fernandes, Jennifer GCPE:EX

Sorry I missed your call. I'm at my desk now.

From: Microsoft Outlook **On Behalf Of** LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 3:44 PM
To: Fernandes, Jennifer GCPE:EX
Subject: Call from LeSueur, Kathryn GCPE:EX (Work) forwarded to Fernandes, Jennifer GCPE:EX

Call from LeSueur, Kathryn GCPE:EX forwarded to Fernandes, Jennifer GCPE:EX

Caller-Id: kathryn.lesueur@gov.bc.ca
Job Title: Director, Marketing and Advertising
Company: Government Communications and Public Engagement
Work: [778 698-8674](tel:778-698-8674)
Mobile: [778 584-1256](tel:778-584-1256)
Email: Kathryn.LeSueur@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 3:51 PM
To: McLean, Matt GCPE:EX
Subject: FW: Google Analytics for the landing page

Question for you?

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Monday, January 29, 2018 3:46 PM
To: Berndt, Eric HLTH:EX; Bretschneider, Heather HLTH:EX; LeSueur, Kathryn GCPE:EX
Cc: Hansen, Regan HLTH:EX
Subject: Google Analytics for the landing page

Hi Eric & Heather,

Do you have a google analytics code you want us to add to the landing page?

Let us know. If not we can create a one off.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 4:02 PM
To: McLean, Matt GCPE:EX
Subject: FW: Google Analytics for the landing page

FYI

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Monday, January 29, 2018 4:02 PM
To: Berndt, Eric HLTH:EX; Bretschneider, Heather HLTH:EX; LeSueur, Kathryn GCPE:EX
Cc: Hansen, Regan HLTH:EX
Subject: Re: Google Analytics for the landing page

Hi Eric,

We'll add in a traction code so we can track usage.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Eric Berndt <Eric.Berndt@gov.bc.ca>
Date: Monday, January 29, 2018 at 3:47 PM
To: Jeff Lucas <jefflucas@tractioncreative.com>, "Bretschneider, Heather HLTH:EX" <Heather.Bretschneider@gov.bc.ca>, Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Cc: Regan Hansen <Regan.Hansen@gov.bc.ca>
Subject: RE: Google Analytics for the landing page

Hi Jeff,
I don't believe that we do. Can you create one?
Thanks!

Eric

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Monday, January 29, 2018 3:46 PM

To: Berndt, Eric HLTH:EX; Bretschneider, Heather HLTH:EX; LeSueur, Kathryn GCPE:EX

Cc: Hansen, Regan HLTH:EX

Subject: Google Analytics for the landing page

Hi Eric & Heather,

Do you have a google analytics code you want us to add to the landing page?

Let us know. If not we can create a one off.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

Page 345

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 6:06 PM
To: Derksen, Renee AEST:EX
Subject: Update on WorkBC

Hello Renee,

Do you think we could connect for 15 minutes tomorrow so I can update you on the media buy for WorkBC?

I've included a radio buy to reach the indigenous audience and wanted to check with you about this option before giving final approval.

Does 10:15 work for you? If not, I've got some time between 10 and 10:45 am or at Noon.

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 6:17 PM
To: 'jeff lucas'
Cc: Allison Ishida
Subject: WorkBC - Pre-roll scripts and Radio copy required

Jeff,

Further to our discussion this afternoon, please proceed with the pre-roll ads for WorkBC.

Approval has been given for pre-roll scripts -

- Job seekers
- Apprentices
- Youth
- Youth :06

Need to check the wording for scripts – Indigenous and Persons with Disabilities.

The first line for both those scripts needs to be reworked or it could be a simple edit with the removal of terms such as 'indigenous' and 'persons with disabilities'.

We should be able to provide more direction by the end of this week. You may proceed with the pre-roll for those two scripts with the understanding the first line will most likely change.

Also, would like to confirm approval of the radio buy with CFNR (Northern Native Radio).

Please proceed with producing copy for a 30-second ad with an indigenous audience in mind.

Thanks so much,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, January 29, 2018 6:18 PM
To: Stewart, Dawn M GCPE:EX; Doidge, Tracey GCPE:EX
Subject: RE: Signature Required: GCPE Agreement - Testing of Compliance: Vizeum & Kimbo

Hey how's the weather?

From: Stewart, Dawn M GCPE:EX
Sent: Monday, January 29, 2018 6:15 PM
To: Doidge, Tracey GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Re: Signature Required: GCPE Agreement - Testing of Compliance: Vizeum & Kimbo

Hi,

That was the template that I had discussed with you, wondering why we could not find it on the site, very odd.
Thanks for redoing.

Sent from my iPhone

On Jan 29, 2018, at 8:53 PM, Niemi, Erik R <erniemi@kpmg.ca> wrote:

Hi Tracey

I am going through these two contracts hoping to get them approved and signed today on our end. However, I have run into a problem which I did not notice before: the contracts sent to us are based on the generic "General Services Agreement" (GSA) template rather than the more specific "Financial Review and Assurance Services" (FRAS) version of the GSA template, which is further down on the BC Government's GSA website (see link below) and is the relevant contract form for this type of work. My apologies as I did not notice this on Friday.

Please can you arrange for these 2 contracts to be re-sent using correct FRAS template?

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/bc-bid-resources/templates-and-tools/service-contract-templates/general-service-agreement-information>

Thank you

Erik

Erik R. Niemi, CPA, CA, CISA, CRISC
Partner, Systems Assurance & Technology Risk Consulting
National IT Attestation & SOC Services Leader

KPMG LLP
777 Dunsmuir Street, Suite 1100
PO Box 10426 Pacific Centre
Vancouver, BC V7Y 1K3
Canada
office: 604-691-3276
mobile: 604-505-9940
erniemi@kpmg.ca

[LinkedIn](#)

From: Stewart, Dawn M GCPE:EX [<mailto:Dawn.Stewart@gov.bc.ca>]
Sent: Friday, January 26, 2018 4:02 PM
To: Niemi, Erik R <erniemi@kpmg.ca>
Cc: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>; Doidge, Tracey GCPE:EX <Tracey.Doidge@gov.bc.ca>
Subject: Signature Required: GCPE Agreement - Testing of Compliance: Vizeum Canada Inc.
Importance: High

Hi Erik,

Please refer to the attached "GCPE Service Contractor Package Expenses" and action accordingly. Please return signed documents to Tracey Doidge, s.22

Jim has been advised of the compliance review, below is his contact information:

Below is the contact for Vizeum Canada Inc.:

- Jim Gordon

604 408-8117
Jim.Gordon@vizeum.com

Thank you,

Dawn Stewart
Manager, Finance
Government Communications and Public Engagement
T: 250 356-8595
C: 250 507-9541

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- **Disclaimer concerning tax advice** (<http://taxdisclaimer.kpmg.ca>).

If you are unable to access the links above, please cut and paste the URL that follows the link into your browser.

Page 352

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s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 30, 2018 6:25 PM
To: Stewart, Dawn M GCPE:EX
Subject: STOB question for you

s.22 and I have a question for you...

One of our research firms, Stratcom, is planning to conduct a telephone townhall event for us.
s.13

This was tendered via a request in December to do with the Budget 2018.
Tracey said best to check with you...

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 31, 2018 9:46 AM
To: 'Jim Gordon'
Subject: RE: Corus update?

Thank you. Most appreciated.

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Wednesday, January 31, 2018 9:19 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Corus update?

I've got a call into Corus for an update and will let you know what I hear before your 1pm

From: LeSueur, Kathryn GCPE:EX [mailto:Kathryn.LeSueur@gov.bc.ca]
Sent: Tuesday, January 30, 2018 4:51 PM
To: Jim Gordon <Jim.Gordon@vizeum.com>
Subject: Corus update?

Hey Jim,

Just a heads up that I'm discussing the timing of the launch on Global with executive tomorrow afternoon.
Any chance I'd have an update from Global on timing of launch? I know Global's preference to launch campaign is Feb. 26.
If you have an update by 1 pm, that would be fantastic.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 31, 2018 10:10 AM
To: Derksen, Renee AEST:EX; McLean, Matt GCPE:EX
Cc: Greenwell, Davin AEST:EX; Baker, Kelly A AEST:EX; Kelch, Kyla GCPE:EX
Subject: RE: WorkBC Funding final numbers

Renee, those costs will be covered in the production budget of \$75K.

From: Derksen, Renee AEST:EX
Sent: Wednesday, January 31, 2018 10:03 AM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Greenwell, Davin AEST:EX; Baker, Kelly A AEST:EX; Kelch, Kyla GCPE:EX
Subject: RE: WorkBC Funding final numbers

Kathryn mentioned we need to provide royalties to Career Trek participants who are in the campaign – what would need to be reserved? These funds have to come from below.

Thanks

Renee

From: McLean, Matt GCPE:EX
Sent: Monday, January 29, 2018 3:36 PM
To: Derksen, Renee AEST:EX; LeSueur, Kathryn GCPE:EX
Cc: Greenwell, Davin AEST:EX; Baker, Kelly A AEST:EX; Kelch, Kyla GCPE:EX
Subject: RE: WorkBC Funding final numbers

Hi Renee,

These numbers look to have changed again but here is what looks like fairly final. Just keeping you in the loop.

Platform	Original Budget	Revision 1	Revision 2	Revision 3
Info Campaign - Production	\$75,000	\$100,000	\$75,000	\$75,000

Platform	Original Budget	Revision 1	Revision 2	Revision 3
Info Campaign - Media Buy	\$275,000	\$375,000	\$320,000	\$300,000
Chatterhigh	\$20,000	\$10,000	\$5,000	\$5,000
Out of Home <ul style="list-style-type: none"> - Career Counsellor (\$5k) - Interior Transit cards (\$100k) - Indigenous radio (\$6k) 	\$5,000	\$5,000	\$100,000	\$111,000
Brand Engagement Collateral	\$70,000	\$25,000	\$45,000	\$45,000
Search Engine Marketing	\$120,000	\$50,000	\$20,000	\$20,000
Post-Secondary Sponsorships	\$10,000	\$10,000	\$10,000	\$10,000
Contingency				\$9,000
TOTAL	\$575,000	\$575,000	\$575,000	\$575,000

Thanks,

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](#)

From: Derksen, Renee AEST:EX
Sent: Thursday, January 25, 2018 4:52 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Greenwell, Davin AEST:EX; Baker, Kelly A AEST:EX
Subject: RE: WorkBC Funding final numbers

Hi Matt

Sorry for the delay – changes in yellow. Note that Brand and engagement is \$45K, not \$25K.
 Reducing Chatterhigh to \$5K as we are short on time to fully expend \$10K
 May have some additional funds from the post-sec item but reserving the funds until we know for sure.

Thanks

Renee

From: McLean, Matt GCPE:EX
Sent: Friday, January 19, 2018 4:41 PM
To: Derksen, Renee AEST:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: WorkBC Funding final numbers

Hi Renee,

I just wanted to check in to make sure our numbers were the same as each other?

This is what we currently have for spend and it has changed due to the delayed start date. But I am hoping we are in the same ballpark? Revision 1 was what we sent to the media buyers. Revision 2 is what we are currently working with.

I seem to remember you mentioning other money or something but wanted to check.

Platform	Original Budget	Revision 1	Revision 2
Info Campaign - Production	\$75,000	\$100,000	\$75,000
Info Campaign - Media Buy	\$275,000	\$375,000	\$320,000
Chatterhigh	\$20,000	\$10,000	\$5,000
Out of Home <ul style="list-style-type: none"> - Career Counsellor - Interior Transit cards - Indigenous print - Other Transit 	\$5,000	\$5,000	\$100,000
Brand Engagement Collateral	\$70,000	\$25,000	\$45,000
Search Engine Marketing	\$120,000	\$50,000	\$20,000

Platform	Original Budget	Revision 1	Revision 2
Post-Secondary Sponsorships	\$10,000	\$10,000	\$10,000
TOTAL	\$575,000	\$575,000	\$575,000

I know we discussed this in the meeting but I don't have figures on what moved around. The only one I am not sure of is Brand Engagement Collateral. And if there is any new money coming in from somewhere?

If you don't mind taking a look, that would be great!

Thanks,

Matt McLean

250.812-6589

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

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[@BCGovNews](#)
[BC Gov Facebook](#)

LeSueur, Kathryn GCPE:EX

Subject: Budget update
Location: Kathryn's office

Start: Wed 2018-01-31 11:00 AM
End: Wed 2018-01-31 11:15 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX

Required Attendees: Hardin, Karl GCPE:EX (Karl.Hardin@gov.bc.ca); Robb Gibbs (Robb.Gibbs@gov.bc.ca)

We need to chat about the digital campaign for 15 minutes

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 31, 2018 11:40 AM
To: 'Allison Ishida'; McLean, Matt GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX
Cc: Fernandes, Jennifer GCPE:EX; Porter, Rodney GCPE:EX; jeff lucas
Subject: RE: Updated WorkBC Interior Transit Ad

Yes the creative has been approved. Please forward to Lamar.

Thank you,
Kathryn LeSueur

From: Allison Ishida [mailto:AIshida@tractioncreative.com]
Sent: Wednesday, January 31, 2018 11:27 AM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX
Cc: Fernandes, Jennifer GCPE:EX; Porter, Rodney GCPE:EX; jeff lucas
Subject: Re: Updated WorkBC Interior Transit Ad

Hi all,
Vizeum just contacted us and let us know that Lamar is looking for these final files. Are the studio print-ready files approved to be sent out? I have re-attached the file for you here.

Thanks,
Allison

From: Allison Ishida <AIshida@tractioncreative.com>
Date: Monday, January 29, 2018 at 4:53 PM
To: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>, "Derksen, Renee AEST:EX" <Renee.Derksen@gov.bc.ca>, "Greenwell, Davin AEST:EX" <Davin.Greenwell@gov.bc.ca>
Cc: "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>, "Porter, Rodney GCPE:EX" <Rodney.Porter@gov.bc.ca>, jeff lucas <jefflucas@tractioncreative.com>
Subject: Re: Updated WorkBC Interior Transit Ad

Hi everyone,
Please see attached for the Interior Cards built out to spec for both Option 1 (Girl's Face) and Option 3 (with the icons). Please provide final approval to print.

These have been built out to the Lamar graphic specs that were provided (11"x35"). If there are other sizes in the media buy that these need to be built to, please let us know.

Thanks,
Allison

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Monday, January 29, 2018 at 3:58 PM
To: jeff lucas <jefflucas@tractioncreative.com>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>, "Derksen, Renee AEST:EX" <Renee.Derksen@gov.bc.ca>, "Greenwell, Davin AEST:EX" <Davin.Greenwell@gov.bc.ca>
Cc: Allison Ishida <Alshida@tractioncreative.com>, "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>, "Porter, Rodney GCPE:EX" <Rodney.Porter@gov.bc.ca>
Subject: RE: Updated WorkBC Interior Transit Ad

Jeff,
Just to confirm interior transit cards have been approved for the WorkBC campaign.
Option 1 with the girl's face and option 3 with the icons are good to go for production.
Will forward media buy for the Transit Cards shortly.
Kathryn

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Sunday, January 28, 2018 2:50 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX
Cc: Allison Ishida
Subject: Updated WorkBC Interior Transit Ad

Hi All,

We have updated the pervious sent item to address missing BC Gov't logo and icon adaption. We have also included two icon only options.

Please review and let me know which option you would like to use.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 31, 2018 12:43 PM
To: 'Jim Gordon'
Cc: 'George Kan'
Subject: Electoral Reform - Ethnic Media plan

Hello Jim,

Regarding the Electoral Reform ethnic media buy please provide a costing for the two options regarding the print ad.
For the budget, we can only afford print.

The budget is \$25,00 for Media Buy.
In-Market February 16 – February 27.

Suggested split of budget – 60% directed to the Chinese audience and 40% directed to the Punjabi audience.

Size of ad

- Option A - 1/3 page vertical
- Option B – ½ page vertical

*Considerations – Feb. 17th is the Chinese New year, so check availability

*How much extra would it be for the ad in Chinese newspapers only to have headline in red?

How many occasions for the budget? 2 maybe 3?

Let me know when the costing will be available.

The creative agency working on the campaign is Captus Advertising and I've cc'd the principal, George Kan, on this email as well.

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 31, 2018 12:53 PM
To: 'Mike Krafczyk'
Cc: 'George Kan'
Subject: Electoral Reform pictures

Mike,
Please forward the two pictures used in the How We Vote website to Captus Advertising. Group of 4 mature and Group of 4 younger.

Captus Advertising will be creating a print ad to reach the ethnic audience.
I've cc'd the contact for Captus Advertising, George Kan, on this email as well.

Thanks,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 31, 2018 1:13 PM
To: Pratt, Andrew GCPE:EX
Subject: RE: Cannabis Retail Guide

Since this is reporting out from engagement, totally appropriate to use the logo from that.
Kathryn

From: Pratt, Andrew GCPE:EX
Sent: Wednesday, January 31, 2018 1:10 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Cannabis Retail Guide

From Michelle Roberts at JAG
Final for delivery Friday Feb 2nd, for release prior to their announcement.

Cannabis Retail Guide
BC Cannabis - Private Retail LICENSING Guide Applications and Operations

10 page Word doc for design using Cannabis *What we Heard* Engagement Report.

Due to the deadline we have to start on this this afternoon.

Andrew

Andrew Pratt

Director, Graphic Communications
Government Communications and Public Engagement

4th floor, 617 Government Street, Victoria, BC V8W 9V1

T: **250 356-8120**

F: 250 387-6070

[Graphic Design Requests](#)

[BCID Website](#)

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LeSueur, Kathryn GCPE:EX

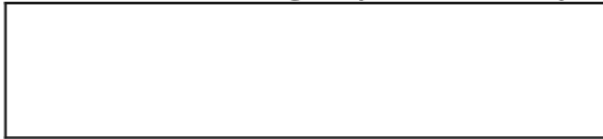
From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 31, 2018 3:16 PM
To: 'Mike Krafczyk'
Subject: RE: Update on Static ad

Yes that works

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Wednesday, January 31, 2018 3:13 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Re: Update on Static ad

Hi Kathryn,

Should have something for you to review by tomorrow morning. Does that work?



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

On Jan 31, 2018, at 3:06 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Mike,

An update on when I can receive a mock-up of the static ads for ER?

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, January 31, 2018 5:05 PM
To: McLean, Matt GCPE:EX
Subject: RE: Gov content update process

Thanks Matt...I'll make time.

From: McLean, Matt GCPE:EX
Sent: Wednesday, January 31, 2018 4:59 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Gov content update process

Hi Kathryn,

I just invited you to this meeting as I believe you should be a part of this discussion. Sounds like they are making big decisions about what landing pages will be in the future after this has all come to a bit of a head this week. So hoping you may have time to attend.

Thanks,

Matt McLean
250.812-6589

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

[BC Gov News site](#)
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[BC Gov Facebook](#)

From: Ruemke-Douglas, Gillian GCPE:EX
Sent: Wednesday, January 31, 2018 4:44 PM
To: Macpherson, Charles GCPE:EX; Hewitt, Justin GCPE:EX; Hanuman, Heron GCPE:EX; McLean, Matt GCPE:EX
Cc: Sturrock, James GCPE:EX; Keck, Bonnie GCPE:EX; Hardin, Karl GCPE:EX; Stafford, Katie GCPE:EX; Albert, Steve GCPE:EX; Moser, Walter GCPE:EX
Subject: RE: Gov content update process

Hi all,

I'd like to pull together a quick chat about content strategy before more content owner/Subject Matter Expert (SME) outreach is conducted to discuss:

- Where to put marketing/campaign/outreach type (*Your government is working for you...*) content as opposed to services content (*To register you must first...*)
- Who to contact, when
- If any technical enhancements to gov.bc.ca are needed to nimbly and efficiently create the type of engaging digital communication content needed in a campaign content

We have some awesome user experience research, analytics and Search Engine Optimization (SEO) and writing for web tips and tricks that might be of interest too. I'll set something up in our calendars. Please forward as you see fit. Please don't hesitate to ask me any questions in the meantime,

Thanks!

Gillian

From: Macpherson, Charles GCPE:EX

Sent: Wednesday, January 31, 2018 2:52 PM

To: Ruemke-Douglas, Gillian GCPE:EX <Gillian.Ruemke-Douglas@gov.bc.ca>; Hewitt, Justin GCPE:EX <Justin.Hewitt@gov.bc.ca>; Hanuman, Heron GCPE:EX <Heron.Hanuman@gov.bc.ca>; McLean, Matt GCPE:EX <Matt.McLean@gov.bc.ca>

Cc: Sturrock, James GCPE:EX <James.Sturrock@gov.bc.ca>; Keck, Bonnie GCPE:EX <Bonnie.Keck@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Stafford, Katie GCPE:EX <Katie.Stafford@gov.bc.ca>

Subject: FW: Gov content update process

FYI, Nicole Beneteau from Labour just called me for some clarification on the process. For me, not knowing the level of new page requested, it was hard to advise on the process since it is highly dependent on the level of the IA or whether this is being treated as a marketing landing page.

It is also not clear to me in the case when the request is initiated by the GCPE comm shop whether if this is HQ's responsibility to publish or if we can push it to the ministry web team (assuming it's lower level and they can publish it).

CHARLES MACPHERSON

Governance & Corporate Planning Specialist

Direct: 250 387 1796 | Mobile: 250 886 2348

From: Hanuman, Heron GCPE:EX

Sent: Wednesday, January 31, 2018 1:39 PM

To: Hewitt, Justin GCPE:EX <Justin.Hewitt@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>

Cc: Stafford, Katie GCPE:EX <Katie.Stafford@gov.bc.ca>; Sturrock, James GCPE:EX <James.Sturrock@gov.bc.ca>; Keck, Bonnie GCPE:EX <Bonnie.Keck@gov.bc.ca>; Ruemke-Douglas, Gillian GCPE:EX <Gillian.Ruemke-Douglas@gov.bc.ca>; Macpherson, Charles GCPE:EX <Charles.Macpherson@gov.bc.ca>; McLean, Matt GCPE:EX <Matt.McLean@gov.bc.ca>

Subject: Re: Gov content update process

Hi Justin,

Thanks for your quick response. I'm actually the digital comms mgr with Karl's team.

This new web page request was being handled by a Digital Comms Officer who has since left the team and we are picking up the file from her.

Based on your feedback I will reach out to Tom Billings to get this content populated and will also inform the LABOUR comms officer who made the request.

H

Heron Hanuman

Manager | Digital Communications

Government Communications and Public Engagement

Mobile: s.17



From: "Hewitt, Justin GCPE:EX" <Justin.Hewitt@gov.bc.ca>

Date: Wednesday, January 31, 2018 at 1:17 PM

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

Cc: "Stafford, Katie GCPE:EX" <Katie.Stafford@gov.bc.ca>, "Sturrock, James GCPE:EX" <James.Sturrock@gov.bc.ca>, "Keck, Bonnie GCPE:EX" <Bonnie.Keck@gov.bc.ca>, "Ruemke-Douglas, Gillian GCPE:EX" <Gillian.Ruemke-Douglas@gov.bc.ca>, "Macpherson, Charles GCPE:EX" <Charles.Macpherson@gov.bc.ca>, Matt McLean <Matt.McLean@gov.bc.ca>

Subject: Re: Gov content update process

Hey Everyone,

Please keep me in the loop on your approaches for these sorts of content pieces, as you say Matt, there's more to come in the weeks following BC Budget. Gillian and I have connect, and she's going to reach out to Karl about escalating a new page template for 'site within a site' / sub-sites on gov.bc.ca for such purposes.

As to your point Matt, gov.bc.ca IA is service based, topical and thematic evidence design. Heron has multiple needs here which can be met with our existing architecture, but I leave it to Karl as to how he feels promotion of this material is best handled. Heron just needs a home for now. 😊

Here's the approach I want you to take, and have Karl put his two cents on the promotional side.

There are three places in the IA that you need to be concerned with:

1. Service Desk, please update the Plans page to include a new grid bucket for New Minimum Wage. It should be in alphabetical order, so you'll have to copy and paste things around. The link should go to the new location.... (getting there...)
2. Heron, please request the Service Desk to create for you a new simple URL. Heron, it could be -> gov.bc.ca/newminimumwage for example. This should point to the new location.. (getting there)
3. From an Information Architecture point of view, there are three ways to tackle this, especially when dealing with change management and promotional concept. We have WordPress marketing sites (Karl and Matt stick handle), we have sites within sites (temporary resources for promotional or aggregated campaigns), and then we have new line of business homes that purposely don't fall in with the IA. Based upon Heron's content, I'm proposing bullet 4 here...
4. New Minimum Wage – as in the writing Heron provide, it's a plan, which is why the IAAG (Information Architecture Advisor Group) created the modified version of the Initiatives, Plans & Strategies in gov.bc.ca which purposely breaks the IA limitation of 8 topics, and creates buckets. Your new home for this content is here. Service Desk, all of the content in his request that Heron provided in his document excluded the ministry home page stuff should go here.
 - a. Heron, are you with economy sector? If you are, please connect with Tom Billings. He's your sector's lead and can help populate content for you. He has keys already in this space, and if he doesn't, his team should gain access to help and the service desk can make that happen.
5. Heron, you are probably already aware, but if not, the economy sector leads the following minimum wage resources on gov.bc.ca. I would recommend touching base on this content being updated when ready.
6. Service Desk, please update the ministry home page edits that fall inline with the current template in place and edits from Heron that fit in there. These sections are to be used as essentially 'About Us' pages and link out, so there should rarely if ever have any child pages.
7. Karl/Heron, if bullet 4 isn't going to work, than it's a new sub-site on gov.bc.ca, like invasive muscles and overdose.

If this all makes sense, please update the service desk ticket with the above...

Cheers,

J

From: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Date: Wednesday, January 31, 2018 at 12:26 PM

To: "Macpherson, Charles GCPE:EX" <Charles.Macpherson@gov.bc.ca>

Cc: "Stafford, Katie GCPE:EX" <Katie.Stafford@gov.bc.ca>, "Sturrock, James GCPE:EX" <James.Sturrock@gov.bc.ca>, "Keck, Bonnie GCPE:EX" <Bonnie.Keck@gov.bc.ca>, "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, Gillian Ruemke-Douglas <Gillian.Ruemke-Douglas@gov.bc.ca>, "Hewitt, Justin GCPE:EX" <Justin.Hewitt@gov.bc.ca>

Subject: FW: Gov content update process

Thanks a lot for this Charles.

Clare Watson was one of the last holders of some of this knowledge on the Digital Comms team and she has since moved to a Comms shop. So it may help to get Heron and some of his team in on a refresher sooner rather than later as both Digital Content, and the Marketing team are getting more and more requests to make landing pages (6 in the past 2 weeks) and people are trying to circumvent the IA which I see as a big problem in the long term.

Thanks,

Matt McLean

250.812-6589

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

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From: Macpherson, Charles GCPE:EX

Sent: Wednesday, January 31, 2018 12:10 PM

To: McLean, Matt GCPE:EX; Hanuman, Heron GCPE:EX

Cc: Stafford, Katie GCPE:EX; Sturrock, James GCPE:EX; Keck, Bonnie GCPE:EX

Subject: Gov content update process

Hi Matt, Heron,

As mentioned, you want to direct ministry clients to do content updates themselves where they have access. But GCPE controlled content updates should be requested via the “GCPE COS Service Desk” when coming from the ministries. However, if it is coming from HQ, then you may want to do it yourselves, as the service desk can get back logged.

I’ve attached the reference material that the service desk uses for determining content approvals for which areas of gov.bc.ca. James Sturrock is the acting supervisor for the service desk and Bonnie Keck is the acting Technical Services Manager for the team s.22

I believe Katie has some further material she can provide on the information architecture.

.....
CHARLES MACPHERSON

Governance & Corporate Planning Specialist

GDX - Government Digital Experience Division

Government Communications & Public Engagement

Direct: 250 387 1796 | Mobile: 250 886 2348

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 1, 2018 9:32 AM
To: Zilkie, Heidi GCPE:EX; McLean, Matt GCPE:EX
Cc: Wormald, Carla GCPE:EX
Subject: RE: Pre-Video Scripts for WorkBC

Thank you Heidi for the feedback.
Much appreciated
Kathryn LeSueur

From: Zilkie, Heidi GCPE:EX
Sent: Thursday, February 1, 2018 8:33 AM
To: McLean, Matt GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX; Wormald, Carla GCPE:EX
Subject: RE: Pre-Video Scripts for WorkBC

Good morning Matt,

Below is the revised and approved 15sec script text related to people with disabilities.

“PERSONS WITH DISABILITIES :15”

VO: Are you are a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, prepare for employment, and access assistive technologies. Learn more at WorkBC.ca

Pls ensure you use this version as it has been approved by the Accessibility Secretariat as well as the GCPE SDPR Communications Director.

Cheers,
Heidi

From: McLean, Matt GCPE:EX
Sent: Monday, January 29, 2018 4:23 PM
To: Wormald, Carla GCPE:EX; Zilkie, Heidi GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Pre-Video Scripts for WorkBC

Hi Carla and Heidi,

We are currently in the final stages of getting a creative agency to work on some videos and images for promoting WorkBC. One of the key audiences we highlighted was persons with disabilities and I know this is a little late, but we are looking for some quick guidance on messaging.

For context, they are taking a bunch of videos that were created for CareerTrek which profile different careers around BC. Some of the people profiled are persons with disabilities and so we are getting the creative agency to create a separate video that features snippets of these people in their workplace. The video will be 15s long and will just quickly mention that WorkBC is a place to find all the tools you need for career planning and finding a job.

The snippets will be pulled from episodes such as:

<http://careertrekbc.ca/episode/human-resources-manager>

<http://careertrekbc.ca/episode/chartered-professional-accountant>

The ad itself will link to this section on the WorkBC website

<https://www.workbc.ca/Resources-for/People-with-Disabilities.aspx>

Currently this is what the Creative Agency sent us as the voiceover for the video for the PWD audience.

“PERSONS WITH DISABILITIES :15”

VO: Are you a person with a disability looking for work in BC? Then WorkBC has all the tools you need. Including how to get funding or assistive adaptations for your education, and how to start or expand your own business. Learn more at WorkBC.ca

We think it probably shouldn't call out PWDs so bluntly but thought we would get your advice on the best way to address an ad to speak to PWDs and the resources that WorkBC can help provide. It may even be best to just make the ad general and have the video speak for the audience, but we thought it best to run by you for your input before we reply to the creative agency.

If you have any feedback specifically for the script please let us know before Thursday, February 2nd and we will pass it on to the creative agency.

Thanks!

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](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 1, 2018 12:32 PM
To: 'Henderson, Doug'
Cc: Brophy, Patrick
Subject: RE: Elections BC contact and example

How about at 12:45? Otherwise after 3:30 pm or later for myself.
Let me know if 12:45 works for you both.

From: Henderson, Doug [mailto:Doug.Henderson@icbc.com]
Sent: Thursday, February 1, 2018 11:56 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Brophy, Patrick
Subject: RE: Elections BC contact and example

Hi Kathryn,

Thanks so much for providing this information and direction on the best way to run things through Elections BC. We're just putting the finishing touches on a package and will be sure to cc you when it goes over.

Do you have a few minutes this afternoon to talk to Patrick and I generally about advertising and what other advertising may be out there over the next month or two? Anytime between now and 2 pm or after 3:30 pm would work for us.

Thanks,

Doug

From: LeSueur, Kathryn GCPE:EX [mailto:Kathryn.LeSueur@gov.bc.ca]
Sent: Tuesday, January 30, 2018 5:23 PM
To: Henderson, Doug <Doug.Henderson@icbc.com>
Subject: FW: Elections BC contact and example

Doug,

Further to our telephone conversation this afternoon, below is an example of an email that was sent by BC Hydro to Elections BC requesting a review of advertising material ensuring content is NOT CONSIDERED ELECTION ADVERTISING prior to dissemination to the Kelowna region during the writ period of Jan. 17 to Feb. 14.

You may contact either Andrew Watson or Melanie Hull via email and include an explanation of the campaign, why it's required and creative samples. Contact information included in the emails below. If you could please copy me on the email that would be appreciated.

It has taken Elections BC one to two days to review material and then respond back.

You certainly do not need a PP presentation and a few bullets may suffice in an explanation to Elections BC about the objective/s of the campaign.

As I mentioned on the phone, GCPE is taking an abundance of caution during the writ period and at this point all traditional advertising directed to the Kelowna area, including all digital advertising provincewide, will cease unless prior approval is obtained from Elections BC.

If you have any other questions, please don't hesitate to contact me.

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

s.3

From: Dyson, Cynthia [<mailto:Cynthia.Dyson@bchydro.com>]
Sent: January-25-18 11:20 AM
To: Watson, Andrew EBC:EX <Andrew.Watson@elections.bc.ca>; Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>
Cc: Sauer, Darwin <Darwin.Sauer@bchydro.com>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Subject: BC Hydro Campaign in market Feb 12.

Hi Andrew

I put a quick deck together for you and the team at Elections BC. A few key points:

- Due to cold, winter weather, we are starting our messaging on how to save power, save money earlier than our usual March start date for the Spring conservation campaign
- Focus is on higher winter bills and providing tips, support and advice on how to save energy and therefore save money
- Campaign is driven by customer need and the cycle our customers find themselves in early in the new year (higher winter bills)
- Campaign on the whole will be digital. We will have some TSAs and some 30 second TV which will feel very social – a BC Hydro host and real BC family talking about their energy use (see clip below)
- Campaign starts Feb 12 province-wide and we have done our media buy at this point.

[Here](#) is a one minute clip of one of the online videos –the TV spot will be based on content like this

For power smart and conservation, no concerns have been raised in the past related to Elections Act advertising as the message is driven by meeting a customer benefit– save power, save money.

Please let me know when this has been reviewed

Thanks Andrew

Cynthia Dyson | Director, Corporate & Marketing Communications

BC Hydro
333 Dunsmuir St, 15th floor
Vancouver, BC V6B 5R3

P 604-623-4205
M 604-375-2963
E cynthia.dyson@bchydro.com

Smart about power in all we do.

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 1, 2018 12:37 PM
To: 'jeff lucas'
Cc: McLean, Matt GCPE:EX
Subject: RE: WorkBC script revisions

The radio buy starts March 5

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Thursday, February 1, 2018 11:30 AM
To: LeSueur, Kathryn GCPE:EX
Cc: McLean, Matt GCPE:EX
Subject: Re: WorkBC script revisions

Not sure. When is the buy scheduled to start?

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Thursday, February 1, 2018 at 11:07 AM
To: Jeff Lucas <jefflucas@tractioncreative.com>
Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>
Subject: RE: WorkBC script revisions

Jeff, Radio scripts have not been approved yet. What's the deadline for those?

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Thursday, February 1, 2018 10:27 AM
To: LeSueur, Kathryn GCPE:EX; Allison Ishida

Cc: McLean, Matt GCPE:EX
Subject: Re: WorkBC script revisions

Hi Kathryn,

We can remove indigenous from the radio scripts. The changes to the pre-roll were already completed for both categories. Before I send an updated version of everything one of the radio spots references the BC's Career Guide for Aboriginal People. Is this okay as that is what is on the website?

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>

Date: Thursday, February 1, 2018 at 10:20 AM

To: Jeff Lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>

Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Subject: WorkBC script revisions

Jeff and Allison,

Revisions to WorkBC scripts.

Indigenous

Please remove the word 'Indigenous person' from the pre-roll script, radio script and static ad. Just keep the wording generic and we'll target that group with the media buy.

Persons with Disabilities

Please update the Persons with Disabilities pre-roll script with the following:

PERSONS WITH DISABILITIES :15

VO: Are you are a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, prepare for employment, and access assistive technologies. Learn more at WorkBC.ca

This wording has been approved by several folks including the Accessibility Secretariat, so please keep it as directed.

Let me know if there are any issues with the revisions.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

Subject: Budget Discussion with Raman

Location: Raman's office

Start: Mon 2018-02-05 11:30 AM

End: Mon 2018-02-05 12:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX

Required Attendees: Dale, Raman GCPE:EX

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 1, 2018 3:38 PM
To: 'Mike Krafczyk'
Cc: Andrew Samuel
Subject: RE: Follow Up

I have received the revisions. Thanks

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Thursday, February 1, 2018 2:09 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Follow Up

Hi Kathryn,

Here are the revised FB ads and a revised storyboard for the pre-roll.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 1, 2018 5:34 PM
To: Lloyd, Evan GCPE:EX; Gibbs, Robb GCPE:EX
Cc: Zadravec, Don GCPE:EX; Kristianson, Eric GCPE:EX
Subject: FW: ICBC campaign material

Importance: High

FYI

s.3

From: Brophy, Patrick [<mailto:Patrick.Brophy@icbc.com>]

Sent: February-01-18 3:55 PM

To: Watson, Andrew EBC:EX <Andrew.Watson@elections.bc.ca>; Hull, Melanie EBC:EX <Melanie.Hull@elections.bc.ca>

Cc: Henderson, Doug <Doug.Henderson@icbc.com>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>

Subject: ICBC campaign material

Importance: High

Hi Andrew and Melanie, in light of the upcoming Kelowna bi-election, we are submitting for your review advertising that has been developed to address ICBC's financial situation and the proposed changes to the insurance system in BC. We have tentatively planned for this campaign to start the week of Feb 5th and last to March 12th.

Overview:

Currently, there is a general lack of awareness on the underlying issues that are placing extreme financial pressures on the B.C. car insurance system. With this campaign, the aim is to inform and educate residents of British Columbia to the state of car insurance in B.C., what this means for B.C. drivers in the near future, and how they can find more information on proposed changes to the insurance system. This includes:

- Highlight the contributing factors that are pressuring the current car insurance system.
- Communicate if nothing changes, what the financial impacts are to B.C. drivers' car insurance rates by 2019.
- Preview changes to the B.C. car insurance system that will focus care for injured drivers and affordable car insurance rates.
- Provide landing page URL for more detailed information to this complex topic.

Included is a presentation deck that contains the various ad mediums that are intended to be directed at the Kelowna area as part of the overall provincial campaign, that may be in market doing writ period of Jan. 17 to Feb. 14. These include:

- TV - 30 seconds spot
- Radio - 30 seconds spot
- Print Ad - 1/3 page, full colour
- Digital Banner Ad - GIF format
- YouTube Pre-roll - This will be same as the 30 second TV spot

This presentation deck also includes a summary of our intended media buy in terms of timing and provincial markets.

Please let me know if you have any questions.

Regards,
Patrick

.....
Patrick Brophy
Manager, Marketing

ICBC building trust. driving confidence.

.....
direct: 604-982-2981 | cell: 604-790-6303

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 1, 2018 6:18 PM
To: 'Mike Krafczyk'
Cc: Andrew Samuel
Subject: RE: Follow Up - ER changes

Follow Up Flag: Follow up
Flag Status: Completed

Thanks for the updated ads. I have some revisions to the ads so they look more like the poster. (change for both mature and younger group). Would also like a version of a static ad that is similar to the ballot box pre-roll.

Changes to the current static ad copy.

Top text

You have an opportunity to help decide how British Columbians elect their Members of the Legislative Assembly (MLA).

Image

Headline

Make your voice heard on how B.C. votes.

News feed link description

Take the questionnaire before Feb.28 and help shape the referendum.

Changes to Pre-roll

Slide 7

Super

Help shape the referendum on how B.C. votes. (remove *this fall*)

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Thursday, February 1, 2018 2:09 PM
To: LeSueur, Kathryn GCPE:EX

Cc: Andrew Samuel

Subject: Follow Up

Hi Kathryn,

Here are the revised FB ads and a revised storyboard for the pre-roll.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 10:22 AM
To: McLean, Matt GCPE:EX
Subject: RE: Chatterhigh

Follow Up Flag: Follow up
Flag Status: Completed

The Chatterhigh ads look good. Approved.
Kathryn

From: McLean, Matt GCPE:EX
Sent: Friday, February 2, 2018 10:19 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Chatterhigh

This is what Davin said, and Rodney said they are good to go.

Matt McLean
250.812-6589

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

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[@BCGovNews](#)
[BC Gov Facebook](#)

From: Greenwell, Davin AEST:EX
Sent: Thursday, February 1, 2018 4:12 PM
To: McLean, Matt GCPE:EX; Porter, Rodney GCPE:EX; Fernandes, Jennifer GCPE:EX; Derksen, Renee AEST:EX
Subject: RE: Chatterhigh

Besides the arrow and the power icons being cut off at the bottom on some, these look good to me.

From: McLean, Matt GCPE:EX
Sent: Thursday, February 1, 2018 4:10 PM
To: Porter, Rodney GCPE:EX; Fernandes, Jennifer GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX
Subject: FW: Chatterhigh

Hi folks,

Looking for the greenlight for big box banner images to accompany the ChatterHigh quiz questions. These don't often result in huge clickthrough numbers or anything but will likely help with brand recall and recognition for when the students do see it elsewhere on social media.

Please let me know what you think and I will get them added to ChatterHigh ASAP.

Thanks!

Matt McLean
250.812-6589
Marketing Officer – Advertising and Marketing
Government Communications and Public Engagement
Province of BC

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[BC Gov Facebook](#)

From: Allison Ishida [<mailto:AIshida@tractioncreative.com>]
Sent: Thursday, February 1, 2018 4:07 PM
To: McLean, Matt GCPE:EX
Cc: jeff lucas
Subject: Re: Chatterhigh

Hi Matt,

I wanted to get these to you with plenty of time to get in market. See attached for 4 version of the big box ad for Chatterhigh. We weren't sure about the messaging that you wanted to communicate, so we gave you a variety of options for youth/high school target.

Please let us know if you have any questions or need any tweaks made.

Thanks,
Allison

Allison Ishida ACCOUNT SUPERVISOR

778.991.2031 | TractionCreative.com

From: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Date: Monday, January 29, 2018 at 3:07 PM

To: jeff lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>

Subject: FW: Chatterhigh

Hi folks,

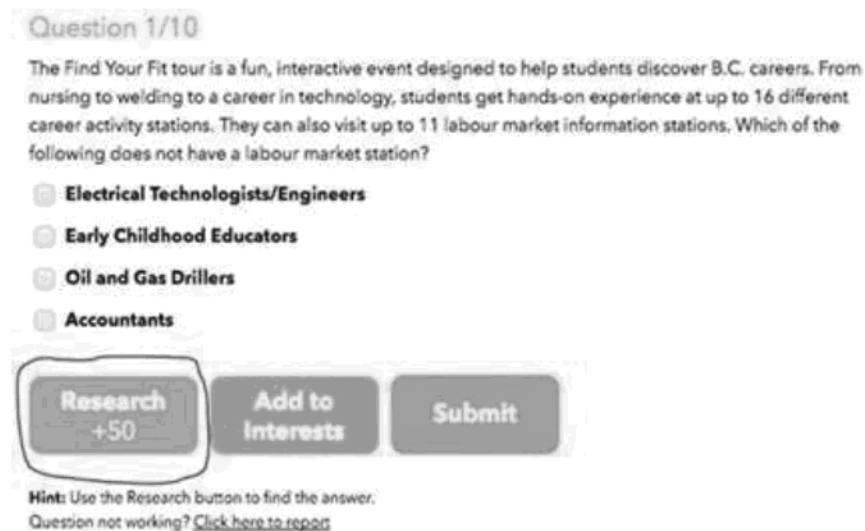
I have added this to the creative assets sheet and will be sending you an updated version of that as soon as possible. But just wanted to flag that we will need 1-3 big box ads 300x250 pixels for Chatterhigh.

I was under the impression these were square but I see they are slightly off 1:1 at 300x250. So we may need to just use the ones that were going to be 1:1 for the youth audience and trim them?

We are hoping to get these in market for next Monday so Thursday/Friday for creative deadline. The audience is high school aged children so would fit in well with the creative you had planned for the "youth" audience.

The images are clickable and appear as a box next to a quiz that high school students take.

This is what it looks like in the quiz (ignore the blue circle just see the image on the right) and attached is another image we had created recently for reference.



Can you let me know if there might be any issues with this or if you have any other questions?

Thanks!

Matt McLean

250.812-6589

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

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From: Sheryl Drake [<mailto:admin@kimbodesign.ca>]

Sent: Friday, January 26, 2018 5:26 PM

To: McLean, Matt GCPE:EX

Cc: Kelch, Kyla GCPE:EX; Hilary Loyd; Kimberley A. Pickett

Subject: RE: Chatterhigh

Hi Matt,

Just wondering if the questions you've sent earlier are the same as last Spring?

Also, for the big box banner, kindly send us 300 wide x 250 high pixel with URL.
The sooner we get this started, the better.

Thank you,
Sheryl

From: Sheryl Drake

Sent: January 26, 2018 5:17 PM

To: McLean, Matt GCPE:EX <Matt.McLean@gov.bc.ca>

Cc: Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Hilary Loyd <Accounting@kimbodesign.ca>; Kimberley A. Pickett <kim@kimbodesign.ca>

Subject: RE: Chatterhigh

Hello Matt,

Please find attached estimate to run the campaign for 59 days starting February 1 – March 31, 2018.

We would recommend starting to run the questions by February 1st to reach the target.
The potential reach will be higher once we set up the big box banners.

We're hoping to receive the questions by January 30th to write the questions into the ChatterHigh system.
Please let us know if this start date works for you.

Thank you and have a great weekend.

Best regards,
Sheryl



Sheryl Drake

ADMINISTRATION ASSISTANT

T (604) 738-6448 | F (604) 738-6468
1251 - 409 Granville St. Vancouver, BC V6C 1T2
Admin@KIMBODesign.ca | KIMBODesign.ca



From: Kimberley A. Pickett
Sent: January 26, 2018 10:12 AM
To: McLean, Matt GCPE:EX <Matt.McLean@gov.bc.ca>; Sheryl Drake <admin@kimbodesign.ca>
Cc: Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Hilary Loyd <Accounting@kimbodesign.ca>
Subject: RE: Chatterhigh

Sure things we can do that.



Kim Pickett B.Des, CGD
PRINCIPAL / CREATIVE DIRECTOR

T (604) 738-6448 | C (604) 562-8242 | F (604) 738-6468
1251 - 409 Granville St. Vancouver, BC V6C 1T2
Kim@KIMBODesign.ca | KIMBODesign.ca



From: McLean, Matt GCPE:EX [<mailto:Matt.McLean@gov.bc.ca>]
Sent: Friday, January 26, 2018 9:50 AM
To: Kimberley A. Pickett <kim@kimbodesign.ca>; Sheryl Drake <admin@kimbodesign.ca>
Cc: Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Hilary Loyd <Accounting@kimbodesign.ca>
Subject: RE: Chatterhigh

Hi Kim,

I am so sorry to make this last minute change but I have just been told we need to drop the budget to \$5k. Can you advise on the difference in potential reach/clickthrough?

Thanks,

Matt McLean
250.812-6589

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

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From: Kimberley A. Pickett [<mailto:kim@kimbodesign.ca>]
Sent: Thursday, January 25, 2018 2:52 PM
To: McLean, Matt GCPE:EX; Sheryl Drake

Cc: Kelch, Kyla GCPE:EX; Hilary Loyd

Subject: RE: Chatterhigh

Hey Matt,

Nice to here from you😊. We can absolutely do this in terms of the budget I will take this back to my team to discuss. There is not problem in getting it up ASAP.

Talk with you soon,

Kim



Kim Pickett B.Des, CGD
PRINCIPAL / CREATIVE DIRECTOR

T (604) 738-6448 | C (604) 562-8242 | F (604) 738-6468

1251 - 409 Granville St. Vancouver, BC V6C 1T2

Kim@KIMBODesign.ca | KIMBODesign.ca



From: McLean, Matt GCPE:EX [<mailto:Matt.McLean@gov.bc.ca>]

Sent: Thursday, January 25, 2018 2:16 PM

To: Kimberley A. Pickett <kim@kimbodesign.ca>; Sheryl Drake <admin@kimbodesign.ca>

Cc: Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>

Subject: Chatterhigh

Good afternoon folks,

We are looking at doing some more Chatterhigh for start ASAP running from early Feb – March 31st.

Our total budget is \$10k for Chatterhigh and plan to do both the questions, as well as the big box ad. But we are awaiting creative so will just be doing questions for now. Our plan is to have creative by first week of Feb and possibly some more questions at that time.

Could you folks please give us some advice on strategy in terms of is \$10k too much for that short time period?

I have attached a list of questions that we hope to get going ASAP. Are we able to get a cost estimate together?

Thanks!

Matt McLean

250.812-6589

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

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 12:06 PM
To: Hardin, Karl GCPE:EX
Subject: FW: Follow Up on Government of Canada Digital Advertising Project

I believe you agreed to participate in this...I wouldn't mind tagging along.
It's the timing...how about if we push this off until after budget?

From: Rob Woyzbun [mailto:robw@vecmedia.com]
Sent: Friday, February 2, 2018 11:36 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Caroline Mitchell
Subject: Fwd: Follow Up on Government of Canada Digital Advertising Project

Hello Ms. LeSueur:

I am following up with you regarding our project with Public Works Canada (details attached below). Any discussion remains confidential and is referred to as part of the aggregate interview feedback.

It would be great to gain BC's perspective!

My best regards,

Rob

Dear Ms. LeSueur:

I'm contacting you on behalf of our client, Caroline Mitchell (caroline.mitchell@tpsgc-pwgsc.gc.ca), the Director of the Advertising Coordinating and Partnerships Directorate (ACPD) of Public Works Canada.

Our firm has been retained by ACPD to review how well digital media channels are serving the advertising objectives of the Government of Canada and the Organizations charged with communicating with Canadians.

With media consumption patterns continuing to shift towards digital, GC advertising strategies have evolved. A significant proportion of GC paid advertising is now allocated to digital, with half of that digital spend on paid social media.

Our project involves a literature review and interviews with GC Organizations, representatives from the UK and Australian Governments, as well as industry associations representing Canadian advertisers and the marketing / communications industry.

The ACPD is hoping we could include the British Columbia perspective in this study in order to understand to what extent other Canadian jurisdictions have experienced this shift to paid digital advertising and how that shift has impacted overall advertising effectiveness – for better or worse.

Would it be possible to schedule a 45 minute interview sometime in the next 2 weeks? The discussion guide can be provided in advance, and of course, please verify the legitimacy of this request with Caroline.

Thank you for your consideration, and I would be happy to answer any questions you might have. A brief overview of our firm's credentials is appended below.

rob

Rob Woyzbun
Partner, COO
Director Strategy Integration



6 Hamilton Avenue, Suite 204
Ottawa, Ontario K1Y 4R1
(613) 789-7331 ext. 101

Vector Media (www.vecmedia.com) is an independent, Ottawa-based media planning and buying agency. Vector has provided public and private sector clients with paid advertising planning and buying services for 25 years. Vector has extensive experience in media planning / buying as well as communication planning, and has planned and executed numerous traditional / digital media campaigns across all media channels. They are intimately familiar with the paid digital channels that are the scope of this review. Rob Woyzbun (Project Lead) sits on the Board of Directors of the Canadian Institute of Communication Agencies (ICA) and is a Visiting Lecturer at the

Smith School of Business at Queen's University, where he has been on faculty for the past 10 years. Veronica Engelberts (Media Review Lead) is a past member of the Media Directors Council of Canada and past Director and Treasurer of NADBank (now part of Vividata).

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 12:14 PM
To: 'jeff lucas'; Doidge, Tracey GCPE:EX
Cc: Kelch, Kyla GCPE:EX
Subject: RE: Initial Opioid TV Production Invoice - Fast Payment Request

Hello Jeff,
We have received the invoice and its being processed.
Tracey/Kyla any idea when payment would be made? And it would be MH that would make the payment, correct?
Thanks Kathryn

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Friday, February 2, 2018 11:44 AM
To: LeSueur, Kathryn GCPE:EX; Stewart, Dawn M GCPE:EX
Cc: Kelch, Kyla GCPE:EX
Subject: Initial Opioid TV Production Invoice - Fast Payment Request
Importance: High

Hi Kathryn & Dawn,

Attached is the first of the Opioid TV Production invoices. Can you expedite payment of this invoice as it is the pre-production hard cost for the production company?

Can you provide me an eta as to when payment would likely be made?

Thank you.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 12:16 PM
To: 'jeff lucas'
Subject: Heads up - 1:30 pm

Hey Jeff,
Just a heads up that Regan and I are chatting at 1:30 pm today about the OD campaign.
Any sense of when we would receive the talent info on Sunday? Just so we can plan our day.
Are you available between 1:30 – 2:30 today if we need to touch base with you?

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 12:49 PM
To: Keenan, Ralph C CITZ:EX
Subject: RE: GCPE - SOPR

Thanks Ralph for your feedback. And yes if we estimate project value to be above \$75K then all Respondents are invited to compete. Much appreciated for all of this and your guidance on the RSO process.

From: Keenan, Ralph C CITZ:EX
Sent: Thursday, February 1, 2018 9:42 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: GCPE - SOPR

Hi Kathryn.

Sorry, it took me so long to get back to you. I made a couple of minor adjustments and built a quick eval guide that I hope will be helpful. I didn't try and integrate my thoughts on pricing but I'm rapidly running out of cycles this week, so thought I'd get this to you in it's current form as I won't get much more on it. From my perspective it's probably ready to go.

My only concern has to do with the pricing. I'm assuming you're inviting all available Respondents? Because you're not assessing or even asking for price, the optics are that every project could exceed 75K that would need to go to all available Respondents.

So here's what I have so far.

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, January 30, 2018 1:53 PM
To: Keenan, Ralph C CITZ:EX
Subject: GCPE - SOPR

Hello Ralph,

Thanks again for taking the time to review the SOPR and provide some guidance to the criteria and evaluation.

The intention is to send out the attached document by Wednesday or Thursday of this week.

Much appreciated,

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 1:31 PM
To: McLean, Matt GCPE:EX
Subject: RE: WorkBC script revisions

thanks Matt we just got it worked out...sometimes it's just best to pick up the phone and chat.

From: McLean, Matt GCPE:EX
Sent: Friday, February 2, 2018 1:28 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: WorkBC script revisions

Hi Kathryn,

Seems like Renee wanted to change WorkBC to add the ".ca" which is fine, and Jeff is confusing that with the other changes made. The only other issue with the copy approved by the comm shop does not include the "All the tools you need" hook which may be undesirable for consistency across programs.

So here is a happy medium that should satisfy all parties.

Original from Jeff

Are you a person with a disability looking for work in BC? Then WorkBC.ca has all the tools you need. Including how to get funding or assistive adaptations for your education, and how to start or expand your own business. Learn more at WorkBC.ca

Comm Shop

Are you a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, prepare for employment, and access assistive technologies. Learn more at WorkBC.ca

Happy medium

Are you a person with a disability who is looking for work? WorkBC.ca has all the tools you need and can help you find funding for your education, prepare for employment, and access assistive technologies. Learn more at WorkBC.ca

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](#)

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Friday, February 2, 2018 1:21 PM

To: LeSueur, Kathryn GCPE:EX; Allison Ishida

Cc: McLean, Matt GCPE:EX

Subject: Re: WorkBC script revisions

Hi Kathryn,

Below are the changes that Renee had made in the email you sent on Thursday, January 25

Are you a young person looking for work in BC? Visit the WorkBC.ca website to find all the tools you need. Including job listings, and information on how to choose a career, and get the training you need, or even start your own business. Learn more at WorkBC.ca

We made that change through all of the pre-rolls. Do they really want to change it to just this one or do we change the 2nd statement in all of them?

Jeff

Jeff Lucas GENERAL MANAGER

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From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>

Date: Friday, February 2, 2018 at 1:08 PM

To: Jeff Lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>

Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Subject: RE: WorkBC script revisions

Jeff, it's the second line that needs to be changed to reflect direction from program area. The program area was very specific in regards to the wording. I know it's a slight change but there are nuances when making these references.

Thanks so much, Kathryn

PERSONS WITH DISABILITIES :15

VO: Are you are a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, prepare for employment, and access assistive technologies. Learn more at WorkBC.ca

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Friday, February 2, 2018 12:49 PM
To: LeSueur, Kathryn GCPE:EX; Allison Ishida
Cc: McLean, Matt GCPE:EX
Subject: Re: WorkBC script revisions

Hi Kathryn,

The file has been updated.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, February 2, 2018 at 12:40 PM
To: Jeff Lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>
Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>
Subject: RE: WorkBC script revisions

The person with disabilities pre-roll has not been updated.
Please update and resend.
Thanks Kathryn

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Thursday, February 1, 2018 1:12 PM
To: LeSueur, Kathryn GCPE:EX; Allison Ishida
Cc: McLean, Matt GCPE:EX
Subject: Re: WorkBC script revisions

Hi Kathryn & Matt,

Attached are the updated pre-roll scripts. There is another change that was added based on Renee's feedback. So we are using WorkBC.ca rather than just WorkBC. This was it covers all of the program areas.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>

Date: Thursday, February 1, 2018 at 10:20 AM

To: Jeff Lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>

Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Subject: WorkBC script revisions

Jeff and Allison,

Revisions to WorkBC scripts.

Indigenous

Please remove the word 'Indigenous person' from the pre-roll script, radio script and static ad. Just keep the wording generic and we'll target that group with the media buy.

Persons with Disabilities

Please update the Persons with Disabilities pre-roll script with the following:

PERSONS WITH DISABILITIES :15

VO: Are you are a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, prepare for employment, and access assistive technologies. Learn more at WorkBC.ca

This wording has been approved by several folks including the Accessibility Secretariat, so please keep it as directed.

Let me know if there are any issues with the revisions.

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 1:33 PM
To: 'Jim Gordon'; Camillia Yuen
Subject: RE: Electoral Reform - Ethnic Media plan

Thanks much appreciated.Kathryn

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Friday, February 2, 2018 12:31 PM
To: LeSueur, Kathryn GCPE:EX; Camillia Yuen
Subject: RE: Electoral Reform - Ethnic Media plan

Hi Kathryn

The Link should be Sat Feb 24.

We'll add in the other papers and make the required delations. We will now cost out a ½ page horizontal format which will be a different amount the ½ page vertical (we do need to recall the papers as the work in modular sizes)

Jim

From: LeSueur, Kathryn GCPE:EX [mailto:Kathryn.LeSueur@gov.bc.ca]
Sent: Friday, February 2, 2018 12:20 PM
To: Camillia Yuen <Camillia.Yuen@vizeum.com>
Cc: Jim Gordon <Jim.Gordon@vizeum.com>
Subject: RE: Electoral Reform - Ethnic Media plan

Just two things.

Now looking at a ½ page horizontal format. Does the costing reflect that?

Please clarify the booking for Indo-Canadian paper, the Link – indicates Saturday Feb. 27? What is the correct date?

Please confirm, update and resend.

Thanks Kathryn

From: Camillia Yuen [<mailto:Camillia.Yuen@vizeum.com>]
Sent: Friday, February 2, 2018 12:16 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Jim Gordon
Subject: RE: Electoral Reform - Ethnic Media plan

Hi Kathryn,

Thanks for your call. See attached for the updated costing with the excluded papers and editions you requested. This sheet focuses only on the ½ page option, so I have excluded the 1/3 page tab.

We are looking into the 3 additional papers you requested (Rise Weekly, Global Chinese Press and Canadian City Post). I will send over another updated costing with these included as soon as we hear back from these vendors.

Thanks!
Camillia

From: Camillia Yuen
Sent: Thursday, February 01, 2018 4:55 PM
To: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Cc: Jim Gordon <Jim.Gordon@vizeum.com>
Subject: RE: Electoral Reform - Ethnic Media plan

Hi Kathryn,

Please see attached for the Electoral Reform print costing for the Ethnic papers.

The first tab has the 1/3 page Vertical costing. Please note, Asian Journal (South Asian paper) only has 1/3 Horizontal available.

The second tab has the ½ page costing.

Both versions include spot (red) colour for the Chinese papers and B&W for the South Asian papers.

Please let me know if you have any questions.

Thanks!
Camillia

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]
Sent: Wednesday, January 31, 2018 12:43 PM
To: Jim Gordon <Jim.Gordon@vizeum.com>
Cc: 'George Kan' <george@captusad.com>
Subject: Electoral Reform - Ethnic Media plan

Hello Jim,

Regarding the Electoral Reform ethnic media buy please provide a costing for the two options regarding the print ad.
For the budget, we can only afford print.

The budget is \$25,00 for Media Buy.
In-Market February 16 – February 27.

Suggested split of budget – 60% directed to the Chinese audience and 40% directed to the Punjabi audience.
Size of ad

- Option A - 1/3 page vertical
- Option B – ½ page vertical

*Considerations – Feb. 17th is the Chinese New year, so check availability

*How much extra would it be for the ad in Chinese newspapers only to have headline in red?

How many occasions for the budget? 2 maybe 3?
Let me know when the costing will be available.

The creative agency working on the campaign is Captus Advertising and I've cc'd the principal, George Kan, on this email as well.

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

Subject: Update with Jim
Location: by phone

Start: Mon 2018-02-05 2:00 PM
End: Mon 2018-02-05 2:30 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: Jim Gordon

LeSueur, Kathryn GCPE:EX

Subject: Update with Jim
Location: by phone

Start: Mon 2018-02-05 2:00 PM
End: Mon 2018-02-05 2:30 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: Jim Gordon

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 4:37 PM
To: 'Jim Gordon'
Subject: Please resend costing

Jim,
Please resend the costing for Post-budget – multicultural radio
The date was March 5 – 11.
Unable to find that email...with the other 100's in my inbox.
Thanks
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 2, 2018 5:14 PM
To: 'jeff lucas'; McLean, Matt GCPE:EX
Subject: RE: Voice Over Actra Buy-Out Rates

I agree. Thanks Jeff.

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Friday, February 2, 2018 3:40 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Subject: Voice Over Actra Buy-Out Rates

Hi Kathryn,

Here are the variations for the voice over of the WorkBC pre-roll spots.

- 45 days - \$2,957
- 6 months - \$3,040
- 1 Year - \$3,217

Actra does not offer a rate longer than 1 year.

Based on these costs we will secure a 1 year buyout.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 5, 2018 1:21 PM
To: 'Mike Krafczyk'
Subject: RE: FB and Pre-Roll wth update

Thanks Mike, Just waiting for sign off. Will let you know how this proceeds.

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Monday, February 5, 2018 12:18 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FB and Pre-Roll wth update

Hi Kathryn,

I hope you had a great weekend! Just making sure you got this most up-to-date version.

Best regards,

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 5, 2018 1:33 PM
To: Kelch, Kyla GCPE:EX
Subject: RE: IDIR request for contractors

Make sure Elaine is cc'd on email and/or send to her directly.

From: Kelch, Kyla GCPE:EX
Sent: Monday, February 5, 2018 12:23 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: IDIR request for contractors

All three have signed a confidentiality agreement. Should I send the form from Tracey to them directly or to Elaine?

Kyla

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 5, 2018 12:14 PM
To: Kelch, Kyla GCPE:EX
Subject: FW: IDIR request for contractors

FYI – check names for confidentiality agreements.

From: Sturrock, James GCPE:EX
Sent: Monday, February 5, 2018 11:27 AM
To: Doidge, Tracey GCPE:EX; Hardin, Karl GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: IDIR request for contractors

Thanks all,

I'm putting in the priority order right now. Please confirm the exact IDIR expiry-date for these folks.

March 31, 2019?
Feb 5, 2019?

Thanks,
James Sturrock
GCPE Service Desk Lead
GDX - Government Digital Experience Division
Government Communications & Public Engagement
EMAIL - CALL - IM

From: Doidge, Tracey GCPE:EX
Sent: Monday, February 5, 2018 10:28 AM
To: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Sturrock, James GCPE:EX <James.Sturrock@gov.bc.ca>
Cc: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Subject: RE: IDIR request for contractors

Thanks Karl.

James: please proceed, as long as Kathryn has no concerns.

Each individual accessing the Government network using their own device(s), will have to sign the attached "Contractor Device Access Agreement"; I will touch base with Kathryn to confirm this hasn't already been done upon signing of their Standing Offer.

Thank you,
Tracey

From: Hardin, Karl GCPE:EX
Sent: Monday, February 5, 2018 9:46 AM
To: Doidge, Tracey GCPE:EX; Sturrock, James GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Re: IDIR request for contractors

Hi Tracey,

They're hired under the Standing Offer on Stob 67 with NOW Communications. Looping in Kathryn if you have questions about the contract.

Thanks
k

--

Karl Hardin

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

From: "Doidge, Tracey GCPE:EX" <Tracey.Doidge@gov.bc.ca>
Date: Monday, February 5, 2018 at 9:44 AM
To: "Sturrock, James GCPE:EX" <James.Sturrock@gov.bc.ca>
Cc: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Subject: RE: IDIR request for contractors

Morning James,

I am not aware of these contractors.

Thank you,
Tracey

From: Sturrock, James GCPE:EX
Sent: Monday, February 5, 2018 9:13 AM
To: Doidge, Tracey GCPE:EX
Subject: FW: IDIR request for contractors

Good Morning Tracey,

Please confirm that contracts have been signed for these 3 contractors. Please also confirm end-date and name-spelling.

I've been told the justification for these IDIRs is as follows:

- High priority status with executive backing
- Justification: the purpose is the creation of the new WordPress multiste, workingforyou.gov.bc.ca which is in support of BC Budget 2018.
- The contractors DO NOT require a government email address
- They DO require VPN access

Thanks!

James Sturrock

GCPE Service Desk Lead

GDX - Government Digital Experience Division

Government Communications & Public Engagement

[EMAIL](#) – [CALL](#) – [IM](#)

From: Hardin, Karl GCPE:EX
Sent: Friday, February 2, 2018 4:09 PM
To: GCPE Service Desk GCPE:EX <gcpe.servicedesk@gov.bc.ca>
Cc: Hewitt, Justin GCPE:EX <Justin.Hewitt@gov.bc.ca>; McLean, Matt GCPE:EX <Matt.McLean@gov.bc.ca>
Subject: IDIR request for contractors

Hi folks,

I need IDIR's for contractors, for 1 year.

Here's their information:

Nate King - nate@nowgroup.com
Travis Bolander - travis@nowgroup.com
Nicolas Gomez - nicolas@nowgroup.com

Thank you,

Karl

--

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

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 5, 2018 3:23 PM
To: 'jeff lucas'
Subject: RE: check in this afternoon?

How about at 3:45?

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Monday, February 5, 2018 3:06 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: check in this afternoon?

Hi Katheryn,

Yes

When do you want to chat?

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Monday, February 5, 2018 at 3:02 PM
To: Jeff Lucas <jefflucas@tractioncreative.com>
Subject: check in this afternoon?

Jeff, Are you available for a quick call this afternoon to check in on the various campaigns?

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 5, 2018 5:40 PM
To: McAndrews, Caroline GCPE:EX; McLean, Matt GCPE:EX
Subject: RE: Advertising agency and cost

Carline, thanks for the nudge...what's your deadline for a budget breakdown for the advertising costs?

From: McAndrews, Caroline GCPE:EX
Sent: Monday, February 5, 2018 4:39 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Subject: FW: Advertising agency and cost

Hi Matt/Kathryn: do you think this might work for a basic breakdown of the costs for the campaign?
TOTALs.12,s.13

-
-
-

From: Mas, Sophie B PSSG:EX
Sent: Monday, February 5, 2018 4:23 PM
To: McAndrews, Caroline GCPE:EX
Subject: Advertising agency and cost

Hi Caroline,

Any news about where we are at with retaining an ad agency, as well as breakdown of costs for public education and awareness campaign? The question came up today at a briefing meeting so I thought I would follow up.

Thank you.
Sophie

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 6, 2018 11:26 AM
To: Kelch, Kyla GCPE:EX
Cc: McLean, Matt GCPE:EX
Subject: RE: URGENT - Review

It's my understanding that research will be conducted separately.

From: Kelch, Kyla GCPE:EX
Sent: Tuesday, February 6, 2018 11:10 AM
To: LeSueur, Kathryn GCPE:EX
Cc: McLean, Matt GCPE:EX
Subject: RE: URGENT - Review

Both Matt and I have reviewed and have only made a few formatting changes.

Will research be included in this or will that be done separately? Matt recalls Robb mentioning this as well.

Kyla

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 6, 2018 10:33 AM
To: Kelch, Kyla GCPE:EX; McLean, Matt GCPE:EX
Subject: URGENT - Review

Attached is the SOPR for Cannabis...please review and consolidate comments to Kyla.
Kyla, please add your contact info.
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 6, 2018 3:35 PM
To: Pratt, Andrew GCPE:EX
Subject: RE: International marketing

Andrew, no issues what so ever... s.13,s.22

From: Pratt, Andrew GCPE:EX
Sent: Tuesday, February 6, 2018 2:23 PM
To: LeSueur, Kathryn GCPE:EX
Subject: International marketing

s.13,s.22

Andrew Pratt

Director, Graphic Communications
Government Communications and Public Engagement
4th floor, 617 Government Street, Victoria, BC V8W 9V1
T: **250 356-8120**
F: 250 387-6070

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[BCID Website](#)

[Graphics 411 Information and Resources](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 6, 2018 4:04 PM
To: 'Jim Gordon'
Subject: RE: Corus - One more revision

Thanks Jim for catching this...

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Tuesday, February 6, 2018 4:03 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Corus - One more revision

They had removed the Home Page takeover and news story so I've asked them to put back in

Jim

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 6, 2018 4:53 PM
To: Kelch, Kyla GCPE:EX
Subject: FW: Proposal Request - Cannabis Education and Awareness campaign

Here's another question...and the answer is yes!

From: McPhedran, Neil [mailto:neil.mcphedran@greyvancouver.com]
Sent: Tuesday, February 6, 2018 4:52 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Proposal Request - Cannabis Education and Awareness campaign

Hi Kathryn.

Thanks for the opportunity. Yes, I'm confirming GREY will be submitting a proposal response.

Quick question: per the 5-page limit, does this include creative samples?

Best regards.

Neil

GREY | Famously effective since 1917
Neil McPhedran, General Manager
1200-736 Granville Street
Vancouver, BC V6Z 1G3
t. 604.484.3251 | m. 604.364.3644
@namcphedran
grey.com/canada

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Tuesday, February 6, 2018 at 12:10 PM

To: David Walker <dwalker@stbernadine.com>, "nathan@pointblankcreative.ca" <nathan@pointblankcreative.ca>, "jacquiearnatt@surbiastudios.com" <jacquiearnatt@surbiastudios.com>, George Kan <george@captusad.com>, 'jeff lucas' <jefflucas@tractioncreative.com>, "joanne@nowgroup.com" <joanne@nowgroup.com>, 'Patty Jones' <Patty.Jones@ddbcanada.com>, "Mathew.Stockton@camppacific.com" <Mathew.Stockton@camppacific.com>, 'Richard Fisher' <richard@trapeze.ca>, "McPhedran, Neil" <neil.mcphedran@greyvancouver.com>

Subject: Proposal Request - Cannabis Education and Awareness campaign

Good Afternoon,

GCPE is reaching out to advertising agencies on its Standing Offer list effective January 1, 2018, regarding a cannabis education and awareness information campaign.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your agency will be submitting a proposal for this request or declining the opportunity. The deadline to respond to this request is **2 pm, on February 13, 2018.**

Thank you for considering this request and I look forward to reviewing the proposals.

Regards,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

[Grey Group Disclaimer](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 8:16 AM
To: Dale, Raman GCPE:EX
Cc: Gibbs, Robb GCPE:EX
Subject: Re: STOB 67 Funds

s.12,s.13,s.17

s.12,s.13,s.17

Raman Dale, CPA, CMA

A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement

Phone: (250) 920-8810

From: Gibbs, Robb GCPE:EX

Sent: Tuesday, February 6, 2018 5:49 PM

To: LeSueur, Kathryn GCPE:EX; Dale, Raman GCPE:EX

Subject: RE: STOB 67 Funds

Hi,

s.12,s.13,s.17

Tks,

R

Robb Gibbs

ADM – Strategic Communications

Government Communications & Public Engagement

P: 1-778-698-7469

C: 1-778-584-1242

From: LeSueur, Kathryn GCPE:EX

Sent: Tuesday, February 6, 2018 5:48 PM

To: Dale, Raman GCPE:EX

Cc: Gibbs, Robb GCPE:EX

Subject: STOB 67 Funds

Hello Raman,
s.12,s.13,s.17

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 10:05 AM
To: Kelch, Kyla GCPE:EX
Subject: RE: Proposal Request - Cannabis Education and Awareness campaign

Excellent. Thanks

From: Kelch, Kyla GCPE:EX
Sent: Wednesday, February 7, 2018 9:14 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Proposal Request - Cannabis Education and Awareness campaign

I've got an e-mail ready to go once you've had a chance to talk to Karl about the website example.

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 6, 2018 4:27 PM
To: Kelch, Kyla GCPE:EX
Subject: FW: Proposal Request - Cannabis Education and Awareness campaign

FYI....

From: Mathew Stockton [<mailto:mathew.stockton@camppacific.com>]
Sent: Tuesday, February 6, 2018 1:01 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Proposal Request - Cannabis Education and Awareness campaign

Hello Kathryn,

I hope you're well.

This is clear. However I have one question. Websites can be a bit 'how long is a piece of string.' I would want to scope to the appropriate needs on this. Do you have an example website that supported a similar campaign, or one that represents a similar functionality that I could use as a basis?

Kind Regards,
Mathew

On Tue, Feb 6, 2018 at 12:09 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Good Afternoon,

GCPE is reaching out to advertising agencies on its Standing Offer list effective January 1, 2018, regarding a cannabis education and awareness information campaign.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your agency will be submitting a proposal for this request or declining the opportunity. The deadline to respond to this request is **2 pm, on February 13, 2018.**

Thank you for considering this request and I look forward to reviewing the proposals.

Regards,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising

Government Communications and Public Engagement

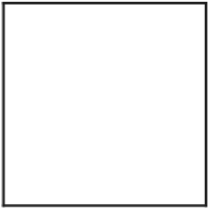
Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

--

MATHEW STOCKTON
VP, DIRECTOR OF CLIENT SERVICES



500 - 1085 HOMER STREET,
VANCOUVER, BC, CANADA V6B 1J4
M +1 604 788 3150 CAMPPACIFIC.COM

This email and any files transmitted are confidential and intended solely for the use of the individual or entity to which they are addressed. If you have received this email in error, please notify us immediately and permanently delete it from your computer.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 10:47 AM
To: Lloyd, Evan GCPE:EX
Subject: RE: Possible print ad(s)

Regarding the agency, not sure but giving that some thought.

Regarding the buy, any idea which papers or key US markets? It can get tricky purchasing US media – and in some cases must be prepaid and of course in US dollars, so it's expensive.

From: Lloyd, Evan GCPE:EX
Sent: Wednesday, February 7, 2018 9:57 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Possible print ad(s)

If in some possible (entirely hypothetical) scenario we needed to prepare some clever, impactful print - for placement in a couple of key US markets - on how - if you care about protecting Coastal waters from oil spills, you should consider purchasing BC wine - to whom would we turn? Again, hypothetical - but if this were to be directed - we'd need rapid turn around (i.e. hours/days)

Evan

Sent from my iPad

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 11:49 AM
To: McLean, Matt GCPE:EX
Subject: FW: Pre-roll Ads for Electoral Reform

Matt, please read Tanya's comments....I'm going to request the URL be included in the pre-roll ad for ER.
I'd like to hear your opinion on this.

From: Twynstra, Tanya L GCPE:EX
Sent: Wednesday, February 7, 2018 11:06 AM
To: LeSueur, Kathryn GCPE:EX; Hardin, Karl GCPE:EX
Subject: Pre-roll Ads for Electoral Reform

Hey there I just wondered if there is any chance of having the URL for electoral reform on the end card of the pre-roll ads.

When people share the video they may not also share the link that we include in the post, so I would like the video to show the URL. In addition for Instagram it is difficult to include a clickable link in the post so the video will be a link to nowhere. That is what I noticed with the ads we did over Christmas.

Thank you.

Tanya Twynstra
Director, Citizen Engagement
GDX – Government Digital Experience Division
Government Communications and Public Engagement
4th floor, 617 Government Street | Victoria BC | 250-507-2163

To find out more about BC government citizen engagement opportunities please visit:



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 11:51 AM
To: McAndrews, Caroline GCPE:EX; Mas, Sophie B PSSG:EX
Subject: RE: Advertising agency and cost

No worries....we confirmed deadlines and \$\$ amounts

From: McAndrews, Caroline GCPE:EX
Sent: Wednesday, February 7, 2018 11:50 AM
To: LeSueur, Kathryn GCPE:EX; Mas, Sophie B PSSG:EX
Subject: RE: Advertising agency and cost

Sorry all, dealing with some other issues this morning. Missed this.

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 11:27 AM
To: Mas, Sophie B PSSG:EX
Cc: McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

Up to \$300,000. That's the high budget number. I'll call you at 11:30 am.

From: Mas, Sophie B PSSG:EX
Sent: Wednesday, February 7, 2018 11:25 AM
To: LeSueur, Kathryn GCPE:EX; McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

I am free at 11:30. s.12,s.13

s.12,s.13

are you looking for to spend in this FY?

As far as funds available for this fiscal year, I can check and get back to you. How much

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 11:16 AM
To: McAndrews, Caroline GCPE:EX

Cc: Mas, Sophie B PSSG:EX
Subject: RE: Advertising agency and cost

Any chance you have time for a quick phone call at 11:30 to discuss s.12,s.13

I need to know about timing? From past emails, I believe PSSG plans to submit the s.12,s.13

Is that correct?

Does PSSG have any funds for this current fiscal to support strategic and creative development of materials?

Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Monday, February 5, 2018 4:39 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Subject: FW: Advertising agency and cost

Hi Matt/Kathryn: do you think this might work for a basic breakdown of the costs for the campaign?

TOTAL :s.12,s.13

-
-
-

From: Mas, Sophie B PSSG:EX
Sent: Monday, February 5, 2018 4:23 PM
To: McAndrews, Caroline GCPE:EX
Subject: Advertising agency and cost

Hi Caroline,

Any news about where we are at with retaining an ad agency, as well as breakdown of costs for public education and awareness campaign? The question came up today at a briefing meeting so I thought I would follow up.

Thank you.
Sophie

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 1:19 PM
To: 'Jim Gordon'
Subject: RE: Opioids

Regan and I are in Surry tomorrow shooting a commercial. We should have an answer Friday. Sorry about the delay.

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Wednesday, February 7, 2018 10:46 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Opioids

How are approvals coming along for this.

Jim

Jim Gordon

SVP / Managing Director, Vizeum Vancouver
T (604) 408-8117 | M (604) 506-1195
jim.gordon@vizeum.com | vizeum.ca



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 9:26 PM
To: jefflucsdbs@gmail.com
Subject: Fwd: WorkBC voice selections

Resending email

Sent from my iPhone

Begin forwarded message:

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: February 7, 2018 at 4:26:24 PM PST
To: 'jeff lucas' <jefflucas@tractioncreative.com>
Subject: WorkBC voice selections

Jeff, we agree with the talent selections for the WorkBC pre-roll videos...
All three sound good..s.22

Thanks Kathryn

Received a message delivery notice, that the earlier email could not be delivered.

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 8, 2018 7:50 AM
To: Smith, George AG:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: Re: Electoral Reform - Approval required - Digital ads

George

Thanks for the feedback. The pre-roll animation version of the ad addresses 'Help shape the referendum' more so than the static ads. With the static ads it's under the headline - Make your voice heard. Will direct the agency for a version with Help Shape the Referendum in the top text line. Will keep it straightforward. How does that sound?

Sent from my iPhone

On Feb 7, 2018, at 5:03 PM, Smith, George AG:EX <George.Smith@gov.bc.ca> wrote:

Hi Kathryn,
As mentioned previously, the phrase "Make your voice heard on how BC votes" suggests perhaps that this engagement is the referendum. However given the character limitation and the reference to the questionnaire itself, MDE is not overly concerned. What do you think of adding "Help shape the referendum" in the post text (max 125 characters)?

Let me know.

Thanks!

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 10:42 AM
To: Smith, George AG:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: FW: Electoral Reform - Approval required - Digital ads

George, any feedback on the ads? I know it's been a busy couple of days for your MO.
Let me know.
Thanks Kathryn

From: LeSueur, Kathryn GCPE:EX
Sent: Saturday, February 3, 2018 1:49 PM
To: Smith, George AG:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: Electoral Reform - Approval required - Digital ads

Please find attached proposed ads for the digital campaign to promote engagement for Electoral Reform.

GCPE DM, Evan Lloyd, signed off on the ads late Friday. Please review with the minister and let me know feedback.

Once minister approves, the next step is to seek approval from Elections BC so ads may air during the writ period for Kelowna byelection. If all goes well, plan to have ads in the marketplace Feb. 7.

Also in development are print ads to reach ethnic community, specifically Chinese and Punjabi audiences. The placement of the Chinese and Punjabi ads in select ethnic newspapers will happen once translated materials are posted on website.

Let me know if there are any questions and I look forward to the feedback,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 8, 2018 9:55 AM
To: Kelch, Kyla GCPE:EX
Subject: Electoral Reform-Ad size

Kyla, let's go ahead with display ads for the digital buy for ER.

Please provide Mike at St. B with sizes. The budget supports this so no problem from that perspective. I've given them direction to proceed with the one display ad - seniors.

KL

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 9:24 AM
To: Kelch, Kyla GCPE:EX; McLean, Matt GCPE:EX
Subject: FW: Pre-roll animation

Let me know what you guys think...especially at the end.

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Thursday, February 8, 2018 5:26 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Pre-roll animation

Hi Kathryn,

Please have a look and give me a call to discuss at your convenience tomorrow:

https://www.dropbox.com/s/qacbigcq282x2hn/HWV_AnimatedVideo_Feb8.mp4?dl=0

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 11:00 AM
To: 'Mike Krafczyk'
Subject: RE: Results to February 7th - FYI only

Thanks for this...yes the mailer has had quite the impact. Plus the additional material on the website.

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Friday, February 9, 2018 10:30 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Results to February 7th - FYI only

Good morning Kathryn!

Just thought I'd send over a quick summary of results to date for the Electoral Reform campaign (web stats courtesy of Jamie Ralph).

The new site went live on January 26, and the mailer started hitting (I believe) on about January 30th.

The original site was launched on November 23rd and in the first week saw 17,730 site visits. The visits dropped off significant after that - a total of about 31,200 visits were made to the original site in the nine weeks after it was launched (average of roughly 3,500 visits a week, but that's heavily skewed by a big first week).

The average time users spent on the site during that period was about 11 minutes and the average questionnaire completion rate was 26% (that is: the number of questionnaires completed in full divided by the site visits).

Prior to our campaign launch, the total completed questionnaires stood at 11,294.

Post launch

In the first week since the new site went live (and the mailer began to drop) saw 21,530 visits, and the second week (ending Wednesday) saw 38,819 visits - for a total 60,349.

A total of 35,480 questionnaires were completed - a 59% completion rate. The average time spent on the site by users was about 15 minutes - four minutes longer than the old site.

Summary

In just two weeks:

- Total site visits have increased 93%
- Average weekly site visits have increased about 760%
- The total number of completed questionnaires have more than tripled
- Average time spent on site has increased by 36%
- The questionnaire completion rate has more than doubled.

As an interesting aside, with a total of 46,774 completed questionnaires, we've engaged about 1.3% of BC's adult population (roughly 3.6 million), which would be considered a robust sample size in a random survey.

Although a look at the analytics would confirm this, it seems reasonable to conclude that the new content has engaged people and kept them on the site longer. It's also reasonable to hypothesize that this higher level of engagement is leading to a higher questionnaire completion rate.

It'll be interesting to see if the trend continues as the effects of the mailer begin to wear off. However, as you noted, the advertising hasn't kicked in yet either.

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 1:12 PM
To: Kelch, Kyla GCPE:EX
Subject: RE: KL responses to agency questions

Question: May we subcontract a portion of the work?

Answer: Yes, terms of the RSO allow agencies to subcontract work but must have pre-approval from GCPE of the sub-contractor/s before work commences.

Question: Is there a separate stream of outreach work or do you want us to include some of that in the plan? For example, the best way to reach one of the target audiences is not through paid advertising. We would envision putting together a communications and outreach plan.

Answer: Communications planning and outreach needs are currently being assessed by individual ministries such as Education, Labour, Health and Children and Family Development to name a few. The successful agency or agencies would work in collaboration with GCPE and program areas specific to a ministry on how best to reach a particular target audience and suggested tactics. Depending on budgets, timelines and scope of work some of that work maybe done in-house.

From: Kelch, Kyla GCPE:EX
Sent: Friday, February 9, 2018 11:52 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Quick question

Additional questions.

From: Nathan Lusignan [<mailto:nathan@pointblankcreative.ca>]
Sent: Friday, February 9, 2018 11:04 AM
To: Kelch, Kyla GCPE:EX
Subject: Re: Quick question

Hi Kyla,

A question on the FH front ASAP would be brilliant given that the RFP is due Tuesday, but understand we're one of many vying for your time. Specifically, we'd like to sub a portion of the strategic counsel/planning portion at the beginning of this project.

Additional questions:

- Do you have research on your target audiences? Attitudes on Marijuana etc.

- Is there a separate stream of outreach work or do you want us to include some of that in the plan. For example, the best way to reach teachers is likely via the BCTF and school districts not through paid advertising. We would envision putting together a communications and outreach plan and also a tool kit of materials they can use.

Thanks so much!

Cheers,
Nate

On 9 February 2018 at 10:53, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi Nathan,

Thanks for your question. Are you able to send me an e-mail with your additional questions? We should have an answer to you by this afternoon.

Thank you,

Kyla

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services

Government Communications and Public Engagement

Phone: [\(250\) 896-6348](tel:2508966348)

From: Nathan Lusignan [<mailto:nathan@pointblankcreative.ca>]

Sent: Friday, February 9, 2018 10:07 AM

To: Kelch, Kyla GCPE:EX

Subject: Quick question

Hi Kyla,

Can we hop on a quick call when you get a chance? Just need to confirm that it's OK to bring in Fleishman for the strategic counsel part of the cannabis project. Also had a few additional questions regarding research and non-advertising tactics.

Cheers,

Nate

--

Nathan Lusignan
PRINCIPAL, POINT BLANK CREATIVE

Suite 301, 505 Hamilton St, Vancouver, BC V6B 2R1
(TEL) [604-813-0100](tel:604-813-0100) | pointblankcreative.ca

--

Nathan Lusignan
PRINCIPAL, POINT BLANK CREATIVE

Suite 301, 505 Hamilton St, Vancouver, BC V6B 2R1
(TEL) [604-813-0100](tel:604-813-0100) | pointblankcreative.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 1:45 PM
To: 'Mike Krafczyk'
Cc: Andrew Samuel
Subject: RE: ER Display and FB

Mike, these look great. Would it be possible to combine the FB and static ads into one document for MO?

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Friday, February 9, 2018 12:33 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: ER Display and FB

Hi Kathryn,

Revised based on our conversation. Please have a look!

Display Ads

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 1:55 PM
To: Lloyd, Evan GCPE:EX
Cc: Gibbs, Robb GCPE:EX
Subject: RE: BN

Yes, I'll start an Issue Note. Ministries involved would be Finance and Agriculture. Please conform. Which ministry is paying for ad?

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

From: Lloyd, Evan GCPE:EX
Sent: Friday, February 9, 2018 1:24 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Gibbs, Robb GCPE:EX
Subject: BN

Kathryn I'd like your help in preparing a briefing note on the pending ad. Robb will send you the deck and creative brief from the agency. We need to ad context, rationale, as well as process, but details and cost. (Useful to see if there are any precedential such notes). Basically looking to inform advise the MO and DM prior to launch. Need this or something similar today.

E

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 2:00 PM
To: Kelch, Kyla GCPE:EX
Subject: RE: Responses: RE: Proposal Request - Cannabis Education and Awareness campaign

Approved. Please send out to all agencies.
Kathryn

From: Kelch, Kyla GCPE:EX
Sent: Friday, February 9, 2018 1:31 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Responses: RE: Proposal Request - Cannabis Education and Awareness campaign

Bolded answers are for review.

Hi Everyone,

Here are the answers to your questions regarding the Cannabis Education and Awareness campaign. Let us know if you have any others.

Question: Does pricing need to be included?

Answer: No, pricing does not need to be included with your proposal.

Question: Do you have an example of a website that supported a similar campaign, or one that represents a similar functionality that could be used as a basis?

Answer: www.stopoverdosebc.ca

Question: Per the 5-page limit, does this include creative samples?

Answer: Yes.

Question: May we subcontract a portion of the work?

Answer: Yes, terms of the RSO allow agencies to subcontract work but must have pre-approval from GCPE of the sub-contractor/s before work commences.

Question: Do we need to include full bios of team members whose bios were already provided in the original submission?

Answer: No. You will only be required to submit a bio if you are adding a new team member to the project.

Question: Are you looking for a full resourcing plan and/or tactics that support a marketing strategy?

Answer: We are looking for your agency's proposed project management approach for how you will plan and develop a marketing strategy along with project samples that demonstrate your experience with projects of similar nature.

Question: Is there a separate stream of outreach work or do you want us to include some of that in the plan? For example, the best way to reach one of the target audiences is not through paid advertising. We would envision putting together a communications and outreach plan.

Answer: Communications planning and outreach needs are currently being assessed by individual ministries such as Education, Labour, Health and Children and Family Development to name a few. The successful agency or agencies would work in collaboration with GCPE and program areas specific to a ministry on how best to reach a particular target audience and suggested tactics. Depending on budgets, timelines and scope of work some of that work maybe done in-house.

Regards,
Kyla

Kyla Kelch
Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement
Phone: (250) 896-6348

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>

Date: Tuesday, February 6, 2018 at 12:10 PM

To: David Walker <dwalker@stbernadine.com>, "nathan@pointblankcreative.ca" <nathan@pointblankcreative.ca>, "jacquiearnatt@surbiastudios.com" <jacquiearnatt@surbiastudios.com>, George Kan <george@captusad.com>, 'jeff lucas' <jefflucas@tractioncreative.com>, "joanne@nowgroup.com" <joanne@nowgroup.com>, 'Patty Jones' <Patty.Jones@ddbcanada.com>, "Mathew.Stockton@campacific.com" <Mathew.Stockton@campacific.com>, 'Richard Fisher' <richard@trapeze.ca>, "McPhedran, Neil" <neil.mcphedran@greyvancouver.com>

Subject: Proposal Request - Cannabis Education and Awareness campaign

Good Afternoon,

GCPE is reaching out to advertising agencies on its Standing Offer list effective January 1, 2018, regarding a cannabis education and awareness information campaign.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your agency will be submitting a proposal for this request or declining the opportunity. The deadline to respond to this request is **2 pm, on February 13, 2018.**

Thank you for considering this request and I look forward to reviewing the proposals.

Regards,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

[Grey Group Disclaimer](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 4:14 PM
To: Lowe, Mike GCPE:EX
Subject: RE: contact info

Here's the contact info for Captus Advertising. I didn't forget, just busy....

Captus Advertising – George Kan, President, Suite 408, 788 Beatty Street, Vancouver BC, V6B 2M1
email: George@captusad.com
Phone: 604 640 4364

From: Lowe, Mike GCPE:EX
Sent: Friday, February 9, 2018 3:54 PM
To: LeSueur, Kathryn GCPE:EX
Subject: contact info

Hi Kathryn – when you have a sec can you flip me the contact info for George as discussed?
Thx.

Mike Lowe | ADM, Communications Operations
Government Communications and Public Engagement
Desk: 778-698-7411 Cell: 778-584-1247

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 4:16 PM
To: 'Mike Krafczyk'
Subject: RE: Update on recording

No let's do this on Tuesday. We need to get moving on these. Thanks

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Friday, February 9, 2018 3:24 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Update on recording

Hi Kathryn,

The sound studio is booked in for Wednesday afternoon. Unfortunately, I won't have voice and music options for you to review until Tuesday morning (Monday being a holiday). Do you think you'll need more than a day to approve a voice? If so, I can move the session back by a day.

Please let me know.

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 11, 2018 3:06 PM
To: Mike Krafczyk
Cc: Andrew Samuel
Subject: Re: Voice Options

Agree with approach. Thanks

Sent from my iPhone

On Feb 11, 2018, at 2:31 PM, Mike Krafczyk <mkrafczyk@stbernadine.com> wrote:

Hi Kathryn,
s.22

I'll let the studio know to put a tentative on s.22 for Wednesday afternoon, but see if s.22 might also be available (just in case).

Send me a text at s.22 if anything changes.

Best regards,



ST BERNADINE

Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



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On Feb 11, 2018, at 1:50 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

I've had a chance to listen to the voices and I'm leaning towards a male voice for the pre-roll.
I've narrowed down my selection to either s.22 (BTW, already using s.22 for another Gov't project)
With preference to s.22. Do you have a recommendation?
Kathryn

From: Andrew Samuel [<mailto:asamuel@stbernadine.com>]
Sent: Friday, February 9, 2018 5:14 PM
To: Mike Krafczyk
Cc: LeSueur, Kathryn GCPE:EX
Subject: Re: Voice Options

Hi Kathryn! Have a look in the link below for a Dropbox link. Cheers! Andrew.

<https://www.dropbox.com/sh/5gey0gd80lnw01d/AAA3mDJvAFJtHq2Ptgtq5lsUa?dl=0>

On Feb 9, 2018, at 4:33 PM, Mike Krafczyk <mkrafczyk@stbernadine.com> wrote:

Hi Kathryn,

We managed to get the voice options in ahead of schedule.

Please let me know if your able to option this ZIP file. If not, we'll try a dropbox link.

I'll be on my cell at s.22 for the remainder of the day.

Best regards,

<HWV Demos REels.zip>

<image001.jpg>

Mike Krafczyk | Partner
mkrafczyk@stbernadine.com
Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com

<~WRD019.jpg><~WRD019.jpg><~WRD019.jpg>

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 11, 2018 3:59 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: Update on GCPE side on public education

Yes, I have it...thanks

From: McAndrews, Caroline GCPE:EX
Sent: Sunday, February 11, 2018 2:47 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Update on GCPE side on public education

Hi K: I think I sent a second one with attachment

Sent from my iPhone

On Feb 11, 2018, at 2:01 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hey Caroline, no attachment. Please resend on Tuesday. Thanks Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Friday, February 9, 2018 2:58 PM
To: Mas, Sophie B PSSG:EX
Cc: McLachlin, Jessica PSSG:EX; Roberts, Michelle J GCPE:EX; Sitter, Donna GCPE:EX; Watson, Lori A PSSG:EX; Latham, Hope GCPE:EX; LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Subject: Update on GCPE side on public education

Hi Sophie: We have been engaging with other p/t communications shops to brainstorm on how they are managing the public education material coordination.

Great info and most seem to be at the same juncture we are at so we are sharing ideas on how to pull the needs together and organize.

We've also come up with a few Q's for the feds which we will address on the Tuesday call.

So far we've spoken to MB, PEI, Yukon and Sask. AB and NWT are lined up and still waiting to hear on the others.

In addition, Michelle put together a timeline of where we are at to date for announcements and materials, and generally plans for going forward – TBC (attached).

Have a great weekend!

C

Caroline McAndrews

Communications Director

Ministry of Public Safety and Solicitor General

T: 250 356-1196 | C: 250 208-3254

Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 12, 2018 2:42 PM
To: McRae, Meghan GCPE:EX
Cc: Zaharia, Sarah GCPE:EX
Subject: RE: MEDIA REQUEST: High res BC Wine ad for Global

Let me check into this.

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

From: McRae, Meghan GCPE:EX
Sent: Monday, February 12, 2018 2:35 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Zaharia, Sarah GCPE:EX
Subject: MEDIA REQUEST: High res BC Wine ad for Global

Hi Kathryn,

I just had a call from Global, they're asking for a high res version of the BC wine ad, so they can show it on air tonight.

Do you have a version that I can share with them?

Thanks,
Meghan

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 12, 2018 5:25 PM
To: jeff lucas
Subject: Accepted: Opioid TV Feedback

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 9:07 AM
To: 'Jim Gordon'
Subject: RE: Opioids - OOH

Thanks Jim. Let me know if you would like to discuss further.

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Tuesday, February 13, 2018 7:59 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Opioids - OOH

We'll confirm a few details on the wild postings as well as explore other potential options for the budget.

Jim

From: LeSueur, Kathryn GCPE:EX [mailto:Kathryn.LeSueur@gov.bc.ca]
Sent: Friday, February 9, 2018 5:31 PM
To: Jim Gordon <Jim.Gordon@vizeum.com>
Subject: Opioids - OOH

Jim, regarding the OOH media buy, reconsidering the wild postings....don't have enough information about where the postings are going to be and how they will be managed.

Could we explore increasing the interior transit buy, taxis screens and posting in elevators? Also what about electronic bill boards in Lower Mainland.

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 9:24 AM
To: Robb Gibbs (Robb.Gibbs@gov.bc.ca); Lloyd, Evan GCPE:EX
Subject: FW: CHAN: Ensor/Notley - BC wine campaign

According to Global TV, the BC Gov't has launched an advertising campaign to promote the industry across Canada. Where did Global get that info?

From: Kelch, Kyla GCPE:EX
Sent: Tuesday, February 13, 2018 9:21 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: CHAN: Ensor/Notley - BC wine campaign

From: tno@gov.bc.ca [<mailto:tno@gov.bc.ca>]
Sent: Monday, February 12, 2018 6:22 PM
Subject: CHAN: Ensor/Notley - BC wine campaign

CHAN (Global BC - Vancouver)
Global BC News Hour
12-Feb-2018 18:08

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 9:45 AM
To: 'jeff lucas'; McLean, Matt GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX
Subject: RE: WorkBC Pre-Roll First Drafts UPDATED

Jeff, thanks for the reminder. It's on my list to review today.
Thanks Kathryn

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Tuesday, February 13, 2018 9:43 AM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX
Subject: Re: WorkBC Pre-Roll First Drafts UPDATED

Hi All,

Looking for feedback and approval on the pre-rolls so we can maintain our delivery schedule.

Thanks

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Jeff Lucas <jefflucas@tractioncreative.com>
Date: Friday, February 9, 2018 at 12:12 PM
To: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>, "Derksen, Renee AEST:EX" <Renee.Derksen@gov.bc.ca>, "Greenwell, Davin AEST:EX" <Davin.Greenwell@gov.bc.ca>
Subject: FW: WorkBC Pre-Roll First Drafts UPDATED

Hi All,

We now have all six pre-rolls posted at <https://vimeopro.com/barbershopfilms/workbc/video/255093847>

In addition, we have updated the end slate of the first pre-roll I sent earlier that was missing the Gov't of BC logo.

Please review all spots and provide any feedback and approval.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Jeff Lucas <jefflucas@tractioncreative.com>

Date: Friday, February 9, 2018 at 9:51 AM

To: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>, "Derksen, Renee AEST:EX" <Renee.Derksen@gov.bc.ca>, "Greenwell, Davin AEST:EX" <Davin.Greenwell@gov.bc.ca>

Cc: Allison Ishida <Alshida@tractioncreative.com>

Subject: WorkBC Pre-Roll First Draft

Hi All,

Here is a link to the first rough cut of the pre-roll ads needed for the WorkBC Information Campaign. We wanted you to approve this spot for general tone and use of graphics. Watch with and without sound. Many viewers will not have their sound on.

Here is the link for the clip entitled "Apprentices" <https://vimeo.com/254956761/612075a016>

Any feedback required we will apply to the other spots and complete building them.

Thanks

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 10:04 AM
To: 'Ryan MacDonald'; Jim Gordon
Subject: RE: Question - BC wine Ad

Thanks so much for working your magic. The ad placement was excellent for such short notice....just a miss communication here on BC vs National. How much more would the national buy have cost us?

From: Ryan MacDonald [mailto:Ryan.MacDonald@vizeum.com]
Sent: Tuesday, February 13, 2018 9:55 AM
To: LeSueur, Kathryn GCPE:EX; Jim Gordon
Subject: RE: Question - BC wine Ad

Hi Kathryn,

Yes I believe we could have made the National Edition. The cutoff was Thursday, but we pushed to receive an extension for Friday materials. As it was all handled past deadline, it's never a guarantee, but we do our best to work our magic 😊

Hope you had a great long weekend.

Thanks,
Ryan

From: LeSueur, Kathryn GCPE:EX [mailto:Kathryn.LeSueur@gov.bc.ca]
Sent: Tuesday, February 13, 2018 9:31 AM
To: Jim Gordon <Jim.Gordon@vizeum.com>; Ryan MacDonald <Ryan.MacDonald@vizeum.com>
Subject: Question - BC wine Ad

Hey just a quick question about the BC Wine ad.
The placement for the Globe and Mail was for the BC Edition only.
No issues here, just wondering if we could have had a national placement on such short notice?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 11:01 AM
To: Sherlock, Stephanie GCPE:EX; Joshi, Shruti GCPE:EX
Cc: Lowe, Mike GCPE:EX
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Thanks for the clarification.

From: Sherlock, Stephanie GCPE:EX
Sent: Tuesday, February 13, 2018 10:08 AM
To: LeSueur, Kathryn GCPE:EX; Joshi, Shruti GCPE:EX
Cc: Lowe, Mike GCPE:EX
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Tomorrow should be ok ☺
s.22

You may want to ask Scott Ryckman if Ajaib (Punjabi TNO) can help. As it stands – s.22
Let's revisit this tomorrow

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 10:04 AM
To: Sherlock, Stephanie GCPE:EX; Joshi, Shruti GCPE:EX
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Of course thanks. Maybe tomorrow?

From: Sherlock, Stephanie GCPE:EX
Sent: Tuesday, February 13, 2018 9:55 AM
To: LeSueur, Kathryn GCPE:EX; Joshi, Shruti GCPE:EX
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Kathryn – Shruti is unable to assist this morning

She is tied wup with Throne speech obligations and translations.

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 9:51 AM
To: Joshi, Shruti GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: FW: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Shruti,

Any chance you have time this morning to review the attached ad? If so, please review the Punjabi version to make sure the content is aligned with the English version.

Thanks so much,
Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]
Sent: Tuesday, February 13, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Kathryn,

Hope you had a great long weekend!

Attached please find the revised English ad with "February" updated for your approval. The same Punjabi ad is attached here again just in case.

Submission deadline :

ENGLISH AD
Today at NOON - INDO-CANADIAN VOICE

PUNJABI AD
Today by 4pm - CHARHDI KALA

Thanks!
Yuii

On Sun, Feb 11, 2018 at 1:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

George, thanks for the update. I have another slight change – **February should be spelled out not Feb**

Please update and resend. What time is the deadline on Tuesday?

From: George Kan [<mailto:george@captusad.com>]

Sent: Friday, February 9, 2018 6:28 PM

To: LeSueur, Kathryn GCPE:EX

Cc: yuii@captusad.com

Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Since there are a couple of early material deadlines next week, so here are the revised English and Punjabi ad based on your suggested changes.

Please let me know if they are approved and we can submit them on Tuesday.

We will revise the Chinese ads by moving the *How we Vote* logo to the bottom on Tuesday. Will send you a revised proof then.

Have a nice long weekend!

George

George Kan

Partner/Creative Director



Suite 408, 788 Beatty Street

Vancouver, B.C. V6B 2M1

Direct: 604.638.2227

Fax: 604.638.2237

www.captusad.com

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]

Sent: Friday, February 09, 2018 5:47 PM

To: 'George Kan'

Cc: 'Yuii Leung'

Subject: RE: Electoral Reform campaign Chinese and Punjabi ads

George just a few changes to the ads;

1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark – the logos should be side by side.
2. Members should be capitalized (first line...Members of the Legislative Assembly).
3. And the call to action needs to read..."Go to engage.gov.bc.ca/HowWeVote to take the questionnaire."

Thanks so much,

Kathryn

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 11:02 AM
To: 'Pooja Sekhon'
Subject: RE: Translation

Thanks for letting me know of your services.
Kathryn LeSueur

From: Pooja Sekhon [mailto:pooja@poojasekhon.com]
Sent: Tuesday, February 13, 2018 10:35 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Translation

Hi Kathryn: I am contacting you to offer translation, proof reading and editing services of documents including (but not limited to) news releases, promotional materials, educational materials, flyers, brochures, medical reports, letters, websites etc. in Punjabi, Hindi and Urdu.

I own MindStrong Communications Ltd. with a friend and colleague Dr. Jasmeen Kaur (PhD). We are a team of seasoned professionals with expertise in translating documents, ensuring that the essence of message remains intact.

As you know, ethnic communication requires specialised understanding of the community and I can confidently say that I have that understanding since I have been a South Asian media person for over a decade. I have developed a unique skill that enables me to understand the right messaging for the South Asian community.

My partner Dr. Jasmeen Kaur is a PhD in Punjabi language and she too has been involved in the South Asian media for a long time. Jasmeen has been copy writing and script writing in Punjabi for South Asian media for over 8 years. She deeply understands the cultural nuances and connotations and is proficient in translating and presenting the message keeping the soul of the message intact.

I definitely want you to know that we understand the confidentiality aspect of the documents being translated including news releases. We also know that translation of news or press releases need accuracy and are time sensitive. That's why we offer speedy service. I can assure you that our rates are very competitive.

I believe that we can play a key role in ensuring that the message of the government is not diluted in translation and the essence of the message is preserved when it reaches the South Asian community.

After all, nobody would want the message to be lost in translation.

I am hopeful that we will get an opportunity to work with you.

Thank you

Pooja Sekhon

MindStrong Communications Ltd.

(Website coming soon)

604 700 7900

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 11:07 AM
To: Li, Joseph GCPE:EX
Subject: FW: REVISED Electoral Reform campaign English and Punjabi ads
Attachments: BCGOV_how_we_vote_Traditional_ad_Feb13.pdf; BCGOV_how_we_vote__simplified_ad_Feb13.pdf

Joseph, attached are the Chinese ads. Please review and let me know what you think. I sent the English version in an earlier email.
Thanks Kathryn

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Tuesday, February 13, 2018 10:28 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Attached please find the updated ad proofs for both Traditional and Simplified Chinese.
We revised the Chinese ads by moving the *How we Vote* logo to the bottom.

Regards,
Yuii

On Tue, Feb 13, 2018 at 9:43 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Yuii,

Thanks for sending these. Will get approval shortly.

Would it be possible to send the updated Chinese ads today?

Kathryn

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Tuesday, February 13, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Kathryn,

Hope you had a great long weekend!

Attached please find the revised English ad with "February" updated for your approval. The same Punjabi ad is attached here again just in case.

Submission deadline :

ENGLISH AD

Today at NOON - INDO-CANADIAN VOICE

PUNJABI AD

Today by 4pm - CHARHDI KALA

Thanks!

Yuii

On Sun, Feb 11, 2018 at 1:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

George, thanks for the update. I have another slight change – **February should be spelled out not Feb**

Please update and resend. What time is the deadline on Tuesday?

From: George Kan [<mailto:george@captusad.com>]

Sent: Friday, February 9, 2018 6:28 PM

To: LeSueur, Kathryn GCPE:EX

Cc: yuii@captusad.com

Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Since there are a couple of early material deadlines next week, so here are the revised English and Punjabi ad based on your suggested changes.

Please let me know if they are approved and we can submit them on Tuesday.

We will revise the Chinese ads by moving the *How we Vote* logo to the bottom on Tuesday. Will send you a revised proof then.

Have a nice long weekend!

George

George Kan

Partner/Creative Director



Suite 408, 788 Beatty Street

Vancouver, B.C. V6B 2M1

Direct: 604.638.2227

Fax: 604.638.2237

www.captusad.com

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]

Sent: Friday, February 09, 2018 5:47 PM

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Subject: RE: Electoral Reform campaign Chinese and Punjabi ads

George just a few changes to the ads;

1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark – the logos should be side by side.

2. Members should be capitalized (first line...Members of the Legislative Assembly).
3. And the call to action needs to read..."Go to engage.gov.bc.ca/HowWeVote to take the questionnaire."

Thanks so much,

Kathryn

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 12:01 PM
To: Kristianson, Eric GCPE:EX
Subject: Re: actions

Will do

Sent from my iPhone

On Feb 13, 2018, at 12:00 PM, Kristianson, Eric GCPE:EX <Eric.Kristianson@gov.bc.ca> wrote:

No, but can you come see me when you get back?

Thanks

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 11:59 AM
To: Kristianson, Eric GCPE:EX
Subject: Re: actions

Eric s.22
Kathryn

Will be at least 20 minutes. An IN was prepared - have you seen that?

Sent from my iPhone

On Feb 13, 2018, at 11:54 AM, Kristianson, Eric GCPE:EX <Eric.Kristianson@gov.bc.ca> wrote:

Kathryn, can you give me a call about wine ad buys at your earliest convenience?

Thanks

Eric Kristianson
ADM Strategic Issues
GCPE
778-584-1248

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 12:06 PM
To: Twynstra, Tanya L GCPE:EX
Cc: Bronee, Amy GCPE:EX
Subject: Re: Householder mailer process

Looking forward to seeing the updated version. Thanks in advance to you both.
Kathryn

Sent from my iPhone

On Feb 13, 2018, at 11:30 AM, Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca> wrote:

Amy this is great, I have a few suggestions as well, including how and when to include Service BC in the discussion.

Let's up to date this and resend to Kathryn.

From: Bronee, Amy GCPE:EX
Sent: Tuesday, February 13, 2018 11:28 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Twynstra, Tanya L GCPE:EX
Subject: Householder mailer process

Hi Kathryn,

You had requested some notes on how to send a household mailer based on our experience with How We Vote. Please see the attached one-pager of notes and tips. Hope that helps with your upcoming Cannabis mailer!

Amy Bronee
Outreach Coordinator | Citizen Engagement
Government Communications and Public Engagement
Government of British Columbia
250 818-1556

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 2:31 PM
To: 'Mike Krafczyk'
Cc: Andrew Samuel; Kelch, Kyla GCPE:EX
Subject: RE: Revised Deck and Video - approved

Mike, the digital ads for Electoral Reform are approved. Should be in the marketplace by Thursday, Feb. 15.
What's your estimate on when the pre-roll be completed? I believe the v/o session is booked for Wednesday?
Kathryn

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Friday, February 9, 2018 3:13 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Revised Deck and Video

Hi Kathryn,

Sorry for the delay (was having e-mail issues of my own):

Here's the updated video and the presentation deck for the display and Facebook ads.

Video Link:

https://www.dropbox.com/s/x9ffzlngfiph21f/HWV_AnimatedVideo_Feb9.mp4?dl=0

Facebook and Display:

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 2:32 PM
To: Mas, Sophie B PSSG:EX
Cc: McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

That's great news. Thanks so much.

From: Mas, Sophie B PSSG:EX
Sent: Tuesday, February 13, 2018 2:26 PM
To: LeSueur, Kathryn GCPE:EX
Cc: McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

Yes it would be.

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 1:19 PM
To: Mas, Sophie B PSSG:EX
Cc: McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

Sophie, just to confirm the \$300K, via JV, would be for this fiscal? (spend by March 31, 2018)
Kathryn

From: Mas, Sophie B PSSG:EX
Sent: Tuesday, February 13, 2018 12:46 PM
To: LeSueur, Kathryn GCPE:EX
Cc: McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

Hi Kathryn,

I have confirmed that the Secretariat can cover the \$300K via JV.

s.12,s.13

Thank you.
Sophie

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 11:27 AM
To: Mas, Sophie B PSSG:EX
Cc: McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

Up to \$300,000. That's the high budget number. I'll call you at 11:30 am.

From: Mas, Sophie B PSSG:EX
Sent: Wednesday, February 7, 2018 11:25 AM
To: LeSueur, Kathryn GCPE:EX; McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

I am free at 11:30. s.12,s.13

s.12,s.13

are you looking for to spend in this FY?

. As far as funds available for this fiscal year, I can check and get back to you. How much

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 11:16 AM
To: McAndrews, Caroline GCPE:EX
Cc: Mas, Sophie B PSSG:EX
Subject: RE: Advertising agency and cost

Any chance you have time for a quick phone call at 11:30 to discuss s.12,s.13

I need to know about timing? From past emails, I believe PSSG plans to submit the s.12,s.13

Is that correct?

Does PSSG have any funds for this current fiscal to support strategic and creative development of materials?

Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Monday, February 5, 2018 4:39 PM

To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX

Subject: FW: Advertising agency and cost

Hi Matt/Kathryn: do you think this might work for a basic breakdown of the costs for the campaign?

TOTAL s.12,s.13

-
-
-

From: Mas, Sophie B PSSG:EX

Sent: Monday, February 5, 2018 4:23 PM

To: McAndrews, Caroline GCPE:EX

Subject: Advertising agency and cost

Hi Caroline,

Any news about where we are at with retaining an ad agency, as well as breakdown of costs for public education and awareness campaign? The question came up today at a briefing meeting so I thought I would follow up.

Thank you.

Sophie

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 2:47 PM
To: McLean, Matt GCPE:EX
Subject: RE: WorkBC - Facebook Images

We need to discuss the images here. I've reviewed some of the pics but not all of them. One of the pics I had an issue with.
Kathryn

From: Allison Ishida [mailto:AIshida@tractioncreative.com]
Sent: Tuesday, February 13, 2018 1:31 PM
To: McLean, Matt GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX; jeff lucas
Subject: WorkBC - Facebook Images

Hi Matt,
Attached, please find the Facebook images that we've pulled together for the campaign based on the copy document and your Assets Planning Chart. Where we could, we have used images from the Hightail link that you provided. There were many images missing, so we have sourced other images for use.

Also, as a bonus, we have created a simple "Icon Only" option for both Facebook sizes (1080x1080 and 1200x628). These can be used with any category.

At this point, we have only provided the .jpg options. If these are all approved, then if required, we can also provide a .png version.

Please let us know if you have any questions.

Thanks,
Allison

Allison Ishida ACCOUNT SUPERVISOR

778.991.2031 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 3:06 PM
To: Dale, Raman GCPE:EX; Gibbs, Robb GCPE:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Advertising agency and cost

s.13,s.17

From: Dale, Raman GCPE:EX
Sent: Tuesday, February 13, 2018 2:47 PM
To: LeSueur, Kathryn GCPE:EX; Gibbs, Robb GCPE:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Advertising agency and cost

s.13,s.17

Raman Dale, CPA, CMA
A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement
Phone: (250) 920-8810

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 2:37 PM
To: Dale, Raman GCPE:EX; Gibbs, Robb GCPE:EX
Subject: FW: Advertising agency and cost

s.13,s.17

Any thoughts or suggestions on my forecast?

From: Mas, Sophie B PSSG:EX
Sent: Tuesday, February 13, 2018 12:46 PM
To: LeSueur, Kathryn GCPE:EX

I have confirmed that the Secretariat can cover the \$300K via JV.

s.12,s.13

Thank you.
Sophie

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Cc: McAndrews, Caroline GCPE:EX
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Sent: Wednesday, February 7, 2018 11:25 AM
To: LeSueur, Kathryn GCPE:EX; McAndrews, Caroline GCPE:EX
Subject: RE: Advertising agency and cost

I am free at 11:30. s.12,s.13

s.12,s.13). As far as funds available for this fiscal year, I can check and get back to you. How much are you looking for to spend in this FY?

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Cc: Mas, Sophie B PSSG:EX
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Any chance you have time for a quick phone call at 11:30 to discuss s.12,s.13

I need to know about timing? From past emails, I believe PSSG plans to submit the s.12,s.13
Does PSSG have any funds for this current fiscal to support strategic and creative development of materials?
Kathryn

Is that correct?

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TOTALs.12,s.13

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Thank you.
Sophie

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 3:23 PM
To: 'Yuii Leung'
Cc: George Kan
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Yuii, the Punjabi ad has been approved as well. Thank you. Kathryn LeSueur

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Tuesday, February 13, 2018 11:45 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Great thanks to Kathryn! We will proceed with submission.

Regards,
Yuii

On Tue, Feb 13, 2018 at 11:33 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Yuii and George,

The ad for the Indo-Canadian Voice has been approved.

Thanks Kathryn

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Tuesday, February 13, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Kathryn,

Hope you had a great long weekend!

Attached please find the revised English ad with "February" updated for your approval. The same Punjabi ad is attached here again just in case.

Submission deadline :

ENGLISH AD

Today at NOON - INDO-CANADIAN VOICE

PUNJABI AD

Today by 4pm - CHARHDI KALA

Thanks!

Yuii

On Sun, Feb 11, 2018 at 1:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

George, thanks for the update. I have another slight change – **February should be spelled out not Feb**

Please update and resend. What time is the deadline on Tuesday?

From: George Kan [<mailto:george@captusad.com>]
Sent: Friday, February 9, 2018 6:28 PM
To: LeSueur, Kathryn GCPE:EX
Cc: yuii@captusad.com
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Since there are a couple of early material deadlines next week, so here are the revised English and Punjabi ad based on your suggested changes.

Please let me know if they are approved and we can submit them on Tuesday.

We will revise the Chinese ads by moving the *How we Vote* logo to the bottom on Tuesday. Will send you a revised proof then.

Have a nice long weekend!

George

George Kan

Partner/Creative Director



Suite 408, 788 Beatty Street

Vancouver, B.C. V6B 2M1

Direct: 604.638.2227

Fax: 604.638.2237

www.captusad.com

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2. Members should be capitalized (first line...Members of the Legislative Assembly).
3. And the call to action needs to read..."Go to engage.gov.bc.ca/HowWeVote to take the questionnaire."

Thanks so much,

Kathryn

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 4:55 PM
To: Gibbs, Robb GCPE:EX; Lloyd, Evan GCPE:EX
Subject: RE: media request - Buy B.C. Wine campaign

s.13,s.17

From: Gibbs, Robb GCPE:EX
Sent: Tuesday, February 13, 2018 4:25 PM
To: Lloyd, Evan GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: media request - Buy B.C. Wine campaign

s.13,s.17

Tks,

Robb

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Bob Mackin [<mailto:bob@thebreaker.news>]
Sent: Tuesday, February 13, 2018 3:30 PM
To: Lloyd, Evan GCPE:EX
Cc: Gibbs, Robb GCPE:EX
Subject: Fwd: media request - Buy B.C. Wine campaign

RESENDING.

Hello Evan,

What is the budget for the advertising campaign to promote B.C. wine, in reaction to the Alberta ban on B.C. wine imports?

Which companies from the GCPE preferred suppliers' list (RSO ON-008771) were involved in the creation, production and placement of the ads?

Sincerely,

Bob Mackin

reporter, theBreaker.news

604-982-9130

--

Read [theBreaker.news](#)

Tweet [@theBreakernews](#)

--

Read [theBreaker.news](#)

Tweet [@theBreakernews](#)

LeSueur, Kathryn GCPE:EX

Subject: Listen to playback for WorkBC
Location: my office

Start: Wed 2018-02-14 10:00 AM
End: Wed 2018-02-14 10:30 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: McLean, Matt GCPE:EX

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 5:18 PM
To: Greenwell, Davin AEST:EX; 'jeff lucas'; McLean, Matt GCPE:EX; Derksen, Renee AEST:EX
Subject: RE: WorkBC Pre-Roll First Drafts UPDATED

Hey Davin thanks for your comment. I'm recommending the scripts stay as approved. The language structure for this and in most advertising copy, is more conversational and thus allows us to bend the rules somewhat. Also, not everyone will watch this with audio/voice over.
Kathryn

From: Greenwell, Davin AEST:EX
Sent: Tuesday, February 13, 2018 4:37 PM
To: 'jeff lucas'; McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX; Derksen, Renee AEST:EX
Subject: RE: WorkBC Pre-Roll First Drafts UPDATED

Hi all,

This is great work.

One piece of feedback for most of the videos – there is a word that we can cut out to make the script clearer:

We ask “are you a ____ ...” and follow it up with “Then WorkBC.ca has...” However, the word “then” only makes sense to use when we use the word “if” in the preceding question.

My recommendation is that we cut “Then” from the following videos:

- 01
- 02
- 03
- 05

The others (04 and 06) do not include “Then” and sound good to me.

Best regards,
Davin

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Tuesday, February 13, 2018 2:24 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX
Subject: Re: WorkBC Pre-Roll First Drafts UPDATED

Hi Matt,

Sure not a problem.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>
Date: Tuesday, February 13, 2018 at 2:23 PM
To: Jeff Lucas <jefflucas@tractioncreative.com>, Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>, "Derksen, Renee AEST:EX" <Renee.Derksen@gov.bc.ca>, "Greenwell, Davin AEST:EX" <Davin.Greenwell@gov.bc.ca>
Subject: RE: WorkBC Pre-Roll First Drafts UPDATED

Hi Jeff,

Working on some feedback for these ASAP. I understand recording is happening tomorrow so will try get this to you quickly.

But wanted to flag a major change here to the youth script. I know we agreed on what you had but after hearing it in the video we have agreed it might need some tweaking.

Original:

Are you a young person looking for work in BC? Then WorkBC.ca has all the tools you need. Including job listings, and information on how to choose a career, and get the training you need, or even start your own business. Learn more at WorkBC.ca

Proposed change:

Are you a young person planning your career or looking for a job? Then WorkBC.ca has all the tools you need. Including job listings, and information on how to choose a career, and get the training you need, or even start your own business. Learn more at WorkBC.ca

Will try to get the other comments to you ASAP.

Thanks,

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](#)

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Friday, February 9, 2018 12:12 PM

To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX; Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX

Subject: FW: WorkBC Pre-Roll First Drafts UPDATED

Importance: High

Hi All,

We now have all six pre-rolls posted at <https://vimeopro.com/barbershopfilms/workbc/video/255093847>

In addition, we have updated the end slate of the first pre-roll I sent earlier that was missing the Gov't of BC logo.

Please review all spots and provide any feedback and approval.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Jeff Lucas <jefflucas@tractioncreative.com>

Date: Friday, February 9, 2018 at 9:51 AM

To: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>, "Derksen, Renee AEST:EX" <Renee.Derksen@gov.bc.ca>, "Greenwell, Davin AEST:EX" <Davin.Greenwell@gov.bc.ca>

Cc: Allison Ishida <Alshida@tractioncreative.com>

Subject: WorkBC Pre-Roll First Draft

Hi All,

Here is a link to the first rough cut of the pre-roll ads needed for the WorkBC Information Campaign. We wanted you to approve this spot for general tone and use of graphics. Watch with and without sound. Many viewers will not have their sound on.

Here is the link for the clip entitled "Apprentices" <https://vimeo.com/254956761/612075a016>

Any feedback required we will apply to the other spots and complete building them.

Thanks

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 9:14 AM
To: Joshi, Shruti GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Shruti, thanks for the feedback. The ad went out yesterday to the CHARHDI KALA.
Kathryn

From: Joshi, Shruti GCPE:EX
Sent: Wednesday, February 14, 2018 9:09 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathrine,
Went through the ad.

Roughly translated into English this is what the Punjabi version says:

Punjabi: Your voice can change BC's voting system.
English: Make your voice heard on how BC Votes

Punjabi version of the text
How should members of BC's legislative assembly (MLA) be chosen?
We need your help to decide this. Before Feb 28th, share your views through our online form and help make the referendum.
English: You have an opportunity to help decide how British Columbians elect their Members of the Legislative Assembly (MLA). Take the questionnaire before February 28 and help shape the referendum.

How We Vote - translated in Punjabi says "How Should we vote"

In my opinion the ad agency needs to revisit the translation as it does not truly capture the neutral essence of the English version.

Shruti Prakash-Joshi
Media Relations Officer
Government Communications & Public Engagement
Shruti.Joshi@gov.bc.ca TEL # 778-587-4521

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 9:51 AM
To: Joshi, Shruti GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: FW: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Shruti,
Any chance you have time this morning to review the attached ad? If so, please review the Punjabi version to make sure the content is aligned with the English version.
Thanks so much,
Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]
Sent: Tuesday, February 13, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Kathryn,

Hope you had a great long weekend!

Attached please find the revised English ad with "February" updated for your approval. The same Punjabi ad is attached here again just in case.

Submission deadline :

ENGLISH AD
Today at NOON - INDO-CANADIAN VOICE

PUNJABI AD
Today by 4pm - CHARHDI KALA

Thanks!
Yuii

On Sun, Feb 11, 2018 at 1:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

George, thanks for the update. I have another slight change – **February should be spelled out not Feb**

Please update and resend. What time is the deadline on Tuesday?

From: George Kan [<mailto:george@captusad.com>]

Sent: Friday, February 9, 2018 6:28 PM

To: LeSueur, Kathryn GCPE:EX

Cc: yuii@captusad.com

Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Since there are a couple of early material deadlines next week, so here are the revised English and Punjabi ad based on your suggested changes.

Please let me know if they are approved and we can submit them on Tuesday.

We will revise the Chinese ads by moving the *How we Vote* logo to the bottom on Tuesday. Will send you a revised proof then.

Have a nice long weekend!

George

George Kan

Partner/Creative Director



Suite 408, 788 Beatty Street

Vancouver, B.C. V6B 2M1

Direct: 604.638.2227

Fax: 604.638.2237

www.captusad.com

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]

Sent: Friday, February 09, 2018 5:47 PM

To: 'George Kan'

Cc: 'Yuii Leung'

Subject: RE: Electoral Reform campaign Chinese and Punjabi ads

George just a few changes to the ads;

1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark – the logos should be side by side.
2. Members should be capitalized (first line...Members of the Legislative Assembly).
3. And the call to action needs to read..."Go to engage.gov.bc.ca/HowWeVote to take the questionnaire."

Thanks so much,

Kathryn

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 9:19 AM
To: McAndrews, Caroline GCPE:EX; McLean, Matt GCPE:EX
Cc: Roberts, Michelle J GCPE:EX; Sitter, Donna GCPE:EX; Latham, Hope GCPE:EX
Subject: RE: Connecting

Agreed. Thanks Caroline.

From: McAndrews, Caroline GCPE:EX
Sent: Wednesday, February 14, 2018 8:48 AM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Roberts, Michelle J GCPE:EX; Sitter, Donna GCPE:EX; Latham, Hope GCPE:EX
Subject: FW: Connecting

Hi K/M: see below. I will give s.16 an initial call to suss this and at this point of course we have nothing formal to share. She may be best suited to be connected via LDB, but I can get a better idea after the call.

From: s.16
Sent: Wednesday, February 14, 2018 8:44 AM
To: McAndrews, Caroline GCPE:EX
Cc: s.16
Subject: Connecting

Hello Caroline

s.16

Page 134

Withheld pursuant to/removed as

s.16

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 10:10 AM
To: 'jeff lucas'; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: RE: Voice Over - WorkBC.ca

We have received the link and will call shortly.

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Wednesday, February 14, 2018 10:08 AM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: Voice Over - WorkBC.ca
Importance: High

Hi All,

Here is a link to the pre-roll videos with our talent Saffron doing the reads. They are placed on the original pre-roll images. The images will be updated later.

<https://www.webcargonet/d/13299401/s0lJWdJfla/>

Let me know if you have any questions. Please call to confirm your approval.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 10:48 AM
To: 'jeff lucas'; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: RE: WorkBC Disability Read Updated

The read sounds great...all good. Just need to smooth out the mix....looking forward to the final.
Many thanks everyone!
Kathryn

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Wednesday, February 14, 2018 10:44 AM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: Re: WorkBC Disability Read Updated
Importance: High

Hi Kathryn & Matt,

Have a listen to this updated version and confirm you are okay with this read.

<https://www.webcargo.net/d/13299772/pRMv7pP2B0/>

Thanks

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Wednesday, February 14, 2018 at 10:26 AM
To: Jeff Lucas <jefflucas@tractioncreative.com>
Subject: FW: WorkBC script revisions

Please check the script for Persons with disabilities spot.

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Friday, February 2, 2018 1:31 PM
To: LeSueur, Kathryn GCPE:EX; Allison Ishida
Cc: McLean, Matt GCPE:EX
Subject: Re: WorkBC script revisions

Hi Kathryn,

Attached is updated scripts

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, February 2, 2018 at 1:25 PM
To: Jeff Lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>
Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>
Subject: RE: WorkBC script revisions

I'm going to phone you. Thanks Kathryn

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Friday, February 2, 2018 1:21 PM
To: LeSueur, Kathryn GCPE:EX; Allison Ishida
Cc: McLean, Matt GCPE:EX
Subject: Re: WorkBC script revisions

Hi Kathryn,

Below are the changes that Renee had made in the email you sent on Thursday, January 25

Are you a young person looking for work in BC? Visit the WorkBC.ca website to find all the tools you need. Including job listings, and information on how to choose a career, and get the training you need, or even start your own business. Learn more at WorkBC.ca

We made that change through all of the pre-rolls. Do they really want to change it to just this one or do we change the 2nd statement in all of them?

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>

Date: Friday, February 2, 2018 at 1:08 PM

To: Jeff Lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>

Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Subject: RE: WorkBC script revisions

Jeff, it's the second line that needs to be changed to reflect direction from program area. The program area was very specific in regards to the wording. I know it's a slight change but there are nuances when making these references.

Thanks so much, Kathryn

PERSONS WITH DISABILITIES :15

VO: Are you are a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, prepare for employment, and access assistive technologies. Learn more at WorkBC.ca

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Friday, February 2, 2018 12:49 PM

To: LeSueur, Kathryn GCPE:EX; Allison Ishida

Cc: McLean, Matt GCPE:EX

Subject: Re: WorkBC script revisions

Hi Kathryn,

The file has been updated.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>

Date: Friday, February 2, 2018 at 12:40 PM

To: Jeff Lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>

Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Subject: RE: WorkBC script revisions

The person with disabilities pre-roll has not been updated.

Please update and resend.

Thanks Kathryn

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Thursday, February 1, 2018 1:12 PM

To: LeSueur, Kathryn GCPE:EX; Allison Ishida

Cc: McLean, Matt GCPE:EX

Subject: Re: WorkBC script revisions

Hi Kathryn & Matt,

Attached are the updated pre-roll scripts. There is another change that was added based on Renee's feedback. So we are using WorkBC.ca rather than just WorkBC. This was it covers all of the program areas.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Thursday, February 1, 2018 at 10:20 AM
To: Jeff Lucas <jefflucas@tractioncreative.com>, Allison Ishida <Alshida@tractioncreative.com>
Cc: "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>
Subject: WorkBC script revisions

Jeff and Allison,

Revisions to WorkBC scripts.

Indigenous

Please remove the word 'Indigenous person' from the pre-roll script, radio script and static ad. Just keep the wording generic and we'll target that group with the media buy.

Persons with Disabilities

Please update the Persons with Disabilities pre-roll script with the following:

PERSONS WITH DISABILITIES :15

VO: Are you are a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, prepare for employment, and access assistive technologies. Learn more at WorkBC.ca

This wording has been approved by several folks including the Accessibility Secretariat, so please keep it as directed.

Let me know if there are any issues with the revisions.

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 12:13 PM
To: Kelch, Kyla GCPE:EX; Hardin, Karl GCPE:EX
Subject: FW: ICBC Rate Fairness Engagement // Marketing

Karl, anyone from your team want to attend this meeting? FYI ICBC engagement starting March 5 (TBC).

Kyla, AG to provide funding for advertising to support the engagement. The budget is \$25K to support this. In the past, we have advertised in the last two weeks of the engagement period to increase responses.

From: Ralph, Jamie GCPE:EX
Sent: Wednesday, February 14, 2018 11:01 AM
To: LeSueur, Kathryn GCPE:EX
Subject: ICBC Rate Fairness Engagement // Marketing

Hi Kathryn,

Tomorrow our team is meeting with ICBC and the AG Comms team to discuss our outreach plan for the Rate Fairness engagement launching March 5 TBC.

They would like to have paid ad campaigns and would like to discuss with someone from your team the different options available.

Is someone able to attend the meeting from 12:30-1pm tomorrow?

Thank you!

Jamie Ralph
Citizen Engagement Analyst
GDX – Government Digital Experience Division
Government Communications & Public Engagement
4th floor, 617 Government Street | Victoria BC | 250-896-2440

To find out more about BC government citizen engagement opportunities please visit:



Page 142

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 3:04 PM
To: Kelch, Kyla GCPE:EX
Subject: RE: Q&A - ABE Proposal Request

These are approved. Please send out.
Kathryn

From: Kelch, Kyla GCPE:EX
Sent: Wednesday, February 14, 2018 11:04 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Q&A - ABE Proposal Request

Hi Kathryn,

Jeff from Traction phoned and a couple of questions yesterday. I've worked with Matt and Justin Hewitt to come up with the following answers. Are these good to send to the group?

Question: Will we be able to use existing assets for the creative?

Answer: No, the creative being developed is new creative. We're proposing an animated format that will be educational to help explain what ABE is and how it can help.

Question: Will we be required to build the website based on the approved wireframe or will this be done in-house?

Answer: GCPE will provide the website theme and instructions for how it works. The agency will be responsible for building the wireframe to suit the pre-existing theme elements. The theme is versatile and custom CSS can be applied. However, general layout will need to conform to the theme's capabilities without modifying JS or PHP.

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 7, 2018 4:23 PM
To: David Walker; 'nathan@pointblankcreative.ca'; 'jacquiearnatt@suburbia studios.com'; 'George Kan'; 'jeff lucas'; 'joanne@nowgroup.com'; 'Patty Jones'; 'Mathew.Stockton@campacific.com'; 'Richard Fisher'; 'neil.mcphedran@greyvancouver.com'
Subject: Proposal Request - ABE

Good Afternoon,

GCPE is reaching out to advertising agencies on its Standing Offer list effective January 1, 2018, regarding an information campaign to promote Adult Basic Education.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your agency will be submitting a proposal for this request or declining the opportunity. The deadline to respond to this request is **2 pm, on February 15, 2018.**

Thank you for considering this request and I look forward to reviewing the proposals.

Regards,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 3:10 PM
To: 'Mike Krafczyk'
Cc: Andrew Samuel
Subject: RE: Music Options 1 of 3

Sounds good. Thank you.

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Wednesday, February 14, 2018 3:02 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Re: Music Options 1 of 3

Thanks Kathryn,

We'll get that mixed and back to you for a last look. Once approved, we'll get the files to Kyla.

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005
stbernadine.com

+ MAP +



On Feb 14, 2018, at 2:38 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Mike,

Thanks for sending a few more music options. My preference is for Option 1. Its more upbeat then the other two.
Kathryn

From: Mike Krafczyk [<mailto:mkrafczyk@stbernadine.com>]

Sent: Wednesday, February 14, 2018 12:04 PM

To: LeSueur, Kathryn GCPE:EX

Subject: Music Options 1 of 3

Option 1

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 5:06 PM
To: Lloyd, Evan GCPE:EX
Subject: Media request - BM

Evan,
s.13

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 5:42 PM
To: 'Mike Krafczyk'; Kelch, Kyla GCPE:EX
Cc: Andrew Samuel
Subject: RE: Final Cut

Approved. Thanks looks good.
Kathryn

From: Mike Krafczyk [mailto:mkrafczyk@stbernadine.com]
Sent: Wednesday, February 14, 2018 5:39 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Andrew Samuel
Subject: Final Cut

Hi Kathryn,

Sorry for the delay in getting this to you.

Here's the finished spot. If approved, we'll get it to Kyla!
<https://www.dropbox.com/s/l2oq6kc1ecfpzcu/BCGovElectionReform%20FineCut.mov?dl=0>

Best regards,



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com

Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.

Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005
stbernadine.com

+ MAP +



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 6:32 PM
To: Lloyd, Evan GCPE:EX
Subject: Fwd: media request - Buy B.C. Wine campaign

FYI
Sent from my iPhone

Begin forwarded message:

From: "Zoeller, Sonja GCPE:EX" <Sonja.Zoeller@gov.bc.ca>
Date: February 14, 2018 at 6:25:14 PM PST
To: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Subject: Re: media request - Buy B.C. Wine campaign

Hi Kathryn,

I just received approval and have sent the response to this reporter.

Thanks,

Sonja Zoeller
Communications Manager
Ministry of Finance

Sent from my iPhone

On Feb 13, 2018, at 1:36 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hello Sonja and Richelle,
Just wanted to give you a heads up that GCPE HQ received this email request from Mr. Mackin.
Please do not respond to this request yet. Wait until you hear from me.
Thanks Kathryn

From: Lloyd, Evan GCPE:EX
Sent: Monday, February 12, 2018 11:04 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Fwd: media request - Buy B.C. Wine campaign

For follow up later this week.
E

Sent from my iPhone

Begin forwarded message:

From: Bob Mackin <bob@thebreaker.news>
Date: February 12, 2018 at 9:19:30 AM PST
To: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>
Subject: media request - Buy B.C. Wine campaign

Hello Evan,
What is the budget for the advertising campaign to promote B.C. wine, in reaction to the Alberta ban on B.C. wine imports?
Which companies from the GCPE preferred suppliers' list (RSO ON-008771) were involved in the creation, production and placement of the ads?

Sincerely,

Bob Mackin
reporter, theBreaker.news
604-982-9130

--

Read [theBreaker.news](#)
Tweet [@theBreakernews](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 14, 2018 7:10 PM
To: Zoeller, Sonja GCPE:EX
Subject: Re: media request - Buy B.C. Wine campaign

Yes the \$40K was for creative and media buy for past weekend ads only.

Sent from my iPhone

On Feb 14, 2018, at 6:37 PM, Zoeller, Sonja GCPE:EX <Sonja.Zoeller@gov.bc.ca> wrote:

Sorry, a follow up question from Liza CKNW who asked for the cost too. The 'under \$40k' was just for the ads from the weekend, right? Not for wine month or May but BC?

Sonja Zoeller
Communications Manager
Ministry of Finance

Sent from my iPhone

On Feb 14, 2018, at 6:32 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Thanks for letting me know.
Have a good evening.
Kathryn

Sent from my iPhone

On Feb 14, 2018, at 6:25 PM, Zoeller, Sonja GCPE:EX <Sonja.Zoeller@gov.bc.ca> wrote:

Hi Kathryn,

I just received approval and have sent the response to this reporter.

Thanks,

Sonja Zoeller
Communications Manager
Ministry of Finance

Sent from my iPhone

On Feb 13, 2018, at 1:36 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hello Sonja and Richelle,
Just wanted to give you a heads up that GCPE HQ received this email request from Mr. Mackin.
Please do not respond to this request yet. Wait until you hear from me.
Thanks Kathryn

From: Lloyd, Evan GCPE:EX
Sent: Monday, February 12, 2018 11:04 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Fwd: media request - Buy B.C. Wine campaign

For follow up later this week.
E

Sent from my iPhone

Begin forwarded message:

From: Bob Mackin <bob@thebreaker.news>
Date: February 12, 2018 at 9:19:30 AM PST
To: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>
Subject: media request - Buy B.C. Wine campaign

Hello Evan,
What is the budget for the advertising campaign to promote B.C. wine, in reaction to the Alberta ban on B.C. wine imports?
Which companies from the GCPE preferred suppliers' list (RSO ON-008771) were involved in the creation, production and placement of the ads?

Sincerely,

Bob Mackin
reporter, theBreaker.news
604-982-9130

--

Read theBreaker.news
Tweet [@theBreakernews](https://twitter.com/theBreakernews)

Page 155 to/à Page 156

Withheld pursuant to/removed as

s.12;s.13

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 15, 2018 10:20 AM
To: 'Marg LeGuilloux'; Wormald, Carla GCPE:EX; Johnston, Karen GCPE:EX; Kathi Springer
Subject: RE: s.22

Just on deadline this morning for the Overdose Campaign. Will respond this afternoon.
Thanks Kathryn

From: Marg LeGuilloux [mailto:Marg.L@shaw.ca]
Sent: Thursday, February 15, 2018 7:01 AM
To: Wormald, Carla GCPE:EX; Johnston, Karen GCPE:EX; Kathi Springer; LeSueur, Kathryn GCPE:EX
Subject: s.22
Importance: High

s.22

Page 158 to/à Page 162

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 15, 2018 3:58 PM
To: Kelch, Kyla GCPE:EX
Subject: FW: Advertising Agency - Selection

Would you please send via email, a package to Caroline with all the proposals for the Cannabis Education and Awareness Information Campaign. Including the proposal request and the evaluation guide.

Many thanks,
Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, February 15, 2018 3:56 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Advertising Agency - Selection

Sounds great, will call if I have any questions once I get the package.

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 15, 2018 3:52 PM
To: McAndrews, Caroline GCPE:EX
Subject: Advertising Agency - Selection

Hey Caroline,
Just a heads up that Robb and I would like you to be part of the evaluation committee for the agency selection.
We received proposals from all 10 agencies on our current list of approved suppliers to provide advertising services for the Cannabis Education and Awareness Information Campaign.
Tomorrow, you'll be sent the proposals and an evaluation guide.
Call me if you would like to discuss.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 15, 2018 4:39 PM
To: McLean, Matt GCPE:EX; McAndrews, Caroline GCPE:EX
Subject: RE: Question: Breakdown for advertising

s.13,s.17

Kathryn

From: McLean, Matt GCPE:EX
Sent: Thursday, February 15, 2018 4:30 PM
To: McAndrews, Caroline GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: Question: Breakdown for advertising

Hi Caroline,

Sorry for the delay. Crazy busy with budget and WorkBC campaigns. Kathryn, please feel free to add anything I missed?

s.13,s.17

Hopefully this gives you the info you need. If not please let me know where I can elaborate.

Matt McLean
250.812-6589

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

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, February 15, 2018 3:46 PM
To: McLean, Matt GCPE:EX
Subject: RE: Question: Breakdown for advertising

Just checking in on this one...

From: McAndrews, Caroline GCPE:EX
Sent: Wednesday, February 14, 2018 5:01 PM
To: McLean, Matt GCPE:EX
Subject: RE: Question: Breakdown for advertising

Hi Matt: can you help with this?

From: s.15,s.19
Sent: Wednesday, February 14, 2018 5:00 PM
To: McAndrews, Caroline GCPE:EX
Subject: Question: Breakdown for advertising

Hi Caroline – Sophie has asked me to pull together some of the details about the \$300K for cannabis public education/advertising in order to secure that funding. I'm also trying to map out what kind of advertising/public education might be needed over the next three fiscals i.e. concentrates and edibles next year.

Did HQ provide any details about what the \$300K will cover? I'm assuming mostly creative work. Will we be doing social media, TV, radio and print? Any additional info you can send my way would be great. I've attached the thumbnail sketch I'm working on.

Thanks
s.15,s.19

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 15, 2018 4:51 PM
To: McAndrews, Caroline GCPE:EX; McLean, Matt GCPE:EX
Subject: RE: Question: Breakdown for advertising

s.13,s.17

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, February 15, 2018 4:41 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: Question: Breakdown for advertising

Thanks Matt, that helps. s.13,s.17
s.13,s.17

From: McLean, Matt GCPE:EX
Sent: Thursday, February 15, 2018 4:30 PM
To: McAndrews, Caroline GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: Question: Breakdown for advertising

Hi Caroline,

Sorry for the delay. Crazy busy with budget and WorkBC campaigns. Kathryn, please feel free to add anything I missed?

s.13,s.17

Hopefully this gives you the info you need. If not please let me know where I can elaborate.

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](#)

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, February 15, 2018 3:46 PM
To: McLean, Matt GCPE:EX
Subject: RE: Question: Breakdown for advertising

Just checking in on this one...

From: McAndrews, Caroline GCPE:EX
Sent: Wednesday, February 14, 2018 5:01 PM
To: McLean, Matt GCPE:EX
Subject: RE: Question: Breakdown for advertising

Hi Matt: can you help with this?

From: s.15,s.19
Sent: Wednesday, February 14, 2018 5:00 PM
To: McAndrews, Caroline GCPE:EX
Subject: Question: Breakdown for advertising

Hi Caroline – Sophie has asked me to pull together some of the details about the \$300K for cannabis public education/advertising in order to secure that funding. I'm also trying to map out what kind of advertising/public education might be needed over the next three fiscals i.e. concentrates and edibles next year.

Did HQ provide any details about what the \$300K will cover? I'm assuming mostly creative work. Will we be doing social media, TV, radio and print? Any additional info you can send my way would be great. I've attached the thumbnail sketch I'm working on.

Thanks
s.15,s.19

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 15, 2018 5:15 PM
To: Mellor, Carolyn E GCPE:EX; Pratt, Andrew GCPE:EX; Hardin, Karl GCPE:EX
Cc: GCPE IS Joint Delivery Working Group Coordinator GCPE:EX
Subject: RE: FOR REVIEW AND DECISION: Domain Renewals for FrontCounterBC

Approved. Thanks Kathryn

From: Mellor, Carolyn E GCPE:EX
Sent: Thursday, February 15, 2018 2:20 PM
To: Pratt, Andrew GCPE:EX; Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: GCPE IS Joint Delivery Working Group Coordinator GCPE:EX
Subject: FOR REVIEW AND DECISION: Domain Renewals for FrontCounterBC

See attached request.

Carolyn

Carolyn Mellor
Client Relations Manager
Government Digital Experience Division
Government Communications & Public Engagement
250 356-3010

Page 170

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 16, 2018 10:47 AM
To: Hardin, Karl GCPE:EX; Pratt, Andrew GCPE:EX
Cc: GCPE IS Joint Delivery Working Group Coordinator GCPE:EX
Subject: RE: Vanity URL request

Approved.
Thanks Kathryn

From: Hardin, Karl GCPE:EX
Sent: Friday, February 16, 2018 10:43 AM
To: LeSueur, Kathryn GCPE:EX; Pratt, Andrew GCPE:EX
Cc: GCPE IS Joint Delivery Working Group Coordinator GCPE:EX
Subject: Vanity URL request

Hey folks,

Executive would like approval for budget2018.ca and bcbudget2018.ca. The intention here is for them to be simple redirects to the 'Working For You' page. I believe the ad agency with the contract for budget-related marketing is already in process to purchase these domains.

If you approve, I will arrange for an ownership transfer.

Thanks in advance for your consideration,

Karl

--

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

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 16, 2018 11:20 AM
To: Kelch, Kyla GCPE:EX
Subject: Evaluation Guide - Agency Proposals Cannabis
Attachments: GCPE - SOPR Evaluation Guide - Cannabis.xlsx

Kyla,

Attached is the evaluation guide for the proposals from agencies for the cannabis campaign. This should be included in the package to Caroline McAndrews.

Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 16, 2018 11:23 AM
To: Pratt, Andrew GCPE:EX; Mellor, Carolyn E GCPE:EX; Hardin, Karl GCPE:EX
Cc: GCPE IS Joint Delivery Working Group Coordinator GCPE:EX
Subject: RE: FOR REVIEW AND DECISION: New Domains for bclaws

Yes, please approve.
Thanks Kathryn

From: Pratt, Andrew GCPE:EX
Sent: Friday, February 16, 2018 11:16 AM
To: Mellor, Carolyn E GCPE:EX; Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: GCPE IS Joint Delivery Working Group Coordinator GCPE:EX
Subject: Re: FOR REVIEW AND DECISION: New Domains for bclaws

Absolutely.
Andrew

.....

Andrew Pratt

Director, Graphic Communications
Government Communications and Public Engagement
4th floor, 617 Government Street, Victoria, BC V8W 9V1
T: **250 356-8120**
F: 250 387-6070

[Graphic Design Requests](#)
[BCID Website](#)
[Graphics 411 Information and Resources](#)

From: "Mellor, Carolyn E GCPE:EX" <Carolyn.Mellor@gov.bc.ca>
Date: Friday, February 16, 2018 at 10:05 AM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, GDU Pratt <Andrew.Pratt@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>

Cc: "GCPE IS Joint Delivery Working Group Coordinator GCPE:EX" <GCPE.ISJointDelivery@gov.bc.ca>

Subject: FOR REVIEW AND DECISION: New Domains for bclaws

These domains are required to migrate the existing critical system hosted at www.bclaws.ca into the government domain as www.bclaws.gov.bc.ca. BCLaws is an established critical service having been launched in 2010 that services not only the citizens of BC, but the Legislative Assembly, and Legislative Council.

Carolyn

Carolyn Mellor
Client Relations Manager
Government Digital Experience Division
Government Communications & Public Engagement
250 356-3010

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 16, 2018 2:16 PM
To: Kelch, Kyla GCPE:EX; McAndrews, Caroline GCPE:EX
Subject: RE: Cannabis Proposals and Evaluation Guide

Monday would be my preference. Thanks

From: Kelch, Kyla GCPE:EX
Sent: Friday, February 16, 2018 2:04 PM
To: McAndrews, Caroline GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: Cannabis Proposals and Evaluation Guide

Good question.

Kathryn, when are you looking to have the Cannabis evaluations completed by?

From: McAndrews, Caroline GCPE:EX
Sent: Friday, February 16, 2018 2:01 PM
To: Kelch, Kyla GCPE:EX
Subject: RE: Cannabis Proposals and Evaluation Guide

Hi Kyla: when do you need me to fill out the evaluation guide by?
Have just done a quick scan of the proposals and have 2 faves already!

From: Kelch, Kyla GCPE:EX
Sent: Friday, February 16, 2018 1:38 PM
To: McAndrews, Caroline GCPE:EX
Subject: Cannabis Proposals and Evaluation Guide

Hi Caroline,

I just sent the package to you through our secure transfer system. Let me know if you have any troubles accessing the proposals from there.

Cheers,
Kyla

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement
Phone: (250) 896-6348

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 16, 2018 3:53 PM
To: Dale, Raman GCPE:EX
Subject: RE: Estimates Binder

Will do...the ad campaign has gone sideways again....

From: Dale, Raman GCPE:EX
Sent: Friday, February 16, 2018 3:52 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Faust, Marnie L GCPE:EX
Subject: RE: Estimates Binder

Hi again,

You able to send this over to us?

Raman Dale, CPA, CMA
A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement
Phone: (250) 920-8810

From: Dale, Raman GCPE:EX
Sent: Friday, February 16, 2018 1:45 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Faust, Marnie L GCPE:EX
Subject: RE: Estimates Binder

Kathryn,

Are you able to share the latest version (can mark as draft). Would like to include in binder for Evan to review over the weekend.

Raman Dale, CPA, CMA
A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement

Phone: (250) 920-8810

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 15, 2018 5:06 PM
To: Funk, Richelle GCPE:EX; Dale, Raman GCPE:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Estimates Binder

Hey folks,
s.13,s.17

Kathryn

From: Funk, Richelle GCPE:EX
Sent: Thursday, February 15, 2018 4:41 PM
To: Dale, Raman GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: RE: Estimates Binder

Raman,
s.13,s.17

Richelle

Richelle D. Funk
Ministry of Finance
250 387-3514 (landline) & 778 679-8203 (cell)

From: Dale, Raman GCPE:EX
Sent: Thursday, February 15, 2018 4:37 PM
To: LeSueur, Kathryn GCPE:EX

Cc: Stewart, Dawn M GCPE:EX; Funk, Richelle GCPE:EX

Subject: FW: Estimates Binder

Hi Kathryn,

Just wanted to follow-up on these 2 notes.

Richelle – just cc'ing you as Angela was involved in the past.

Raman Dale, CPA, CMA

A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement

Phone: (250) 920-8810

From: Dale, Raman GCPE:EX

Sent: Tuesday, February 13, 2018 1:24 PM

To: LeSueur, Kathryn GCPE:EX

Cc: Vale, Linda GCPE:EX; Faust, Marnie L GCPE:EX; Stewart, Dawn M GCPE:EX

Subject: Estimates Binder

Hi Kathryn,

Could you please review the attached estimates notes and advise of any changes.

Raman Dale, CPA, CMA

A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement

Phone: (250) 920-8810

Page 180 to/à Page 181

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Saturday, February 17, 2018 1:23 PM
To: 'jeff lucas'
Subject: RE: WorkBC - PWD

Thanks for this Jeff. I'll talk to you on Monday.

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Friday, February 16, 2018 6:49 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: WorkBC - PWD

Hi Kathryn,

Will wait on changes. I have attached the as recorded scripts for all spots.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, February 16, 2018 at 5:53 PM
To: Jeff Lucas <jefflucas@tractioncreative.com>
Subject: WorkBC - PWD

Jeff,
We've got an issue with the script for the PWD spot. Please hold off on making any further changes until we get this sorted out. Any chance our voice talent recorded the original script? I believe so, just wanted to confirm.
Just wondering,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 12:42 PM
To: Dalzell, Danielle GCPE:EX
Cc: Devereux, Rick GCPE:EX
Subject: RE: For Approval: GLOBE Halo Sign

My team will coordinate with Andrew Pratt on the approval of these.
Thanks
Kathryn

From: Dalzell, Danielle GCPE:EX
Sent: Monday, February 19, 2018 10:44 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Devereux, Rick GCPE:EX
Subject: FW: For Approval: GLOBE Halo Sign

Hi Kathryn,

Do you want to approve all of these pieces for Globe?

Thanks,
Danielle

From: Kennedy, Madi ENV:EX
Sent: Monday, February 19, 2018 10:05 AM
To: Devereux, Rick GCPE:EX
Cc: carolyn.johnson@globeseries.com; Dalzell, Danielle GCPE:EX; Coney, David ENV:EX; Crebo, David GCPE:EX
Subject: For Approval: GLOBE Halo Sign

Hi Rick,

We have received the design for the Halo sign from GLOBE (see attached). This sign will be hanging above the BC expo booth. Can you review and approve the use of the BC logo?

Thank you,

Madi

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

From: Carolyn Johnson [<mailto:carolyn.johnson@globeseries.com>]

Sent: Monday, February 19, 2018 9:56 AM

To: Kennedy, Madi ENV:EX

Subject: RE: BC Government Preferred Logo

Hi Madi,

Thank you so much for confirming the logo.

Please find attached the halo design for the Cleantech Cluster, complete with the Province of BC logo.

The halo sign will hang above the Cleantech Cluster in the Innovation Expo.

Are you the correct person to be sending the design for Province of BC approval?

Kind regards

Carolyn

Carolyn Johnson | Marketing Manager

carolyn.johnson@globeseries.com

tel:+16046955000 Ext. 307

Register now for GLOBE Forum 2018 - March 14-16, Vancouver The Leadership Summit for Sustainable Business www.globeseries.com/forum

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

From: Kennedy, Madi ENV:EX [<mailto:Madi.Kennedy@gov.bc.ca>]

Sent: February 18, 2018 1:59 PM

To: Nancy Wright <Nancy.Wright@globeseries.com>; Carolyn Johnson <carolyn.johnson@globeseries.com>

Subject: Re: BC Government Preferred Logo

?Hi Nancy and Carolyn,

My apologies, the link I sent must be internal. I have attached the Horizontal and the Vertical BC logos.

Best,

Madi

From: Nancy Wright <Nancy.Wright@globeseries.com>
Sent: February-17-18 10:30 AM
To: Kennedy, Madi ENV:EX
Cc: Carolyn Johnson
Subject: RE: BC Government Preferred Logo

Hi Madi, this link is not working for us, can you please have a look? We're currently using this one hopefully it's correct:

[<https://www.globeseries.com/forum/wp-content/uploads/2017/08/british-columbia-logo-300x116.jpg>]

From: Kennedy, Madi ENV:EX [mailto:Madi.Kennedy@gov.bc.ca]
Sent: February 16, 2018 1:08 PM
To: Nancy Wright <Nancy.Wright@globeseries.com>
Subject: BC Government Preferred Logo

Hi Nancy,

Here is a link to BC's logos it is available in several different file formats:

http://gww.bcid.gov.bc.ca/BCID_Logos_BC.html

The BC Mark Horizontal logo is our preference, but the BC Mark Vertical can also be used depending on the placement.

Thank you,
Madi Kennedy
Policy Analyst, Climate Innovation and Intergovernmental Relations B.C. Climate Action Secretariat
778-698-8941

Madi.Kennedy@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 1:10 PM
To: Derksen, Renee AEST:EX; McLean, Matt GCPE:EX
Subject: RE: Assistive WorkBC

Renee, further to our conversation, please approve the updated copy (for pre-roll and static ads).

Thank you,
Kathryn

“Are you are a person with a disability who is looking for work? WorkBC.ca has the tools that can help you find funding for your education and prepare for employment.”

From: Derksen, Renee AEST:EX
Sent: Monday, February 19, 2018 1:01 PM
To: McLean, Matt GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Assistive WorkBC

Sorry, please use this:

“Are you are a person with a disability who is looking for work? WorkBC.ca has the tools that can help you find funding for your education, prepare for employment, and get inspired with success stories.”

From: Derksen, Renee AEST:EX
Sent: Monday, February 19, 2018 12:56 PM
To: McLean, Matt GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Assistive WorkBC

Hi Matt,

We are using the WorkBC.ca name in this campaign – not WorkBC (a shared brand with SDPR). WorkBC.ca connects PWD will employers but not just inclusive employers. Would you please use the following:

“Are you are a person with a disability who is looking for work? WorkBC.ca has the tools that can help you find funding for your education, prepare for employment, and success stories.”

Note that workbc.ca/accessibility also targets employers that we are trying to inspire to hire PWD.

Thanks,

Renee

From: McLean, Matt GCPE:EX
Sent: Monday, February 19, 2018 12:15 PM
To: Derksen, Renee AEST:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Assistive WorkBC

Hi Renee,

I understand there is nuance here. Are you able to provide wording that speaks directly to how WorkBC.ca does help PWD's? Basically why does the /Accessibility page on WorkBC.ca exist?

The text you suggested earlier (copied below) does not mention or imply PWDs so it will not work. The image, copy and destination URL need to make sense if you want positive results.

“WorkBC.ca has the tools to help you get funding for your education, prepare for employment, and explore careers.”

If you can shoot me something back that specifically implies or mentions PWD's are the target that would be great.

Thanks,

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](#)

From: Derksen, Renee AEST:EX
Sent: Monday, February 19, 2018 12:00 PM
To: McLean, Matt GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Assistive WorkBC

Hi Matt,

The final text you provided from SDPR does not reflect what we offer on WorkBC.ca.

Thanks

Renee

From: McLean, Matt GCPE:EX
Sent: Monday, February 19, 2018 11:36 AM
To: Derksen, Renee AEST:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Assistive WorkBC

Hi Renee,

Here are some options that SDPR Comms shop sent us. Would either of these work for you? SDPR's preference was for version 1. But it is up to you. And if you are Ok with both then we can use a variety across the static on social media.

#1:

"Are you are a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, prepare for employment, and connect with inclusive employers."

#2:

"Are you are a person with a disability who is looking for work? WorkBC has the tools that can help you find funding for your education, access skills training, and prepare for employment."

Thanks,

Matt McLean

250.812-6589

Marketing Officer – Advertising and Marketing
Government Communications and Public Engagement

Province of BC

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From: McLean, Matt GCPE:EX
Sent: Monday, February 19, 2018 11:03 AM
To: Derksen, Renee AEST:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Assistive WorkBC

Hi Renee,

I have passed this wording to SDPR to get some alternative versions. We have to have consensus on the language used from a HQ standpoint.

I will report back on what they send to me.

Thanks,

Matt McLean

250.812-6589

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

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From: Derksen, Renee AEST:EX
Sent: Monday, February 19, 2018 10:35 AM
To: McLean, Matt GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Assistive WorkBC

Matt, the PWD are included the IN that both of our DM's approved. Would you please instead just remove the words – assistive technologies- so that we fulfill our campaign commitments to support this target audience?

Thanks

Renee

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 4:04 PM
To: 'Jim Gordon'
Cc: Camillia Yuen; Ryan MacDonald; Arthur Ruiz; Kelch, Kyla GCPE:EX
Subject: RE: Post Budget Advertising

Jim,
Just reviewing the media plans for the ethnic print and radio.
No changes to the Multicultural print (at this point).
A few changes to the Multicultural radio.
New start date – campaign now starts on Friday, March 2 and finishes up on Sunday, March 18. Please check the campaign dates at the top of the page, as it indicates an end date of March 13.
Preference to heavy up on the buy for the two weeks plus. Any suggestions there?
Please update and send back for sign-off.
Thanks Kathryn

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Wednesday, February 14, 2018 10:47 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Camillia Yuen; Ryan MacDonald; Arthur Ruiz; Kelch, Kyla GCPE:EX
Subject: Post Budget Advertising

Hi Kathryn

As per our conversation this morning, I've included the following Post Budget cost estimates for approval and sign off.

English Radio – 3 weeks – starts Feb 28
Ethnic Radio – 3 weeks – starts Feb 28
Ethnic Print – 3 weeks – Feb 28 – March 18

Television – March 19 – 31 (Housing pt 1)
Television – April 2-8th (Housing pt 2 – new fiscal)
Ethnic Radio – March 19 – 31 (Housing)

Television - April 30 – May 20 (childcare)

We have received the signoffs for the Corus Partnership and the Television buy for Opioids (Feb 26 x 3 wks + Canucks)

Jim

Jim Gordon

SVP / Managing Director, Vizeum Vancouver

T (604) 408-8117 | M (604) 506-1195

jjim.gordon@vizeum.com | vizeum.ca



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 4:09 PM
To: Keenan, Ralph C CITZ:EX
Subject: RE: SOPR - Evaluation Guide - points

Got it. Worked perfect.
Thanks so much,
Kathryn

From: Keenan, Ralph C CITZ:EX
Sent: Monday, February 19, 2018 3:57 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: SOPR - Evaluation Guide - points

It's working correctly. After entering the numbers double click on the edge of the cell to resize the column. This will make the ### disappear. Also, note it will not provide the correct number until all five prices have been added.

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 3:55 PM
To: Keenan, Ralph C CITZ:EX
Subject: RE: SOPR - Evaluation Guide - points

Not sure. I entered the price amounts and got #####
Would you be able to check that line? I have entered the amounts on that line.
Thanks so much. I know you're busy.
Kathryn

From: Keenan, Ralph C CITZ:EX
Sent: Monday, February 19, 2018 3:13 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: SOPR - Evaluation Guide - points

How's this?

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 3:04 PM
To: Keenan, Ralph C CITZ:EX
Subject: RE: SOPR - Evaluation Guide - points

Yes, I awarded 20 points for price. I've attached the proposal.
We sent it out to all respondents are received proposals from 5 respondents.
Kathryn

From: Keenan, Ralph C CITZ:EX
Sent: Monday, February 19, 2018 2:58 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: SOPR - Evaluation Guide - points

How's this. You mentioned "corresponding points based on lowest price...Is this supposed to have price included as a criterion?"

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 12:49 PM
To: Keenan, Ralph C CITZ:EX
Subject: SOPR - Evaluation Guide - points

Hello Ralph,

I'm now working on my second evaluation guide and need your assistance.
Would it be possible for you to add the pricing excel formula to the guide?
I've attached the guide for you to review.

My excel skills are not that proficient regarding how to figure out the formula and corresponding points based on lowest price divided by high price, etc.
Much appreciated,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 4:10 PM
To: McLean, Matt GCPE:EX
Subject: RE: Campaign analysis for review

Just reviewing.

From: McLean, Matt GCPE:EX
Sent: Monday, February 19, 2018 4:10 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Campaign analysis for review

Hi Kathryn

Are we ok with Caroline sharing the attached table with the other ministries on the Cannabis phone call on Thursday? It looks pretty basic and shouldn't cause any trouble but I will leave it up to you?

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](#)

From: McAndrews, Caroline GCPE:EX
Sent: Monday, February 19, 2018 4:00 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
Subject: RE: Campaign analysis for review

No worries, are you ok with me sharing with the ministries on the morning of our call with them?
Provides some answers and a bit of a guideline as they will be wondering where things are at.

From: McLean, Matt GCPE:EX
Sent: Monday, February 19, 2018 3:43 PM
To: McAndrews, Caroline GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
Subject: RE: Campaign analysis for review

Hi Caroline,

Just touching base here. I am not ignoring you! Things are just ridiculous around here with Budget and 2 other campaign launches and we have not had time to look at this at all.

I agree that there are some items here we could prioritize and look to get some answers on sooner than later so we can try coordinate with other departments/provinces/etc, but having not had any time to look properly I am unable to comment with certainty on which ones.

Happy to take part in a meeting late this week or next week to discuss with ICBC and RSBC their thoughts so we can start figuring out where to put our energy or how to support. That feedback will be helpful going into initial conversations with the Creative Agency and developing out the Marketing Plan.

If there is anything critical you need before the meeting, please let me know and Kathryn and I will try find some time to put our heads together.

Thanks for your patience and sorry for our absence in this conversation!

Chat soon,

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](#)

From: McAndrews, Caroline GCPE:EX
Sent: Monday, February 19, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
Subject: FW: Campaign analysis for review

Hi there: just checking in on this one – would like to be able to circulate it to the group just prior to our meeting this Thursday.
I'm working on the evaluation of agency proposals and will get back to you with that as soon as I'm done.

From: McAndrews, Caroline GCPE:EX
Sent: Friday, February 16, 2018 1:38 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
Subject: Campaign analysis for review

Hi Kathryn/Matt: here is where we are at with regard to an analysis of all that came in from the ministries.

I've tried to lay it out as simply as possible, so ministries can see where their responsibilities will lie.

Feel free to edit, and I welcome your feedback.

We have been also talking to the other provinces and have the attached feedback to date of where they are at.

One thing I wanted to note, was that some already have their road safety and provincial insurance corps beginning work on drug-impaired driving campaigns.

Thoughts on if we should strike a call to suss that one out with RSBC/ICBC? Just to get some initial thoughts?

There is also a social responsibility mandate for LCLB and so some materials that would have to be in cannabis stores are something to think about as well (as far as an outlet and perhaps they have some budget).

C

Caroline McAndrews
Communications Director
Ministry of Public Safety and Solicitor General
T: 250 356-1196 | C: 250 208-3254
Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 4:21 PM
To: McAndrews, Caroline GCPE:EX; McLean, Matt GCPE:EX
Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
Subject: RE: Campaign analysis for review

I've quickly had a look at the summary. No issues distributing to BC gov't ministries.
Please add the word – DRAFT – and a date - to the summary.
I'm sure this is just the first of multiple versions.
And we thank you for your patience.
Kathryn (and Matt)

From: McAndrews, Caroline GCPE:EX
Sent: Monday, February 19, 2018 4:00 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
Subject: RE: Campaign analysis for review

No worries, are you ok with me sharing with the ministries on the morning of our call with them?
Provides some answers and a bit of a guideline as they will be wondering where things are at.

From: McLean, Matt GCPE:EX
Sent: Monday, February 19, 2018 3:43 PM
To: McAndrews, Caroline GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
Subject: RE: Campaign analysis for review

Hi Caroline,

Just touching base here. I am not ignoring you! Things are just ridiculous around here with Budget and 2 other campaign launches and we have not had time to look at this at all.

I agree that there are some items here we could prioritize and look to get some answers on sooner than later so we can try coordinate with other departments/provinces/etc, but having not had any time to look properly I am unable to comment with certainty on which ones.

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Matt McLean

250.812-6589

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

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[@BCGovNews](#)

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Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
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Cc: Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX
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One thing I wanted to note, was that some already have their road safety and provincial insurance corps beginning work on drug-impaired driving campaigns.

Thoughts on if we should strike a call to suss that one out with RSBC/ICBC? Just to get some initial thoughts?

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C

Caroline McAndrews

Communications Director

Ministry of Public Safety and Solicitor General

T: 250 356-1196 | C: 250 208-3254

Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 4:39 PM
To: 'jeff lucas'
Cc: Hansen, Regan MMHA:EX; Berndt, Eric MMHA:EX
Subject: RE: TVB Telecaster Rules on PSAs

Thanks Jeff. Appreciate the info.
Kathryn

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Monday, February 19, 2018 2:28 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Hansen, Regan MMHA:EX; Berndt, Eric MMHA:EX
Subject: TVB Telecaster Rules on PSAs

Hi All,

Here the specs required to qualify for PSA status
<http://www.tvb.ca/pages/TCEPSA.htm>

The following points outline important content details to be aware of when creating PSA Messages:

1. The name/logo of the organization listed on the Registration Forms must appear at the end of the PSA Message; at minimum in video only, for three continuous seconds and take up ¼ size of the screen vertically.
2. If corporate sponsors will be part of the PSA Message, their identification will be limited to their corporate logo/name and or audio mention of their name. Corporate sponsors may not advertise their brands or services in a PSA Message. Please note that the identification of the registered organization must be more prominent than that of the corporate sponsors. Corporate sponsors may be introduced with the following line "with the (generous) support of these sponsors" and not "brought to you by these sponsors."

Jeff

Jeff Lucas GENERAL MANAGER

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Page 204 to/à Page 205

Withheld pursuant to/removed as

s.12;s.13

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 4:55 PM
To: Twynstra, Tanya L GCPE:EX
Cc: Hume, David GCPE:EX; Guiney, Lisa GCPE:EX
Subject: RE: Advertising for Rural Development

I will need some more info on this. Is this a priority? And if so, which areas and what's the timing? We're now working on another campaign and its now a capacity issue for my unit with budget and post-budget, etc.
If its mid-march maybe, but I have no capacity before that time.

From: Twynstra, Tanya L GCPE:EX
Sent: Monday, February 19, 2018 4:43 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Hume, David GCPE:EX; Guiney, Lisa GCPE:EX
Subject: Advertising for Rural Development

One of our smaller projects, Rural Development, could use some love: <https://engage.gov.bc.ca/ruraldevelopment/>

They are actually doing okay, over 183 comments, and all high quality and interesting comments, but what made me think is we received an email from a rural gentleman today asking what we were doing to make sure more rural residents were commenting. He was worried people hadn't heard about it. It's a good point.

I don't have a budget for this in the partnership agreement, but I was wondering if there might be some additional dollars nearing the end of fiscal where we could do a small push in rural areas.

Spoke with Vivian, the Comms Director, and she would like to do something if we could.

Any thoughts?

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 5:10 PM
To: McLean, Matt GCPE:EX
Subject: RE: FOR APPROVAL: WorkBC Preroll Videos

Will do.

From: McLean, Matt GCPE:EX
Sent: Monday, February 19, 2018 5:06 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: FOR APPROVAL: WorkBC Preroll Videos

Hi Kathryn,

FYI Can you please action this? I am working on Budget right now.

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](#)

From: Greenwell, Davin AEST:EX
Sent: Monday, February 19, 2018 4:54 PM
To: McLean, Matt GCPE:EX
Subject: RE: FOR APPROVAL: WorkBC Preroll Videos

Hi Matt,

When will you have the other vids?

Some pre-lim feedback from Renee:

Cheers,
Davin

From: McLean, Matt GCPE:EX
Sent: Monday, February 19, 2018 9:24 AM
To: Greenwell, Davin AEST:EX; Derksen, Renee AEST:EX; Porter, Rodney GCPE:EX; Fernandes, Jennifer GCPE:EX
Subject: FOR APPROVAL: WorkBC Preroll Videos

Hi folks,

Sorry for the raindown of approvals here. Looking for approval on some videos that will be heading straight to Facebook, Youtube and other digital pre-roll, and Instagram.

Jobseekers

<https://www.webcargo.net/view-file/index/delivery-id/5055424/recipient-id/13317885/dp/1Yqj5pyQfT/file-id/14879440/>

Apprentices

<https://www.webcargo.net/view-file/index/delivery-id/5055424/recipient-id/13317885/dp/1Yqj5pyQfT/file-id/14879442/>

Indigenous

<https://www.webcargo.net/view-file/index/delivery-id/5055424/recipient-id/13317885/dp/1Yqj5pyQfT/file-id/14879458/>

Youth

<https://www.webcargo.net/view-file/index/delivery-id/5055424/recipient-id/13317885/dp/1Yqj5pyQfT/file-id/14879459/>

There are 2 more videos we are waiting on some edits for (PWD and Youth 6 seconds version). Will pass those on once we have them.

Thanks,

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](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 5:13 PM
To: 'jeff lucas'
Cc: McLean, Matt GCPE:EX
Subject: WorkBC pre-roll videos

Jeff, we've had a last minute edit to the pre-roll for the WorkBC. s.13
Thanks Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 5:19 PM
To: 'jeff lucas'
Subject: New Script for WorkBC

Importance: High

Here's the new line.

"Are you are a person with a disability who is looking for work? WorkBC.ca has the tools that can help you find funding for your education and prepare for employment."

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 5:37 PM
To: Greenwell, Davin AEST:EX; Derksen, Renee AEST:EX
Cc: McLean, Matt GCPE:EX; Porter, Rodney GCPE:EX; Fernandes, Jennifer GCPE:EX
Subject: RE: UPDATE: WorkBC Preroll Videos

Update on WorkBC materials.

1. No problem s.13
2. The agency can rework the voice-over so the pre-roll for PWD can be salvaged. The voice-over script will now read,

Pre-roll - PWD

“Are you are a person with a disability who is looking for work? WorkBC.ca has the tools that can help you find funding for your education and prepare for employment. Learn more at WorkBC.ca”

Renee, approved a version of this earlier but to be extra cautious, please review and provide approval for this version.

3. The youth :06 pre-roll is being updated. We should see a new version sometime tomorrow.

Thanks,
Kathryn

From: Greenwell, Davin AEST:EX
Sent: Monday, February 19, 2018 4:54 PM
To: McLean, Matt GCPE:EX
Subject: RE: FOR APPROVAL: WorkBC Preroll Videos

Hi Matt,

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Apprentices

<https://www.webcargo.net/view-file/index/delivery-id/5055424/recipient-id/13317885/dp/1Yqj5pyQfT/file-id/14879442/>

Indigenous

<https://www.webcargo.net/view-file/index/delivery-id/5055424/recipient-id/13317885/dp/1Yqj5pyQfT/file-id/14879458/>

Youth

<https://www.webcargo.net/view-file/index/delivery-id/5055424/recipient-id/13317885/dp/1Yqj5pyQfT/file-id/14879459/>

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Matt McLean

250.812-6589

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

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[@BCGovNews](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 9:47 AM
To: 'jeff lucas'
Subject: RE: New Dropbox with 4 TV spots

Thanks Jeff. I'll let you know the outcome.
Kathryn

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Tuesday, February 20, 2018 9:42 AM
To: LeSueur, Kathryn GCPE:EX
Subject: New Dropbox with 4 TV spots

Hi Kathryn,

Here are the 2 spots from Feb 15 - No Drug User & 2 spots from Feb 16 ver B with Drug User

https://www.dropbox.com/sh/lbt7cpgqx8g7xfm/AADdzVkQj1bcbbo5U_yiMC1Pa?dl=0

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 10:19 AM
To: 'michele@nowgroup.com'
Cc: Leslie, Lisa GCPE:EX
Subject: Focus Testing - Vancouver /Kamloops

Michele,

Would it be possible to get the details of the when/when of the focus testing sessions for Vancouver and Kamloops?
Robb invited Lisa Leslie, Comm Director for Housing, to attend sessions and she has no details.

I've cc'd Lisa on this email, so please respond to both of us.

Thank you,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 11:23 AM
To: 'michele@nowgroup.com'
Subject: Update - Post-Budget radio

Hello Michele,

Just wanted to touch base and get an update on the post-budget radio campaign.

1. Is there an updated workback schedule for both the radio and TV ads. I'm working with version 3 dated Jan. 24. Is that the latest?
2. Just waiting for sign off on media plans for both post-budget radio and housing.
3. BTW, the media buy was booked as **Post-Budget** radio (Feb. 28 – March 18).
4. A reminder the creative agency is responsible for trafficking the ads to the stations. And once media plan/s are signed-off, will get AOR (Vizeum) to forward station list.
5. FYI, discussed ethnic media plan with George Kan of Captus Advertising. Just a slight adjustment to the start date of the ethnic radio, it will now start on Friday. Captus will be responsible for trafficking ads to newspapers and radio stations.
 - a. Ethnic print to start Feb. 28 – March 18
 - b. Ethnic radio to start on Friday, March 2 – March 18
6. There was discussion about access to GCPE's photo data base (stills). Is that still a requirement? If so, your contact to access footage and photographs will be Kyla Kelch. Kyla can be reach at kyla.kelch@gov.bc.ca or phone 250 896 6348. It's my understanding the still images are somewhat old/dated.

Thanks so much and let me know if you need clarification on any of these topics,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 11:24 AM
To: Leslie, Lisa GCPE:EX
Subject: RE: Housing campaign

No issues Lisa.

From: Leslie, Lisa GCPE:EX
Sent: Tuesday, February 20, 2018 11:01 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Housing campaign

I thought you were attending and might just have them...sorry for the work!

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 10:22 AM
To: Leslie, Lisa GCPE:EX
Subject: RE: Housing campaign

Hey, I'm chasing down the details for you.

From: Leslie, Lisa GCPE:EX
Sent: Tuesday, February 20, 2018 9:44 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Housing campaign

Hi Kathryn – left you voicemail. Could you give me a call this morning re: the housing ads and the meetings taking place this week in Vancouver and Kamloops? I think you are also attending and I am looking for the specific details – where, when, etc.

Lisa Leslie, Director of Communications
Ministry of Municipal Affairs and Housing, Ministry Responsible for TransLink
☎ 250-213-7724

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 11:31 AM
To: McLean, Matt GCPE:EX
Subject: RE: WorkBC.ca Youth :6s

Hey Matt would like to discuss with you before sending to WorkBC folks.

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Tuesday, February 20, 2018 9:45 AM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: WorkBC.ca Youth :6s

Hi Matt & Kathryn,

Here is the updated youth :6. Looks a lot better.

Dbox <https://www.dropbox.com/sh/zomd3y90ct40z2j/AAD8ctIvsdWGjARjonRIiBza?dl=0>

PwD spot coming shortly.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 11:56 AM
To: Kelch, Kyla GCPE:EX
Subject: FW: Update -Materials for GLOBE Expo Booth

Importance: High

FYI- do you know what this request is about?

From: Pratt, Andrew GCPE:EX
Sent: Tuesday, February 20, 2018 11:41 AM
To: Devereux, Rick GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Re: Update -Materials for GLOBE Expo Booth
Importance: High

Hi Rick,

I do not believe we received a request for these—due tomorrow? We are doing some cards and brochures for Enviroment.

Hi Kathryn, is A&M involved with GLOBE and/or the displays?

Thanks,
Andrew

Andrew Pratt

Director, Graphic Communications
Government Communications and Public Engagement
4th floor, 617 Government Street, Victoria, BC V8W 9V1
T: **250 356-8120**
F: 250 387-6070

[Graphic Design Requests](#)

From: "Dalzell, Danielle GCPE:EX" <Danielle.Dalzell@gov.bc.ca>
Date: Tuesday, February 20, 2018 at 11:25 AM
To: GDU Pratt <Andrew.Pratt@gov.bc.ca>
Cc: "Devereux, Rick GCPE:EX" <Rick.Devereux@gov.bc.ca>
Subject: FW: Update -Materials for GLOBE Expo Booth

Hi Andrew,

The specs for the Globe booth are below. Could you have a look and let us know what you think?

Thank you,
Danielle

Begin forwarded message:

From: "Kennedy, Madi ENV:EX" <Madi.Kennedy@gov.bc.ca>
Date: February 14, 2018 at 3:31:55 PM PST
To: "Devereux, Rick GCPE:EX" <Rick.Devereux@gov.bc.ca>
Cc: "Dalzell, Danielle GCPE:EX" <Danielle.Dalzell@gov.bc.ca>, "Jones, JJ GCPE:EX" <JJ.Jones@gov.bc.ca>, "Coney, David ENV:EX" <David.Coney@gov.bc.ca>
Subject: RE: Update -Materials for GLOBE Expo Booth

Hi Rick,

I have included the dimensions and the specifications for the graphics material below

Let me know if you need anything else.

Best,
Madi

Dimensions

- Dimensions for the full wall panels are **W964mm x H2267mm**
- Dimensions for the curved counter kick panel: **W2174mm x H894mm**

Specifications for **Print Ready Artwork** submission below:

- Graphics should be sent in vector format as .eps, .ai or .pdf files. (Preferably PDF - easiest for both parties). No bleeds necessary
 - Photographic & Pixel based complex graphics (Bitmap Files) must be MINIMUM 75 dpi at actual output size.
- Acceptable formats include: .tif, .bmp, & .jpg, (flattened images)
- All text MUST be outlined / converted to curves and embedded fonts (if bitmap files)
 - All print ready artwork MUST be submitted as individual files based on the graphic panel dimensions provided and can be sent/shared via DROPBOX
 - Art work is to be received as print ready, or editing and design time will be charged at a rate of \$95.00 per hour (1 hour minimum)

Dimensions for the full wall panels are: **W964mm x H2267mm**

Dimensions for the curved counter kick panel: **W2174mm x H894mm**

From: Devereux, Rick GCPE:EX

Sent: Wednesday, February 14, 2018 3:26 PM

To: Kennedy, Madi ENV:EX

Cc: Dalzell, Danielle GCPE:EX; Jones, JJ GCPE:EX

Subject: Re: Update -Materials for GLOBE Expo Booth

Hi Madi

I have a request into graphics. Can you resend the booth specs to me? I can't seem to find them. We will make sure it is ready by the 21st

Thanks

Rick

On Feb 14, 2018, at 2:37 PM, Kennedy, Madi ENV:EX <Madi.Kennedy@gov.bc.ca> wrote:

Hi Victoria, Rick and Danielle,

I just wanted to check-in about the GLOBE expo booth designs, for the two wall panels and the front of the reception desk. Levy would like the formatted designs by Feb 21st. Is this timeline possible? Could you please let me know when you expect them to be complete.

Many thanks,

Madi Kennedy

Policy Analyst, Climate Innovation and Intergovernmental Relations

B.C. Climate Action Secretariat

778-698-8941
Madi.Kennedy@gov.bc.ca

Page 224

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 1:56 PM
To: 'Michele Della Mattia'
Subject: RE: Update - Post-Budget radio

Thanks for this.
Please forward me your contact numbers for stations use.
And yes, I'll get you a contact at Vizeum for this.
Kathryn

From: Michele Della Mattia [mailto:michele@nowgroup.com]
Sent: Tuesday, February 20, 2018 1:16 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Ellaine Quiambao
Subject: Re: Update - Post-Budget radio

Hi Kathryn

Some of our meeting with Robb have not happened on schedule so we've done another update of the workback.

We are prepped and ready to send the radio based on the media buy — and will you be able to give us a contact at Viseum in case any of the stations contact them for the material early? With the mid-week start date, they might start looking for the creative at the end of this week. Or you can send our contact information to them to forward anything they receive. Ellaine and I would be the contacts.

With the Friday start date on the ethnic, that should give us a bit of time to do the modification to the script on Monday based on the final of the English script.

And we may just contact Kyla to see what you have.

Thanks
Michele

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 3:32 PM
To: McAndrews, Caroline GCPE:EX; McLean, Matt GCPE:EX; Mas, Sophie B PSSG:EX
Cc: McLachlin, Jessica PSSG:EX; Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX; Indridson, Ian GCPE:EX; Watson, Jason GCPE:EX; Watson, Lori A PSSG:EX
Subject: RE: drug impaired driving campaign

As a start, I'll reach out to the marketing department at ICBC. I know they're busy with two other campaigns at the moment.
Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Tuesday, February 20, 2018 12:32 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX; Mas, Sophie B PSSG:EX
Cc: McLachlin, Jessica PSSG:EX; Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX; Indridson, Ian GCPE:EX; Watson, Jason GCPE:EX; Watson, Lori A PSSG:EX
Subject: drug impaired driving campaign

Hi all: would like to start the conversation on options for BC's drug impaired driving campaign to determine who will be the key areas we will look to for expertise and distribution channels (thinking RSBC and ICBC).

Thoughts on setting up a call on this next week with those who we feel should be involved?

Here is where we are at on this federally:

Below find links to the website and FB page for the federal government **Don't Drive High Campaign**.

You can watch videos at either link.

If desired, Feds have confirmed we can use this creative, co-brand, pay for BC market buy.

Note the out of home on campuses was focussed on transit shelters, moved to bars over Christmas break, and back to transit in January. Cinema ads are running now.

<https://www.canada.ca/en/campaign/don-t-drive-high.html>

<https://www.facebook.com/dontdrivehigh/>

Federal Don't Drive High Campaign Elements:

- Primary target audience: Canadian youth aged 16-24
- Non-paid social media posts on Twitter
- Paid advertising on social media in March 2017

- Social media campaign reached 13M Canadians
- Paid advertising targeting youth 16-24 from November 2017 to February 2018 including TV, cinema, out of home on campuses, digital and promoted social media
- Launch of drug-impaired driving Facebook page
- News content articles, videos and radio segments through Fifth Story
- Police testimonial videos shared organically on social media

Key messages:

- Cannabis impairs your ability to drive: it is illegal and police can test for it.
- Driving while impaired by drugs is – and will always be – illegal.
- Police Drug Recognition Experts can determine if you are under the influence of drugs and can charge you with drug-impaired driving.
- Driving while impaired by alcohol or drugs is a major contributor to fatal road crashes in Canada.
- Young people continue to be the largest group of drivers killed in motor vehicle crashes while testing positive for alcohol and drugs.

Caroline McAndrews

Communications Director

Ministry of Public Safety and Solicitor General

T: 250 356-1196 | C: 250 208-3254

Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 3:40 PM
To: Brophy, Patrick; 'Henderson, Doug'
Subject: Drug Impaired Driving

Hello Patrick and Doug,

With the legalization of non-medical cannabis this summer, just wondering what plans ICBC may have in regarding to a drug impaired driving campaign. Is anyone working on this from your side? Any messaging being considered? Any initial thoughts on this?
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 20, 2018 5:08 PM
To: McLean, Matt GCPE:EX; Hardin, Karl GCPE:EX
Subject: RE: Budget 2018 Creative

Here's my two cents...

Singhs from Surrey – Learn how Budget 2018 is working for you through the story of a British Columbian family in Surrey, BC.
omit 'British Columbians' – Learn how Budget 2018 is working for you through the story of a family in Surrey, BC.

Nancy from Prince George – consider regional targeting for audiences in Prince George, North of PG and North West, Interior, and Kootenays.

Billie from Burnaby - Learn how Budget 2018 is working for you through the story of a young, working woman in BC who rents and is thinking about starting a family.

Omit 'young' and 'working'. Learn how Budget 2018 is working for you through the story of a woman in BC who rents and is thinking about starting a family.
Thinking about this...do we care that she is thinking about starting a family?

Mary from Kamloops - Learn how Budget 2018 is working for you through the story of a low income senior, concerned about the cost of healthcare and housing.
Omit 'low income' – Learn how Budget 2018 is working for you through the story of a senior, concerned about the cost of healthcare and housing.

From: McLean, Matt GCPE:EX
Sent: Tuesday, February 20, 2018 4:27 PM
To: Hardin, Karl GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Budget 2018 Creative

Hi folks,

Here is the creative and copy for the short term campaign on facebook and Instagram.

I was planning on putting these out on Facebook and Instagram. 5 videos and 1 static image on FB, 5 videos and 1 static image on Instagram.

There will also be SEM which I have yet to complete. IO will follow up shortly

Please let me know what you think,

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](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 9:45 AM
To: Zdravec, Don GCPE:EX
Subject: FW: For decision: ads for ICBC

FYI - are you aware of this? See Tanya's note below. I'd like to discuss what the interest is regarding the co-branding.

Kathryn

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

From: Groot, Jeff AG:EX
Sent: Wednesday, February 21, 2018 8:08 AM
To: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Robins, Shawn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Bronee, Amy GCPE:EX; Ralph, Jamie GCPE:EX; Hume, David GCPE:EX
Subject: Re: For decision: ads for ICBC

Hi - I think this makes good sense. From the ministry side of things, we can't allocate more than the \$25k of our contribution to advertising/marketing, and I know there are workload pressures both for me and on the GCPE side of things. I think if ICBC is willing to assist and particularly if they're looking to supplement the budget we have available, it would be good to take advantage.

Your proposed option below, Tanya, makes sense to me, subject to any feedback from others.

JG

From: Twynstra, Tanya L GCPE:EX
Sent: February-20-18 7:34 PM
To: LeSueur, Kathryn GCPE:EX; Groot, Jeff AG:EX; Robins, Shawn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Bronee, Amy GCPE:EX; Ralph, Jamie GCPE:EX; Hume, David GCPE:EX
Subject: For decision: ads for ICBC

Hi, spoke with Doug at ICBC today about ads for the engagement.

ICBC could take on (both preparation and budget) some of the ads, either print in local papers or social media or a combination. Kyla and I were thinking they could take on the print ads (throughout the engagement) and we could take on social media which would be the last week of the engagement.

The print ads would be approved internally by us and based on the art work already approved. It would be co-branded as the engagement site and rack cards will be.

The social media ads would be based on artwork or the animation and would be targeted to areas we aren't hearing from in the last week of March.

Is there an appetite to partner on this? I'd have to work out a budget and cost but before we do that I need to know if this is a desired direction.

ICBC has also agreed to lead the development of collateral rack cards for the auto show, with our approval of course.

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 9:54 AM
To: Hardin, Karl GCPE:EX; Lloyd, Evan GCPE:EX
Subject: RE: media request - Working For You website

I would suggest that Finance Comm shop responds – as they have to previous BM requests.
Karl, could we discuss and prepare a response?
Kathryn

From: Hardin, Karl GCPE:EX
Sent: Wednesday, February 21, 2018 9:45 AM
To: Lloyd, Evan GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: Re: media request - Working For You website

Sounds good. Internal project, obviously, so very very modest budget.

Sent from my iPhone

On Feb 21, 2018, at 9:27 AM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

FYI - I'll get back to him or refer later.

Sent from my iPhone

Begin forwarded message:

From: Bob Mackin <bob@thebreaker.news>
Date: February 21, 2018 at 9:01:23 AM PST
To: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>, Robb.Gibbs@gov.bc.ca
Subject: media request - Working For You website

Were the cartoons on the Working For You budget website, such as Robert and Navdeep from Victoria, Billie from Burnaby and Mary from Kamloops, created in-house at GCPE?
Did they involve any outside contractors, such as those from the preferred suppliers' list?

What was the budget? Will these be placed on media channels outside of government?

Sincerely,

Bob Mackin
reporter, theBreaker.news
604-982-9130

--

Read [theBreaker.news](#)
Tweet [@theBreakernews](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 9:56 AM
To: Stewart, Dawn M GCPE:EX
Subject: RE: GCP-2018-80246 (total costs - advertising campaigns)

Release of PA.

From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, February 21, 2018 9:50 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: GCP-2018-80246 (total costs - advertising campaigns)

Are we releasing costs, or waiting until the release of public accounts?

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 9:49 AM
To: Stewart, Dawn M GCPE:EX
Subject: RE: GCP-2018-80246 (total costs - advertising campaigns)

What about Wildfire Prevention?

From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, February 21, 2018 9:09 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: GCP-2018-80246 (total costs - advertising campaigns)

FYI:

From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, February 21, 2018 9:03 AM
To: D'Argis, Krista GCPE:EX
Cc: GCPE FOI Coordinator GCPE:EX; Kristianson, Eric GCPE:EX
Subject: RE: GCP-2018-80246 (total costs - advertising campaigns)

Hi Krista,

My changes:

From: D'Argis, Krista GCPE:EX
Sent: Monday, February 19, 2018 4:33 PM
To: Stewart, Dawn M GCPE:EX
Cc: GCPE FOI Coordinator GCPE:EX
Subject: GCP-2018-80246 (total costs - advertising campaigns)

Hi Dawn,

Regarding the access request for: The total cost of all advertising campaigns, including boosted and/or sponsored social media posts or products.
(Date Range for Record Search: From 07/18/2017 To 01/18/2018)

I recommend we add explanatory language to the response letter. Can you please review and advise if this is accurate? Also, please feel free to revise.

GCPE did not locate records as no invoices for advertising campaigns were received for this date range; all advertising costs will be disclosed in public accounts.

Many thanks,

Krista

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 10:14 AM
To: Porter, Rodney GCPE:EX; Fernandes, Jennifer GCPE:EX
Subject: Agency Proposals - AEST - ABE

Received proposals from 5 agencies for the ABE campaign.
Any interest in evaluating proposals or is preference for HQ to handle this?
Please let me know your preference.

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 11:41 AM
To: 'Jim Gordon'
Subject: Need a few more minutes....sorry

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 12:58 PM
To: 'Ryan MacDonald'
Subject: RE: Assume you saw the Alberta ad in the Times Colonist?

Yes, I read it first thing this morning while sipping my coffee...IMO too much copy in the ad? Thoughts on the creative.

From: Ryan MacDonald [mailto:Ryan.MacDonald@vizeum.com]
Sent: Wednesday, February 21, 2018 11:46 AM
To: LeSueur, Kathryn GCPE:EX; Kelch, Kyla GCPE:EX
Cc: Arthur Ruiz; Camillia Yuen
Subject: Assume you saw the Alberta ad in the Times Colonist?

Ryan MacDonald

Account Director, Vizeum Canada
Suite 1580 | 1075 West Georgia Street
Vancouver | BC | V6E 3C9

D: 604-408-8132
C: 604-318-9447
E: ryan.macdonald@vizeum.com

vizeum.ca



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 2:31 PM
To: 'Michele Della Mattia'
Subject: RE: Post-budget radio

Michele,
I plan to send Captus just the one script..."What it means to me". Would it be possible for you to forward just a copy of that script?
Unable to edit the PDF you send earlier.
Thanks Kathryn

From: Michele Della Mattia [mailto:michele@nowgroup.com]
Sent: Wednesday, February 21, 2018 11:26 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Post-budget radio

Hi Kathryn

Here are the post-budget radio scripts written for English.

None of these are just an announcer version — but based on the direction/selection of the English, we can re-write for only announcer. The closest option is page one "What it means to me" so you may only want to send that one. And if the final script keeps the examples off the top, we'd defer to Captus again on the best points for each language as in the print.

Ellaine mentioned the goal of seeing the video was to get ideas for the print. The image of the savings jar sent with the print concept is the exact one out of the video — but if they want the other stills, we can send those along if we don't have the next edit of the video today.

Thanks
Michele

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 2:44 PM
To: 'Michele Della Mattia'
Subject: RE: Post-budget radio

Just reviewing the radio scripts and just two things to note:

- Please clarify the CTA. The script directs folks to BCbudget.ca. Is that correct? I tried that URL and got the message that the webpage cannot be found. Preference is to send the correct URL to Captus.
- And the sign-off should read, "A message from the government of BC" or "A message from the government of British Columbia"

Thanks Kathryn

From: Michele Della Mattia [mailto:michele@nowgroup.com]
Sent: Wednesday, February 21, 2018 11:26 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Post-budget radio

Hi Kathryn

Here are the post-budget radio scripts written for English.

None of these are just an announcer version — but based on the direction/selection of the English, we can re-write for only announcer. The closest option is page one "What it means to me" so you may only want to send that one. And if the final script keeps the examples off the top, we'd defer to Captus again on the best points for each language as in the print.

Ellaine mentioned the goal of seeing the video was to get ideas for the print. The image of the savings jar sent with the print concept is the exact one out of the video — but if they want the other stills, we can send those along if we don't have the next edit of the video today.

Thanks
Michele

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 2:56 PM
To: McAndrews, Caroline GCPE:EX; Zadravec, Don GCPE:EX
Cc: Hynes, Colin GCPE:EX; McLachlin, Jessica PSSG:EX; Sitter, Donna GCPE:EX; McLean, Matt GCPE:EX
Subject: RE: Q from media on public ed campaign budget

As discussed. Please make slight change to response.

- The province will be undertaking a public education campaign, details and budget are still to be determined as we await further direction from the federal government.

Thanks Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Wednesday, February 21, 2018 2:46 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Hynes, Colin GCPE:EX; McLachlin, Jessica PSSG:EX; Sitter, Donna GCPE:EX
Subject: Q from media on public ed campaign budget

Do we have a standard line you would like us to use to address this one?

Caroline McAndrews
Communications Director
Ministry of Public Safety and Solicitor General
T: 250 356-1196 | C: 250 208-3254
Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 3:02 PM
To: Lloyd, Evan GCPE:EX
Subject: RE: Media request - for approval - KMS: Website

Thanks. Will forward to Fin Comm shop.

From: Lloyd, Evan GCPE:EX
Sent: Wednesday, February 21, 2018 3:00 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Media request - for approval - KMS: Website

edits

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Wednesday, February 21, 2018 at 1:28 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Subject: RE: Media request - for approval - KMS: Website

Done. Let me know when approved.

From: Lloyd, Evan GCPE:EX
Sent: Wednesday, February 21, 2018 1:26 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Media request - for approval - KMS: Website

Hold for my review.

Sent from my iPhone

On Feb 21, 2018, at 1:17 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Evan, Karl and I have approved the following response to the media request.
This response is going out today. Any issues with response and/or timing?
Kathryn

From: Funk, Richelle GCPE:EX
Sent: Wednesday, February 21, 2018 1:13 PM
To: LeSueur, Kathryn GCPE:EX; Hardin, Karl GCPE:EX
Subject: FW: for approval - KMS: Website

FOR APPROVAL [DRAFT/updated]:

1. Were the cartoons on the Working For You budget website, such as Robert and Navdeep from Victoria, Billie from Burnaby and Mary from Kamloops, created in-house at GCPE?
 - The animations were created in-house.
2. Did they involve any outside contractors, such as those from the preferred suppliers' list? If so, which ones?
 - No
3. What was the budget?
 - Operational costs <\$50
4. Will these be placed on media channels outside of government?
 - This material will be utilized on the B.C. government's digital channels.

From: Sonja Zoeller [<mailto:Sonja.Zoeller@gov.bc.ca>]
Sent: Wednesday, February 21, 2018 12:40 PM
To: Zoeller, Sonja GCPE:EX
Subject: FIN Media Request: B18: GCPE communications materials

Reporter

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

Deadline ASAP

Request

Were the cartoons on the Working For You budget website, such as Robert and Navdeep from Victoria, Billie from Burnaby and Mary from

Kamloops, created in-house at GCPE?

Did they involve any outside contractors, such as those from the preferred suppliers' list? If so, which ones?

What was the budget? Will these be placed on media channels outside of government?

Background

Recommendation

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 3:15 PM
To: 'Michele Della Mattia'
Subject: RE: Post-budget radio

Thanks for clarifying. Let me know if there is a change to the URL for the radio scripts!

From: Michele Della Mattia [mailto:michele@nowgroup.com]
Sent: Wednesday, February 21, 2018 3:04 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Post-budget radio

Hi Kathryn

I'm not sure why the URL is not working — it does on all our computers by redirecting to <http://bcbudget.gov.bc.ca/2018/default.htm>. That was what we were told it was going to be, but doing some clicking, it looks like the URL should be workingforyou.gov.bc.ca

I've made the correction on the script as well as the amended sign-off.

I'll make a note for future scripts that those are the two closer options.

Thanks
Michele

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 21, 2018 7:34 PM
To: 'Jim Gordon'
Subject: Corus radio :15's - Not going to work

Importance: High

Jim,
Thanks for considering my option of switching the Corus radio buy from :30's to :15's, but it won't work.
The CTA is too long. So you don't have to make that call in the morning...☺. We're going to make the creative work for :30's.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 9:34 AM
To: Kelch, Kyla GCPE:EX
Subject: Email to unsuccessful proponents - Cannabis

Hello xxxxxx,

Thank you for your response to the Standing Offer Proposal Request for the Cannabis Education and Awareness Information campaign.

Evaluations have now been completed and it has been determined that Grey Vancouver and Captus Advertising are the successful proponents.

If you wish a debriefing, please contact me via e-mail to set up a mutually convenient time to review your proposal.

Thank you again for your response,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 10:21 AM
To: Lloyd, Evan GCPE:EX; Gibbs, Robb GCPE:EX; Kristianson, Eric GCPE:EX
Cc: Hardin, Karl GCPE:EX
Subject: FW: FOR APPROVAL/ADDITIONS - FIN Media Request: GCPE B18 animations

Importance: High

Media request from Rob Shaw of Van Sun.
Eric, would you be able to assist with the answer to question 3?

From: Funk, Richelle GCPE:EX
Sent: Thursday, February 22, 2018 10:13 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FOR APPROVAL/ADDITIONS - FIN Media Request: GCPE B18 animations
Importance: High

For approval and your additions as discussed.

I understand based on our process yesterday that the DM will likely want to sign off, and that you'll ensure that happens if necessary.

If not – let me know and I can step in and handle that for you.

Thanks,

R

1. On the BC budget ad video: How much did it cost? Who made it?

- The animations were created in-house by Government Communications and Public Engagement. [previously approved]
- The operational cost of producing the animation was less than \$50. [previously approved]

2. Also what is the ad budget for BC Budget 2018 promotion?

- X.

3. How does that compare to previous budgets?

- Budget amounts for government advertising expenditures for previous fiscal years are available to the public online as part of Public Accounts.
- Public Accounts can be accessed through the Office of the Comptroller General web page found here:
http://www.fin.gov.bc.ca/OCG/pa/16_17/Pa16_17.htm
- The Ministry of Finance spent approximately \$3 million to promote Budget 2017, and its programs and services. (need to confirm KL)

From: Zoeller, Sonja GCPE:EX

Sent: Thursday, February 22, 2018 9:22 AM

To: Funk, Richelle GCPE:EX

Subject: FW: FIN Media Request: GCPE B18 animations

Reporter

Rob Shaw, Reporter

PRESS GALLERY

rshaw@postmedia.com

250-953-5932 c: 250-893-0841

Deadline ASAP

Request

On the BC budget ad video: How much did it cost? Who made it?

Also what is the ad budget for BC Budget 2018 promotion and how does that compare to previous budgets?

Background

Recommendation

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 11:32 AM
To: Lloyd, Evan GCPE:EX; Gibbs, Robb GCPE:EX
Subject: RE: You were correct - Mackin request s.13

I have asked the question.

From: Lloyd, Evan GCPE:EX
Sent: Thursday, February 22, 2018 11:20 AM
To: LeSueur, Kathryn GCPE:EX; Gibbs, Robb GCPE:EX
Subject: Re: You were correct - Mackin request s.13

s.13
Evan

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Thursday, February 22, 2018 at 11:03 AM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>, Robb Gibbs <Robb.Gibbs@gov.bc.ca>
Subject: You were correct - Mackin request s.13

s.13

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 11:37 AM
To: Kelch, Kyla GCPE:EX
Subject: Successful agency response

Hello Neil and George,

Thank you for your response to the Standing Offer Proposal Request for the xxxxx information campaign.

Evaluations have now been completed and it has been determined that (agency name) is the successful proponent.

Please contact me so we may discuss next steps.

We look forward to working with you and the team at (agency) on this campaign.

Thank you,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 1:04 PM
To: McAndrews, Caroline GCPE:EX; McLean, Matt GCPE:EX
Subject: RE: Materials: Public Education & Awareness Sub-Working Group on Cannabis Legalization and Regulation - Thurs. Feb. 22nd

Hi Caroline, I will be on the call for my update only. Matt is not available. Sorry about this but we've got final approvals for two ad campaigns this afternoon. But I'll be on the call at 1:30 pm. BTW, I won't be announcing the names of the ad agencies but will say we've got it nailed down. Just not sure if all agencies have been notified yet.

Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, February 22, 2018 1:00 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Subject: FW: Materials: Public Education & Awareness Sub-Working Group on Cannabis Legalization and Regulation - Thurs. Feb. 22nd

Noting you guys are on the agenda for an update on the agency/hq side

From: s.15,s.19
Sent: Monday, February 19, 2018 3:21 PM
Subject: Materials: Public Education & Awareness Sub-Working Group on Cannabis Legalization and Regulation - Thurs. Feb. 22nd

Good afternoon,

Please find attached materials for the February 22, 2018 – Public Education and Awareness Sub-Working Group meeting on Cannabis Legalization and Regulation.

- 1) Agenda
- 2) Provincial cannabis communications rollout
- 3) Federal "Don't Drive High" social media campaign rollout for February
- 4) Health Canada Focus Testing Creative Concepts on Cannabis 2018 – Research Report

Thank you,

s.15,s.19

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 2:51 PM
To: Hoerger, Andrea AGRI:EX
Subject: RE: Buy BC Branding Strategy - 2nd Project Advisory Team Meeting

Hello Andrea,
Thursday, March 1 does not work for myself. BTW, I'm taking a few days off between Noon on March 1 to March 5. Returning on March 6.

From: Hoerger, Andrea AGRI:EX
Sent: Thursday, February 22, 2018 10:26 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Buy BC Branding Strategy - 2nd Project Advisory Team Meeting

Good morning Kathryn,

We are planning the 2nd Project Advisory Team meeting for the Buy BC Branding Strategy for next week. In this meeting, Trapeze will present their first draft of the branding strategy.

I am writing to check with you about your availability on the following two days:

- Wed, Feb 28 from 9am – 10:30am
- Thu, Mar 1 between 3pm – 5pm

The meeting will be approximately 90min long.

Could you please let me know if any of those dates don't work for you? I will then send out a meeting invite to the whole team.

Thanks, Kathryn.

Andrea

Andrea Hoerger

Marketing Consultant, Market Development Unit
BC Ministry of Agriculture
3rd Floor, 808 Douglas Street, Victoria, BC
Office: 250-356-0191

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 3:10 PM
To: Keenan, Ralph C CITZ:EX
Subject: RE: Tatiana's work - status and where to find things.

Hey Ralph, glad to hear you're on the file. Can you chat about it now?

From: Keenan, Ralph C CITZ:EX
Sent: Thursday, February 22, 2018 3:08 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Hanuman, Heron GCPE:EX
Subject: FW: Tatiana's work - status and where to find things.
Importance: High

Hi Kathryn.
How can I help get this moving forward?

It's not clear to me from my review of this draft, what we're trying to establish services for. Title says communications, but the topics seem to be 5 totally disparate services. Is there a reason they're bundled together? Could we split them off and deal with them one at a time to get this moving forward again? It seems to have stalled a couple of months ago.

s.22

Regards
Ralph

From: Robertson, Tatiana CITZ:EX
Sent: Tuesday, December 19, 2017 12:55 PM
To: LeSueur, Kathryn GCPE:EX; Kelch, Kyla GCPE:EX; Hanuman, Heron GCPE:EX
Subject: GCPE RSO December 19 2017
Importance: High

As per today's discussion.

Tatiana

Tatiana Robertson | Senior Manager, Commercial Services

Strategic & Advisory Services | Procurement Services Branch | Ministry of Citizens' Services

Tatiana.Robertson@gov.bc.ca | 250.208.5309

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 4:48 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: Jungle Media Billing - Government BC - SaySomething

Thank you Dawn! Much appreciated.

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, February 22, 2018 4:46 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Jungle Media Billing - Government BC - SaySomething

Will do.

Sent from my iPhone

On Feb 22, 2018, at 4:41 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Dawn,
I have not followed up with PSSG/MCFD on this. It's my understanding from Kyla the contact is Ally Butler at PSSG.
Are you able to follow up with Ally?

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, February 22, 2018 12:32 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Jungle Media Billing - Government BC - SaySomething

Hi Kathryn,

Is the plan still to recover this from PSSG if so, do you know where they are in the approval process to reallocate?

Thanks
Dawn

From: Kelch, Kyla GCPE:EX
Sent: Wednesday, February 21, 2018 2:43 PM
To: Stewart, Dawn M GCPE:EX; Russell, Duncan GCPE:EX
Subject: RE: Jungle Media Billing - Government BC

Hi Dawn - The ministry contact is Ally Butler. I'm sorry but I'm not sure the status of the TB sub.

KK

From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, February 21, 2018 1:41 PM
To: Russell, Duncan GCPE:EX; Kelch, Kyla GCPE:EX
Subject: FW: Jungle Media Billing - Government BC

Hi Duncan,

Please process for payment, stob 6705. The Saysomething campaign is recoverable, please provide Tracey with a copy of the invoice as well.

Hi Kyla, who is the ministry contact for the Saysomething campaign and do they have GCPE/TB Approval yet?

Thanks
Dawn

From: Danny Le [<mailto:danny.le@v7international.com>]
Sent: Wednesday, February 21, 2018 11:50 AM
To: Stewart, Dawn M GCPE:EX; Alexis Waggott; Josh Tebbutt; Danny Le
Subject: Jungle Media Billing - Government BC

Hi Dawn,

Please find attached your Jungle Media billing along with their signed estimates.

Thank you

V7i
DANNY LE
TECHNICIEN À LA FACTURATION

2100, rue Drummond, Montréal, Québec H3G 1X1 Canada
T 514 265 7613 / **F** 514 282 4640 / vision7international.com
Vision7 International

Ce courriel ainsi que tout fichier joint sont confidentiels et sont à l'intention exclusive de la personne ou de l'entité à qui ils sont adressés. Si vous avez reçu le présent courriel par erreur, veuillez nous en aviser immédiatement et le détruire de votre ordinateur de façon permanente. This email and any files transmitted are confidential and intended solely for the use of the individual or entity to which they are addressed. If you have received this email by error, please notify us immediately and permanently delete it from your computer.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 5:02 PM
To: LeGuilloux, Marg GCPE:EX; Gibbs, Robb GCPE:EX
Subject: RE: Awareness Campaign Update

I just want to flag one of the bullets from Paul's email. The request to skew the media buy to men. Yes a high number are users are male, but this campaign is targeted at influencers – people in the drug users life who may step in and get involved. And for this reason, the media buy was skewed slightly female (moms, sisters, partners who may seek help for them). The core audience is adults 25-54. We have, however, purchased Canucks hockey games to reach the male audience.

Kathryn

From: LeGuilloux, Marg GCPE:EX
Sent: Thursday, February 22, 2018 4:35 PM
To: Gibbs, Robb GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: FW: Awareness Campaign Update

FYI

Marg LeGuilloux

Executive Director
Communications - Social Ministries
GCPE
778-584-1259

From: Corns, Paul GCPE:EX
Sent: Thursday, February 22, 2018 4:27 PM
To: LeGuilloux, Marg GCPE:EX
Cc: Cascaden, Lori R GCPE:EX
Subject: Awareness Campaign Update

Hi Marg,
I can give you the full detail when we chat but the short story is:

Positively received
Would like to present to caucus on Tuesday.

Wants to make sure radio/tv buy is skewed male since they represent 80 percent of users.

Would like Global TV to do a story on Canucks/public information campaign the night she and the Premier attend.

Thanks

P

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 5:05 PM
To: McLean, Matt GCPE:EX
Subject: RE: Social Media Boost

Thanks Matt for the info.

From: McLean, Matt GCPE:EX
Sent: Thursday, February 22, 2018 4:55 PM
To: Russell, Duncan GCPE:EX; Stewart, Dawn M GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Hardin, Karl GCPE:EX; Kelch, Kyla GCPE:EX
Subject: Social Media Boost

Hi folks,

Just a heads up, Karl asked us to boost this post on the BC Gov page today.
<https://www.facebook.com/203652059653094/posts/2059250977426517>

There is currently a budget of \$1,000 behind it which will come under the Dynamic Social Media CPA.

This is due to run until Sunday afternoon. The system will generate an invoice which Duncan has access to and it is being charged to the MasterCard s.17
Please let me know if there is any other information you need at this time.

Thanks,

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](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, February 22, 2018 5:24 PM
To: Nelson, Tiffany GCPE:EX; Robins, Shawn GCPE:EX
Cc: Reimer, Neil JAG:EX; Twynstra, Tanya L GCPE:EX
Subject: FW: Message: s.22

Hello Tiffany and Shawn,

I believe your shop would answer the question below but I can provide some detail.

The advertising contract for the Electoral Reform campaign was awarded to agency St. Bernadine Mission Communications Inc.

This was after a competitive process was conducted with other agencies on the BC Government list of approved suppliers to provide advertising services.

If you need more information, please don't hesitate to contact me.

Thanks so much,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

From: Twynstra, Tanya L GCPE:EX
Sent: Thursday, February 22, 2018 4:00 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Reimer, Neil JAG:EX
Subject: Fwd: s.22

Over to you.

Sent from my iPhone

Begin forwarded message:

From: "Reimer, Neil JAG:EX" <Neil.Reimer@gov.bc.ca>
Date: February 22, 2018 at 3:53:40 PM PST
To: "Twynstra, Tanya L GCPE:EX" <Tanya.Twynstra@gov.bc.ca>
Subject: Fwd: Message: S.22

Would this be a question for you?

Sent from my iPhone so who knows what autocorrect has done.

Begin forwarded message:

From: "Watters, Treena M JAG:EX" <Treena.Watters@gov.bc.ca>
Date: February 22, 2018 at 3:18:53 PM PST
To: "Reimer, Neil JAG:EX" <Neil.Reimer@gov.bc.ca>
Cc: "Valentinuzzi, Emma JAG:EX" <Emma.Valentinuzzi@gov.bc.ca>
Subject: FW: Message: S.22

Hi Neil,
I don't think this is us, but could you look at Jessica Baverstock's message below? Do you know who questions about the advertising contract for the proportional rep. vote should be directed to?
-Treena

From: Valentinuzzi, Emma JAG:EX
Sent: Wednesday, February 21, 2018 3:48 PM
To: Watters, Treena M JAG:EX
Subject: FW: s.22

Hi Treena,

Is this something that your office should deal with?

Thank you,
Emma

From: Baverstock, Jessica PSSG:EX
Sent: Wednesday, February 21, 2018 3:47 PM
To: Valentinuzzi, Emma JAG:EX
Subject: s.22

Good afternoon Emma,

We received a call from s.22 had some questions about who was awarded the advertising contact for the proportional representation vote and I understand that your office is handling that? Is there someone who can answer S. question?
22

Thank you very much,
Jess

Jessica Baverstock
Receptionist/Program Assistant
Office of the Deputy Solicitor General
Ministry of Public Safety and Solicitor General
jessica.baverstock@gov.bc.ca | 250 356 0149

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 11:15 AM
To: Kelch, Kyla GCPE:EX
Subject: FW: Slide revisions for close-out

As discussed.

From: Bronee, Amy GCPE:EX
Sent: Wednesday, February 21, 2018 9:43 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Guiney, Lisa GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: Slide revisions for close-out

Hi Kathryn,

As we prepare to close out the feedback function of How We Vote on March 1, we need some small revisions from St. Bernadine. Could you please ask them to revise the last slide in each carousel to no longer refer to the taking the questionnaire? If the copy can instead encourage users to “read more below about (voting system)” and then learn about other voting systems on the site, that would work best. The revisions are for the last slide of each of the voting systems carousels (5) and the building blocks carousel (1).

Thanks!

Amy Bronee
Outreach Coordinator | Citizen Engagement
Government Communications and Public Engagement
Government of British Columbia
250 818-1556

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 12:51 PM
To: Zadavec, Don GCPE:EX
Subject: FW: drug impaired driving campaign

Hey we need to talk about this and how to handle this. I've reached out to ICBC (Patrick and Doug) and heard nothing. Any insight as to executive/MO priority to air a drug impaired driving campaign?

From: McAndrews, Caroline GCPE:EX
Sent: Friday, February 23, 2018 9:42 AM
To: Mas, Sophie B PSSG:EX
Cc: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX; McLachlin, Jessica PSSG:EX; Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX; Indridson, Ian GCPE:EX; Watson, Jason GCPE:EX; Watson, Lori A PSSG:EX
Subject: Re: drug impaired driving campaign

Will do

Sent from my iPhone

On Feb 23, 2018, at 9:39 AM, Mas, Sophie B PSSG:EX <Sophie.Mas@gov.bc.ca> wrote:

Hi Caroline,

Thank you for sharing these. Good to know that we can use the feds campaign and adjust it to meet BC needs. As you mentioned yesterday on the call, it would be good to target other audiences in addition to youth.

Please include myself, Jessica and Lori on the call once set up.

Thank you.
Sophie

From: McAndrews, Caroline GCPE:EX
Sent: Tuesday, February 20, 2018 12:32 PM

To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX; Mas, Sophie B PSSG:EX

Cc: McLachlin, Jessica PSSG:EX; Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX; Indridson, Ian GCPE:EX; Watson, Jason GCPE:EX; Watson, Lori A PSSG:EX

Subject: drug impaired driving campaign

Hi all: would like to start the conversation on options for BC's drug impaired driving campaign to determine who will be the key areas we will look to for expertise and distribution channels (thinking RSBC and ICBC).

Thoughts on setting up a call on this next week with those who we feel should be involved?

Here is where we are at on this federally:

Below find links to the website and FB page for the federal government **Don't Drive High Campaign**.

You can watch videos at either link.

If desired, Feds have confirmed we can use this creative, co-brand, pay for BC market buy.

Note the out of home on campuses was focussed on transit shelters, moved to bars over Christmas break, and back to transit in January. Cinema ads are running now.

<https://www.canada.ca/en/campaign/don-t-drive-high.html>

<https://www.facebook.com/dontdrivehigh/>

Federal Don't Drive High Campaign Elements:

- Primary target audience: Canadian youth aged 16-24
- Non-paid social media posts on Twitter
- Paid advertising on social media in March 2017
 - Social media campaign reached 13M Canadians
- Paid advertising targeting youth 16-24 from November 2017 to February 2018 including TV, cinema, out of home on campuses, digital and promoted social media
- Launch of drug-impaired driving Facebook page
- News content articles, videos and radio segments through Fifth Story
- Police testimonial videos shared organically on social media

Key messages:

- Cannabis impairs your ability to drive: it is illegal and police can test for it.
- Driving while impaired by drugs is – and will always be – illegal.
- Police Drug Recognition Experts can determine if you are under the influence of drugs and can charge you with drug-impaired driving.
- Driving while impaired by alcohol or drugs is a major contributor to fatal road crashes in Canada.

- Young people continue to be the largest group of drivers killed in motor vehicle crashes while testing positive for alcohol and drugs.

Caroline McAndrews

Communications Director

Ministry of Public Safety and Solicitor General

T: 250 356-1196 | C: 250 208-3254

Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 2:57 PM
To: 'Allison Ishida'; jeff lucas
Cc: Kelch, Kyla GCPE:EX; Hansen, Regan MMHA:EX; Berndt, Eric MMHA:EX
Subject: Opioid Media Plan

Allison and Jeff,

We've expanded the media buy for the opioid campaign and it now includes interior transit cards and elevator screens. Regan is reviewing the media plan and once its signed-off we'll need you to create the required assets. Please connect with Vizeum for details.

As well, the digital campaign is currently being planned with Jungle Media. We'll need you to develop the digital assets for that as well. Please connect with Kyla on Monday regarding sizes, etc.

The radio ads have been positively received and the recommendation is for a two week buy at the end of March. Just thought I share the news. Just waiting for approval before booking the spots.

Jeff, I believe we'll need another WO for these pieces? Please confirm and/or provide WO for sign-off.

The campaign is coming together and the feedback from MO and caucus has been positive. Congrats and thank you to Traction Creative!

s.22

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 3:02 PM
To: Lloyd, Evan GCPE:EX
Cc: Robb Gibbs (Robb.Gibbs@gov.bc.ca)
Subject: FW: FIN Media Request: GCPE - How We Vote campaign

Evan, media request from BM regarding the How We Vote Campaign.

Suggested response below.

This request came from Fin Comm Shop and I've asked them to connect with AG Comm Shop as well for consistency.

Please review and let me know when approved.

Kathryn

From: Funk, Richelle GCPE:EX
Sent: Friday, February 23, 2018 2:40 PM
To: LeSueur, Kathryn GCPE:EX
Subject: FIN Media Request: GCPE - How We Vote campaign

For DM approval please:

On the "How We Vote" ad campaign, for the consultation in advance of the referendum on proportional representation:

1. What is the budget?

- The estimated total budget for this information campaign is under \$300,000.
- Total costs for the campaign will be reported as part of Public Accounts once all expenditures are finalized.

2. Are outside contractors involved, and if so, which ones?

- Yes. St. Bernadine Mission and Captus Advertising.

4. Will the ads be placed on outside channels?

- Yes.
- The ads will appear on various digital channels, such as Facebook, and in various ethnic newspapers.

From: Sonja Zoeller [<mailto:Sonja.Zoeller@gov.bc.ca>]
Sent: Friday, February 23, 2018 10:28 AM
To: Zoeller, Sonja GCPE:EX
Subject: FIN Media Request: GCPE - How We Vote campaign

Reporter

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

Deadline ASAP

Request

On the "How We Vote" ad campaign, for the consultation in advance of the referendum on proportional representation:

1. What is the budget
2. Are outside contractors involved, and if so, which ones
3. If not, were the ads created in-house
4. Will the ads be placed on outside channels

Background

Recommendation

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 3:15 PM
To: McAndrews, Caroline GCPE:EX
Cc: Zadravec, Don GCPE:EX
Subject: RE: drug impaired driving campaign

Caroline,
Just heard ICBC folks are meeting with the Superintendent of Motor Vehicles on Monday to discuss Drug Impaired Driving. It's my understanding that normally, ICBC would be the lead in a public information campaign on topics such as Road Safety. ICBC will report out from the meeting with Don Zadravec and he'll circle back with us on the outcomes of those discussions.
Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Friday, February 23, 2018 9:42 AM
To: Mas, Sophie B PSSG:EX
Cc: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX; McLachlin, Jessica PSSG:EX; Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX; Indridson, Ian GCPE:EX; Watson, Jason GCPE:EX; Watson, Lori A PSSG:EX
Subject: Re: drug impaired driving campaign

Will do

Sent from my iPhone

On Feb 23, 2018, at 9:39 AM, Mas, Sophie B PSSG:EX <Sophie.Mas@gov.bc.ca> wrote:

Hi Caroline,

Thank you for sharing these. Good to know that we can use the feds campaign and adjust it to meet BC needs. As you mentioned yesterday on the call, it would be good to target other audiences in addition to youth.

Please include myself, Jessica and Lori on the call once set up.

Thank you.
Sophie

From: McAndrews, Caroline GCPE:EX

Sent: Tuesday, February 20, 2018 12:32 PM

To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX; Mas, Sophie B PSSG:EX

Cc: McLachlin, Jessica PSSG:EX; Sitter, Donna GCPE:EX; Roberts, Michelle J GCPE:EX; Indridson, Ian GCPE:EX; Watson, Jason GCPE:EX; Watson, Lori A PSSG:EX

Subject: drug impaired driving campaign

Hi all: would like to start the conversation on options for BC's drug impaired driving campaign to determine who will be the key areas we will look to for expertise and distribution channels (thinking RSBC and ICBC).

Thoughts on setting up a call on this next week with those who we feel should be involved?

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You can watch videos at either link.

If desired, Feds have confirmed we can use this creative, co-brand, pay for BC market buy.

Note the out of home on campuses was focussed on transit shelters, moved to bars over Christmas break, and back to transit in January. Cinema ads are running now.

<https://www.canada.ca/en/campaign/don-t-drive-high.html>

<https://www.facebook.com/dontdrivehigh/>

Federal Don't Drive High Campaign Elements:

- Primary target audience: Canadian youth aged 16-24
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- News content articles, videos and radio segments through Fifth Story
- Police testimonial videos shared organically on social media

Key messages:

- Cannabis impairs your ability to drive: it is illegal and police can test for it.
- Driving while impaired by drugs is – and will always be – illegal.

- Police Drug Recognition Experts can determine if you are under the influence of drugs and can charge you with drug-impaired driving.
- Driving while impaired by alcohol or drugs is a major contributor to fatal road crashes in Canada.
- Young people continue to be the largest group of drivers killed in motor vehicle crashes while testing positive for alcohol and drugs.

Caroline McAndrews

Communications Director

Ministry of Public Safety and Solicitor General

T: 250 356-1196 | C: 250 208-3254

Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 4:39 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: Wed aft for meeting

Thanks Caroline. Have a good weekend.

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

From: McAndrews, Caroline GCPE:EX
Sent: Friday, February 23, 2018 4:29 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Wed aft for meeting

Sophie and Jess will come.

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 4:41 PM
To: McLean, Matt GCPE:EX
Subject: RE: WorkBC Campaign

Thanks Matt for all your work on this campaign.

s.22

Kathryn

From: McLean, Matt GCPE:EX
Sent: Friday, February 23, 2018 4:32 PM
To: Derksen, Renee AEST:EX; Greenwell, Davin AEST:EX; Porter, Rodney GCPE:EX; Fernandes, Jennifer GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: WorkBC Campaign

Hi folks,

Here is some info on the WorkBC Campaign which is pretty much all in market save for some final approvals going through facebook's automated system. I will let you know if there are any other issues. You can find the media plan and creative at this link

<https://spaces.hightail.com/space/gvJe0YfV81>

Platform	Channels (examples)	Audiences	Objective	Creative types	Date Start	Date End
Facebook	Newsfeed	Jobseekers, Career Influencers, Youth, Apprentices, Employers, Indigenous, PWD	Traffic to website Awareness/Video views	Video (15s) Static images	Feb 23, 2018	Mar 31, 2018
Instagram	Feed, Stories	Jobseekers, Youth, Apprentices, Indigenous, PWD	Traffic to website Awareness/Video views	Video (6s) Video (15s) Static images	Feb 23, 2018	Mar 31, 2018
Digital Vendors - Video	Youtube, News sites, etc	Jobseekers, Youth, Apprentices, Indigenous, PWD	Awareness/Video views	Video (15s)	Feb 23, 2018	Mar 31, 2018
Digital Vendors - Static	News sites (Rogers), Kijiji	Jobseekers, Career Influencers (Parents)	Traffic to website Awareness	Banner images	Feb 23, 2018	Mar 31, 2018

LinkedIn	Feed	Career Influencers, Employers	Traffic to website Awareness	Static images	Feb 21, 2018	Mar 31, 2018
Transit	Bus Interior cards	Jobseekers	Awareness	Interior cards	Feb 19, 2018	Mar 31, 2018
Chatterhigh	Questions, Big Box ads	Jobseekers, Youth, Apprentices	Traffic to website Awareness	Questions, Big Box ads	Feb 5, 2018	Mar 31, 2018
Search Engine Marketing	Google Search Ads	Jobseekers	Traffic to website	Google Search Ads	Jan 19, 2018	Mar 31, 2018
Indigenous Radio	CFNR Radio and Website	Indigenous	Awareness	Radio ad (30s) Banner images	Mar 1, 2018	Mar 31, 2018

Hope this helps. Please let me know if you need anything else.

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](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 4:51 PM
To: Derksen, Renee AEST:EX; McLean, Matt GCPE:EX
Cc: Greenwell, Davin AEST:EX
Subject: RE: Confirm Indigenous Radio Script

Renee,
The sign-off from the Gov't of BC needs to be part of the script as its required by core policy.
Thanks Kathryn

From: Derksen, Renee AEST:EX
Sent: Friday, February 23, 2018 3:22 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: Greenwell, Davin AEST:EX
Subject: FW: Confirm Indigenous Radio Script

Ccing Davin

From: Derksen, Renee AEST:EX
Sent: Friday, February 23, 2018 3:22 PM
To: McLean, Matt GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: Confirm Indigenous Radio Script

Hi Matt,

Looks good but would you please remove – a message from the BC Government.

Thanks,

Renee

From: McLean, Matt GCPE:EX
Sent: Friday, February 23, 2018 3:18 PM
To: Derksen, Renee AEST:EX; LeSueur, Kathryn GCPE:EX
Subject: FW: Confirm Indigenous Radio Script

Hi Renee,

Your requested change has been made. If you could please provide final approval before we get this recorded that would be great.

Thanks!

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](#)

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]
Sent: Friday, February 23, 2018 3:08 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: Re: Confirm Indigenous Radio Script

Hi Kathryn,

Here is the updated script. Waiting for approval before we reach out to CFNR to produce.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, February 23, 2018 at 2:22 PM
To: Jeff Lucas <jefflucas@tractioncreative.com>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>
Cc: Allison Ishida <Alshida@tractioncreative.com>
Subject: RE: Confirm Indigenous Radio Script

Sorry, too quick on the send button....

And the second change please remove the words, "get practical work experience."

FYI - WorkBC.ca does not offer this.

Please update the script and resend and we'll get it approved again.

Should be on track for recording on Monday (Feb. 26).

Thank you

From: LeSueur, Kathryn GCPE:EX

Sent: Friday, February 23, 2018 2:19 PM

To: 'jeff lucas'; McLean, Matt GCPE:EX

Cc: Allison Ishida

Subject: RE: Confirm Indigenous Radio Script

Jeff, please update the Indigenous radio script with the following.

- The sign-off, "a message from the government of BC"
-

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Friday, February 23, 2018 1:05 PM

To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX

Cc: Allison Ishida

Subject: Re: Confirm Indigenous Radio Script

Hi Kathryn,

We would recommend a female voice.

Will wait on approval before making changes.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>

Date: Friday, February 23, 2018 at 1:04 PM

To: Jeff Lucas <jefflucas@tractioncreative.com>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Cc: Allison Ishida <Alshida@tractioncreative.com>

Subject: RE: Confirm Indigenous Radio Script

Jeff, In the process of getting the radio script approved. We've made a slight adjustment to the sign-off..."a message from the government of BC".

Will let you know once its approved or it revisions required.

Regarding talent selection for the voice-over, what's your recommendation – male or female for the voice-over?

Kathryn

From: jeff lucas [<mailto:jefflucas@tractioncreative.com>]

Sent: Thursday, February 22, 2018 10:43 PM

To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX

Cc: Allison Ishida

Subject: Confirm Indigenous Radio Script

Hi Kathryn & Matt,

Please confirm that this is the final radio :30 script for CFNR to station produce. As earlier discussions we had removed references to "Indigenous person" to keep the spot generic in tone.

Once confirmation approved we will have it sent on to station.

Thanks

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 5:24 PM
To: 'jeff lucas'; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: RE: Confirm Indigenous Radio Script

Thank you Jeff. Let us know when we can expect to hear the spot.

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Friday, February 23, 2018 5:17 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: Re: Confirm Indigenous Radio Script

Thanks. Will send out and give directions for a read.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, February 23, 2018 at 5:10 PM
To: Jeff Lucas <jefflucas@tractioncreative.com>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>
Cc: Allison Ishida <Alshida@tractioncreative.com>
Subject: RE: Confirm Indigenous Radio Script

Radio script is approved.

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Friday, February 23, 2018 3:08 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX

Cc: Allison Ishida

Subject: Re: Confirm Indigenous Radio Script

Hi Kathryn,

Here is the updated script. Waiting for approval before we reach out to CFNR to produce.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

From: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>

Date: Friday, February 23, 2018 at 2:22 PM

To: Jeff Lucas <jefflucas@tractioncreative.com>, "McLean, Matt GCPE:EX" <Matt.McLean@gov.bc.ca>

Cc: Allison Ishida <Alshida@tractioncreative.com>

Subject: RE: Confirm Indigenous Radio Script

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Thank you

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Sent: Friday, February 23, 2018 2:19 PM

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Cc: Allison Ishida

Subject: RE: Confirm Indigenous Radio Script

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Cc: Allison Ishida <Alshida@tractioncreative.com>
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Sent: Thursday, February 22, 2018 10:43 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: Confirm Indigenous Radio Script

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Once confirmation approved we will have it sent on to station.

Thanks

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 25, 2018 4:36 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: Agency Briefing - Wednesday

Importance: High

Caroline,
The folks from the agency, Grey Vancouver, are available Wednesday afternoon for a 1 one hour briefing.
Remind me again what time works best for you? (taking into account QP, etc) Kathryn

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

From: McAndrews, Caroline GCPE:EX
Sent: Friday, February 23, 2018 4:29 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Wed aft for meeting

Sophie and Jess will come.

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 25, 2018 4:39 PM
To: 'McPhedran, Neil'
Cc: Atchison, Maureen
Subject: RE: Proposal Request - Cannabis Education and Awareness campaign

Hey Neil, Preference was 1 pm to 2 pm but that could now change. Will confirm tonight or first thing tomorrow am.
Stay tuned.
Kathryn

From: McPhedran, Neil [mailto:neil.mcphedran@greyvancouver.com]
Sent: Saturday, February 24, 2018 10:58 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Atchison, Maureen
Subject: RE: Proposal Request - Cannabis Education and Awareness campaign

Sorry, sent send way too fast -

Hi Kathryn.

Yes, exchanged emails with Robb yesterday.

Sure we can make the 28th work. Any times better for you?

We're really looking forward to working on this project.

Best.

Neil

Sent from my mobile.

From: McPhedran, Neil
Sent: Saturday, February 24, 10:54
Subject: RE: Proposal Request - Cannabis Education and Awareness campaign
To: LeSueur, Kathryn GCPE:EX

Cc: Atchison, Maureen

Hi Kath

Sent from my mobile.

From: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>

Sent: Friday, February 23, 2018 5:45:38 PM

To: McPhedran, Neil

Cc: Atchison, Maureen

Subject: RE: Proposal Request - Cannabis Education and Awareness campaign

Hello Neil,

I understand that Robb connected with you earlier today and said there would be a briefing the week of March 5.

Would it be possible to move that up a week? Would your team be able to make an initial briefing the afternoon of Wednesday, Feb. 28?

We're thinking one hour via skype or conferencing system.

Let me know what works.

Looking forward to working with the folks at Grey Vancouver.

Enjoy the weekend and the snow!

Kathryn

From: McPhedran, Neil [<mailto:neil.mcphedran@greyvancouver.com>]

Sent: Thursday, February 22, 2018 5:43 PM

To: LeSueur, Kathryn GCPE:EX

Cc: Atchison, Maureen

Subject: Re: Proposal Request - Cannabis Education and Awareness campaign

Hi Kathryn.

Kyla let us know the good news today. We're excited to get engaged on this campaign – no doubt, it'll be a fascinating project.

Please let me know when is good to connect to discuss next steps.

Best regards.

Neil

From: "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>

Date: Thursday, February 22, 2018 at 12:02 PM

To: "McPhedran, Neil" <neil.mcphedran@greyvancouver.com>

Subject: RE: Proposal Request - Cannabis Education and Awareness campaign

Hello Neil,

Thank you for your response to the Standing Offer Proposal Request for the Cannabis Education and Awareness Information campaign.

Evaluations have now been completed and it has been determined that Grey Vancouver and Captus Advertising are the successful proponents.

Please contact Kathryn LeSueur to discuss next steps.

We look forward to working with you and the team at Grey on this campaign.

Thank you,

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services

Government Communications and Public Engagement

Phone: (250) 896-6348

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>

Date: Tuesday, February 6, 2018 at 12:10 PM

To: David Walker <dwalker@stbernadine.com>, "nathan@pointblankcreative.ca" <nathan@pointblankcreative.ca>, "jacquiearnatt@surbiastudios.com" <jacquiearnatt@surbiastudios.com>, George Kan <george@captusad.com>, 'jeff lucas' <jefflucas@tractioncreative.com>, "joanne@nowgroup.com" <joanne@nowgroup.com>, 'Patty Jones' <Patty.Jones@ddbcanda.com>, "Mathew.Stockton@camppacific.com" <Mathew.Stockton@camppacific.com>, 'Richard Fisher' <richard@trapeze.ca>, "McPhedran, Neil" <neil.mcphe dran@greyvancouver.com>

Subject: Proposal Request - Cannabis Education and Awareness campaign

Good Afternoon,

GCPE is reaching out to advertising agencies on its Standing Offer list effective January 1, 2018, regarding a cannabis education and awareness information campaign.

The attached proposal request contains information on the project including timeframe and deliverables.

Please let me know if your agency will be submitting a proposal for this request or declining the opportunity. The deadline to respond to this request is **2 pm, on February 13, 2018.**

Thank you for considering this request and I look forward to reviewing the proposals.

Regards,
Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

Grey Group Disclaimer

Grey Group Disclaimer

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 25, 2018 4:45 PM
To: Li, Joseph GCPE:EX; Joshi, Shruti GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: Post-Budget ethnic media ads

Hello Joseph and Shruti,
Any possibility you both are available tomorrow morning to review a post-budget print ad?
One ad transcreated for Chinese and Punjabi audiences.
Expecting the revised copy for review sometime before Noon Monday.
Let me know if it's possible and thank you again for considering this request!
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 25, 2018 4:50 PM
To: s.22
Subject: FW: Post-budget radio

Try this...

From: Christina [mailto:christina@nowgroup.com]
Sent: Sunday, February 25, 2018 1:56 PM
To: LeSueur, Kathryn GCPE:EX; Gibbs, Robb GCPE:EX
Cc: Michele Della Mattia; paul@nowgroup.com
Subject: Re: Post-budget radio

Hello hello!

Hope you're having a great weekend! Just sending along radio and pre-roll ads for your review.

A couple of notes to accompany them:

Just a couple of notes to go with it:

- We are sending you two announcer options for radio: male and female. Our preference is the male announcer
- You'll notice a couple of different street examples in each ad. There are two different versions with our male announcer and one version with the female
- If you do prefer the woman announcer, the one tweak we'd like to see here is to really reduce the sound effect behind the opening guy.
- On the video we went with the male announcer as we really like his tone and cadence.

Radio ads:

<https://www.dropbox.com/s/axmak22ehiehkrc/BC%20Budget%20Mixes.zip?dl=0>

Preroll: https://www.dropbox.com/s/g5388uqnsq2vj0g/GovBC_Is_Possible_1e.mp4?dl=0

Let us know what you think! Happy to chat anything through.

Thanks,
Christina

CHRISTINA DAY

Agency Producer & Creative Specialist
604.345.5323 | 1.877.682.5441

Sent from my iPhone

On Feb 24, 2018, at 6:53 PM, Michele Della Mattia <michele@nowgroup.com> wrote:

Hi Kathryn

It was a late day at the studio yesterday and we recorded several options with some alternate streeter lines. We are still doing the final edits so we'll have the creative to you and Robb for approval as soon as that is completed.

This is the as-recorded script with a couple extra streeter lines so George has options as he likely is not going to be able to fit four in his versions. He can select the top ones that are going to work with each community.

Once we have the final English edit, we can also provide the sound effects to them so they aren't repeating that sourcing given their timelines! The music will likely be the same as in the digital video so we'll include that in the package we send.

Thanks
Michele

<BC_WhatitMeansRecorded.docx>

MICHELE DELLA MATTIA

Vice President - Operations | The NOW Group
Vancouver | Winnipeg | Toronto | Ottawa

604.682.5441 office | 604.916.2141 cell | nowgroup.com
Stay connected with [The NOW Group](#) on [Facebook](#) or on [Twitter](#)

Member of UFCW 1518

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NOW Communications is committed to reducing the use of paper. Please consider the environment before printing this e-mail.

On Feb 23, 2018, at 5:37 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Michele,

Would it be possible to send me the latest radio scripts? I believe there were some last minute revisions.

When it's convenient.

Thank you,

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

Page 297 to/à Page 298

Withheld pursuant to/removed as

s.13

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 25, 2018 5:48 PM
To: Michele Della Mattia
Subject: Post-Budget digital assets/plan

Michele,
Any chance you're available Monday afternoon to chat about digital assets and the media plan for the post-budget campaign?
My team and Karl would like to touch base with you, or someone on your team, so we're all on the same page so to speak.
Let me know what works,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 25, 2018 5:51 PM
To: Dale, Raman GCPE:EX
Subject: RE: Funding for this FY - cannabis

Raman, realistically, is there time to get this approved via TB by end of current fiscal?

From: Dale, Raman GCPE:EX
Sent: Friday, February 23, 2018 4:14 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Funding for this FY - cannabis

Thanks.

They should send a reallocation request.

Raman Dale, CPA, CMA
A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement
Phone: (250) 920-8810

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 23, 2018 4:06 PM
To: Dale, Raman GCPE:EX
Subject: FW: Funding for this FY - cannabis

Here's what I have...

From: Mas, Sophie B PSSG:EX
Sent: Monday, February 19, 2018 4:53 PM
To: LeSueur, Kathryn GCPE:EX
Cc: McAndrews, Caroline GCPE:EX; McLachlin, Jessica PSSG:EX
Subject: Re: Funding for this FY - cannabis

Thanks Kathryn. I will relay the information. Not sure what the pressure is either.

Sophie

Sent from my iPhone

On Feb 19, 2018, at 4:36 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Sophie, I cannot provide a cost estimate at this time.
According to the financial advice I received here at HQ, your area does not need the final amount for a few weeks.
I'm not sure what the pressure is for providing your area with a cost estimate today.
We appreciate the offer regarding the JV amount and will provide an estimate as soon as we have one.
I hope this helps but we're going to need more time before I can provide a realistic cost estimate.
Kathryn LeSueur

From: Mas, Sophie B PSSG:EX
Sent: Monday, February 19, 2018 4:21 PM
To: McAndrews, Caroline GCPE:EX; LeSueur, Kathryn GCPE:EX
Cc: McLachlin, Jessica PSSG:EX
Subject: RE: Funding for this FY - s.12,s.13
Importance: High

Hi Kathryn,

Sorry to bug you but we need an answer fairly quickly regarding cost estimate for this FY. Is \$300K still the amount or does this need to be revised in light of the fact that the ad agency has yet to be hired?

Thank you.
Sophie

From: McAndrews, Caroline GCPE:EX
Sent: Monday, February 19, 2018 9:42 AM
To: Mas, Sophie B PSSG:EX; LeSueur, Kathryn GCPE:EX
Cc: McLachlin, Jessica PSSG:EX
Subject: RE: Funding for this FY

I can answer 1 question Sophie, proposals from ad agencies are being reviewed and evaluated now, so no-one has been hired yet.

From: Mas, Sophie B PSSG:EX
Sent: Monday, February 19, 2018 8:49 AM
To: LeSueur, Kathryn GCPE:EX
Cc: McAndrews, Caroline GCPE:EX; McLachlin, Jessica PSSG:EX
Subject: Funding for this FY

Hi Kathryn,

I am following up with you to see if an ad agency has been hired yet. How much do you think will be needed in terms of funding by end of fiscal year? We have earmarked \$300K as discussed but our finance folks are asking to confirm this number as soon as we can.

Thank you for advising.

Sophie

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 25, 2018 5:53 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: Standing Offer extension

Dawn, we need to touch base on this.
Thanks Kathryn

From: Stewart, Dawn M GCPE:EX
Sent: Friday, February 23, 2018 11:39 AM
To: 'Susan Kerschbaumer'; Procurement CITZ:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: RE: Standing Offer extension

Hi Susan,

Communique will be coming out in March, but thanks for following up.

Dawn

From: Susan Kerschbaumer [<mailto:s.22>]
Sent: Friday, February 23, 2018 11:28 AM
To: Stewart, Dawn M GCPE:EX; Procurement CITZ:EX
Subject: Standing Offer extension

Hi,

My Standing Offer is set to expire on March 31, 2018 but I see that there are three options to renew for one year each. Could you please advise as to how I go about renewing my standing offer?

Thanks very much,
Susan Kerschbaumer
SO-GCPE16-007



Page 305 to/à Page 306

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

Subject: Post-budget digital plan
Location: s.15

Start: Mon 2018-02-26 2:30 PM
End: Mon 2018-02-26 3:00 PM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: Hardin, Karl GCPE:EX (Karl.Hardin@gov.bc.ca); Kelch, Kyla GCPE:EX (Kyla.Kelch@gov.bc.ca); McLean, Matt GCPE:EX; Michele Della
Mattia
Resources: s.15

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

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LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 10:10 AM
To: Joshi, Shruti GCPE:EX; Li, Joseph GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: RE: Post-Budget ethnic media ads

Expecting updated print ads at approximately 11 am. Let me know if timing does not work for you to review.

Also, we're producing radio ads for same markets and expecting to hear/review radio ads starting at Noon Tuesday, Feb. 27 for Punjabi and 2 pm for Chinese versions.

Shruti and Joseph, any issues with your time tomorrow afternoon?

Thanks so much,
Kathryn

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 9:32 AM
To: Joshi, Shruti GCPE:EX; Li, Joseph GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: RE: Post-Budget ethnic media ads

I will forward the ad once I receive updated copy.

From: Joshi, Shruti GCPE:EX
Sent: Monday, February 26, 2018 8:54 AM
To: LeSueur, Kathryn GCPE:EX; Li, Joseph GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: RE: Post-Budget ethnic media ads

Hi Kathryn,
Please send me the ad for review.

Shruti Prakash-Joshi
Media Relations Officer

From: LeSueur, Kathryn GCPE:EX
Sent: Sunday, February 25, 2018 4:45 PM
To: Li, Joseph GCPE:EX; Joshi, Shruti GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: Post-Budget ethnic media ads

Hello Joseph and Shruti,
Any possibility you both are available tomorrow morning to review a post-budget print ad?
One ad transcreated for Chinese and Punjabi audiences.
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Let me know if it's possible and thank you again for considering this request!
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 10:39 AM
To: Robins, Shawn GCPE:EX
Subject: RE: For decision: ads for ICBC

Agreed. The campaign needs to be linked so there is work to be done to integrate the media plan and creative.

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

From: Robins, Shawn GCPE:EX
Sent: Monday, February 26, 2018 10:03 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: For decision: ads for ICBC

Sounds reasonable. Would need to know ICBC's costs for transparency purposes.

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

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 9:58 AM
To: Groot, Jeff AG:EX; Twynstra, Tanya L GCPE:EX; Robins, Shawn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Ralph, Jamie GCPE:EX; Hume, David GCPE:EX
Subject: RE: For decision: ads for ICBC

It was my understanding the budget for advertising was \$25K. No issues with what Tanya proposed. Kyla and Adrienne from my team with liaise with ICBC to make sure the media plan is integrated.

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

From: Groot, Jeff AG:EX
Sent: Wednesday, February 21, 2018 8:08 AM
To: Twynstra, Tanya L GCPE:EX; LeSueur, Kathryn GCPE:EX; Robins, Shawn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Bronee, Amy GCPE:EX; Ralph, Jamie GCPE:EX; Hume, David GCPE:EX
Subject: Re: For decision: ads for ICBC

Hi - I think this makes good sense. From the ministry side of things, we can't allocate more than the \$25k of our contribution to advertising/marketing, and I know there are workload pressures both for me and on the GCPE side of things. I think if ICBC is willing to assist and particularly if they're looking to supplement the budget we have available, it would be good to take advantage.

Your proposed option below, Tanya, makes sense to me, subject to any feedback from others.

JG

From: Twynstra, Tanya L GCPE:EX
Sent: February-20-18 7:34 PM
To: LeSueur, Kathryn GCPE:EX; Groot, Jeff AG:EX; Robins, Shawn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Bronee, Amy GCPE:EX; Ralph, Jamie GCPE:EX; Hume, David GCPE:EX
Subject: For decision: ads for ICBC

Hi, spoke with Doug at ICBC today about ads for the engagement.

ICBC could take on (both preparation and budget) some of the ads, either print in local papers or social media or a combination. Kyla and I were thinking they could take on the print ads (throughout the engagement) and we could take on social media which would be the last week of the engagement.

The print ads would be approved internally by us and based on the art work already approved. It would be co-branded as the engagement site and rack cards will be.

The social media ads would be based on artwork or the animation and would be targeted to areas we aren't hearing from in the last week of March.

Is there an appetite to partner on this? I'd have to work out a budget and cost but before we do that I need to know if this is a desired direction.

ICBC has also agreed to lead the development of collateral rack cards for the auto show, with our approval of course.

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 12:23 PM
To: 'McPhedran, Neil'; Atchison, Maureen
Subject: Meeting on Wednesday

Hello Neil and Maureen,
Would one of you be able to give me a call regarding the meeting on Wednesday?
Regarding timing, we're thinking 3 pm to 4 pm.
Thank you,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

Page 313 to/à Page 314

Withheld pursuant to/removed as

s.22

LeSueur, Kathryn GCPE:EX

Subject: Briefing of agency (Grey Vancouver) - Cannabis Info campaign
Location: Online and GCPE

Start: Wed 2018-02-28 3:00 PM
End: Wed 2018-02-28 4:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: LeSueur, Kathryn GCPE:EX; McAndrews, Caroline GCPE:EX; Mas, Sophie B PSSG:EX; McLachlin, Jessica GCPE:EX (Jessica.McLachlin@gov.bc.ca); McLean, Matt GCPE:EX; 'McPhedran, Neil'; Atchison, Maureen
Optional Attendees: Xiao, Heidi; Brain, Adam; Roberts, Michelle J GCPE:EX
Resources: s.15

Initial meeting to brief agency on the Cannabis Education and Public awareness information campaign. Cannabis secretariat to lead briefing. Still working out details on how to exchange materials. At this point, I've left it as an online meeting.
Details to follow. Thanks Kathryn

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?](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 1:19 PM
To: McAndrews, Caroline GCPE:EX
Subject: FW: Agency Briefing - Wednesday

Sorry to bother you. Please forward invite re: Wednesday's agency briefing to Jess. I had assumed that was Jessica McLachlin, but the invite bounced back.

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

From: McAndrews, Caroline GCPE:EX
Sent: Sunday, February 25, 2018 8:01 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Agency Briefing - Wednesday

Just need to be on point for qp which is about the 145 - 230 window

Sent from my iPhone

> On Feb 25, 2018, at 4:35 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:
>
> Caroline,
> The folks from the agency, Grey Vancouver, are available Wednesday afternoon for a 1 one hour briefing.
> Remind me again what time works best for you? (taking into account QP,
> etc) Kathryn
>
> -----Original Message-----
> From: McAndrews, Caroline GCPE:EX
> Sent: Friday, February 23, 2018 4:29 PM
> To: LeSueur, Kathryn GCPE:EX
> Subject: Wed aft for meeting
>
> Sophie and Jess will come.
>
> Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 3:39 PM
To: Twynstra, Tanya L GCPE:EX; Kelch, Kyla GCPE:EX
Subject: RE: Electoral Reform Billing Update

Yes, please share with Karen Smith.

From: Twynstra, Tanya L GCPE:EX
Sent: Monday, February 26, 2018 2:03 PM
To: Kelch, Kyla GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: Electoral Reform Billing Update

That is super helpful thanks. Are okay with me sharing this with Karen Smith for our overall partnership agreement and budget tracking.

From: Kelch, Kyla GCPE:EX
Sent: Monday, February 26, 2018 2:01 PM
To: LeSueur, Kathryn GCPE:EX; Twynstra, Tanya L GCPE:EX
Subject: Electoral Reform Billing Update

Just received the following snapshot from St. Bernadine of where we are at in terms of billing. Let me know if you have any questions.

ELECTORAL REFORM BILLING RECONCILIATION

WO 1812

Item	Approved Total	Agency Invoice	Date	Amount (before GST)	Billed to Date	Remaining
Agency Services	\$135,000.00	17278	1/3/2018	\$49,960.00		
		18008	2/7/2018	<u>\$64,480.00</u>		
				\$114,440.00	\$114,440.00	\$20,560.00
Hard Costs	\$34,500.00					
		18001	1/25/2017	\$11,796.24		
		18017	2/15/2018	<u>\$2,450.00</u>		
				\$14,246.24	\$14,246.24	\$20,253.76
Total (before GST)	\$169,500.00				\$128,686.24	\$40,813.76

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services
 Government Communications and Public Engagement
 Phone: (250) 896-6348

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 9:01 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: ppt - agency

Yes, I think this is great info. I would add a slide at the beginning for an agenda page. And on the agenda would be Introductions, Gov't of Canada, BC Gov't, what other jurisdictions have done (examples for them to check out such as Colorado I believe? – any other suggestions) and next steps. I think there needs to be an explanation as to why we're starting out with health Canada info...as opposed to BC info and needs. (I'm sure you/Sophie can speak to that).

At this point in my day, that's all I can suggest.

Thanks for putting this together.

Kathryn

From: McAndrews, Caroline GCPE:EX
Sent: Monday, February 26, 2018 5:05 PM
To: LeSueur, Kathryn GCPE:EX
Subject: ppt - agency

Hi K: just checking to see if I am on the right track with this.

Caroline McAndrews
Communications Director
Ministry of Public Safety and Solicitor General
T: 250 356-1196 | C: 250 208-3254
Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 26, 2018 9:11 PM
To: Twynstra, Tanya L GCPE:EX
Subject: RE: Lessons Learned: Working with a web developers

Appreciate the discussion between us. I will try and make it next week. Just launching four campaigns in two months is a struggle for myself and my group.

From: Twynstra, Tanya L GCPE:EX
Sent: Monday, February 26, 2018 8:56 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Lessons Learned: Working with a web developers

s.13,s.22

Yes still meeting next week, I didn't want to bring it up in the large group just a note I had to talk to you.

Sent from my iPhone

On Feb 26, 2018, at 8:33 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Tanya, great to hear the feedback. Considering the timelines and the amount of content that was produced and then updated a few times prior to launch day, I think that portion of the project went fairly well. Not sure why you didn't have access to St. B. to direct them on the website, as

s.13,s.22

Also did you reach out to the folks at St. B? As far as I was aware, s.13,s.22

s.13,s.22

. Something to consider for next time.

Are we still meeting next week?

Kathryn

From: Twynstra, Tanya L GCPE:EX
Sent: Monday, February 26, 2018 1:14 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Lessons Learned: Working with a web developers

I have had on my list for a while now to talk to you about what could have worked better for Electoral Reform. I think things went pretty well, but I would suggest if we are going to do something like this again, for an engagement, it would have been good if I could have been the co-lead with the developer team on the site development. Because I wasn't very involved at all s.13,s.22

s.13,s.22 (which is typical of what I would do during an engagement) and ensure some consistency across engagements with our terminology etc. For example, in the site that was created there were a number of pages missing like written submissions page that then had to be added after launch. Also in the days prior to 2nd launch I had to mediate between different groups for approvals but I didn't have the access to St. Bernadine to direct them.

I'm okay to discuss further when a project comes up in the future, as there certainly were advantages to not be involved as well😊

Tanya Twynstra
Director, Citizen Engagement
GDX – Government Digital Experience Division
Government Communications and Public Engagement
4th floor, 617 Government Street | Victoria BC | 250-507-2163

To find out more about BC government citizen engagement opportunities please visit:

<image001.png>

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 9:14 AM
To: Hoerger, Andrea AGRI:EX
Subject: RE: Buy BC Branding Strategy 2nd Advisory Team Meeting: February 28

Andrea,
Accompanying me to the meeting will be my senior marketing officer, Adrienne Watt, s.22 and will be the day-to-day contact for this from HQ.
Thanks Kathryn

-----Original Appointment-----

From: Hoerger, Andrea AGRI:EX
Sent: Tuesday, February 27, 2018 9:03 AM
To: Patterson, Mat AGRI:EX; LeSueur, Kathryn GCPE:EX; Easton, Joan E AGRI:EX; McRae, Meghan GCPE:EX; Grout, Kevin AGRI:EX
Subject: Buy BC Branding Strategy 2nd Advisory Team Meeting: February 28
When: Wednesday, February 28, 2018 9:00 AM-10:30 AM (UTC-08:00) Pacific Time (US & Canada).
Where: s.15

Hello all,

At the last Project Advisory Team Meeting on Feb 5th, Trapeze presented their key findings and implications from the audit of the existing Buy BC material and the BC Agrifood and Seafood Domestic Consumption Study.

The purpose of this meeting is to review and provide input into Trapeze's first draft of the Buy BC branding strategy. If time allows, Trapeze will also share with us some enhancements to the Buy BC logo that they have been exploring.

Our input at this meeting will be crucial as it will inform the next steps of this project which include creative concept development and focus group testing.

Mat and I met with Trapeze earlier this week to go through the initial first draft of the branding strategy and we are quite pleased with what we saw.

Please let me know if you have any questions.

Looking forward to seeing all!

Andrea

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 9:16 AM
To: Dale, Raman GCPE:EX
Subject: RE: PSSG reallocation

See you at 10am.
s.13,s.17

From: Dale, Raman GCPE:EX
Sent: Tuesday, February 27, 2018 9:11 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: PSSG reallocation

Hi Kathryn,

Yes. That's fine. Let's touch base at 10?

s.13,s.17

Raman Dale, CPA, CMA
A/Executive Director, Finance and Corporate Services
Government Communications and Public Engagement
Phone: (250) 920-8810

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 9:08 AM
To: Dale, Raman GCPE:EX
Subject: PSSG reallocation

Raman,

Any chance of a 10-minute meeting prior to 10:30 am today?

s.12,s.13

Let me know if you can chat this morning? I have a follow-up call at 10:30 am with them today.
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 9:34 AM
To: Lawrie, Hannah GCPE:EX
Subject: RE: FOR APPROVAL: Revised Alcohol Sense posters

Hannah, I have a few questions. Please call me at your convenience. I'm available before 10 am or after Noon today.
Kathryn

From: Lawrie, Hannah GCPE:EX
Sent: Tuesday, February 27, 2018 8:22 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Anderson, Kristy GCPE:EX; Thistle-Walker, Carlene GCPE:EX; LeGuilloux, Marg GCPE:EX; Nelson, Tiffany GCPE:EX; Togneri, Cassandra GCPE:EX; Robins, Shawn GCPE:EX
Subject: RE: FOR APPROVAL: Revised Alcohol Sense posters

Hi Kathryn,
Just following up on this to see if the posters are approved to move forward?
Thank you,

Hannah
250 952-2475

From: Lawrie, Hannah GCPE:EX
Sent: Tuesday, February 20, 2018 3:10 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Anderson, Kristy GCPE:EX; Thistle-Walker, Carlene GCPE:EX; LeGuilloux, Marg GCPE:EX; Nelson, Tiffany GCPE:EX; Togneri, Cassandra GCPE:EX; Robins, Shawn GCPE:EX
Subject: FOR APPROVAL: Revised Alcohol Sense posters

Hi Kathryn,

The revised Alcohol Sense posters are attached for your review.
Program is looking for approval by Feb 28 at the latest, so they can get them to the printers by March 1.

- As per the direction from GCPE HQ, the first two posters with the drink limits included are for liquor stores only, and the last two without the drink limits are for restaurants. For the latter the message “Not too much, not too often, only when safe” has been added to replace the drink limits. Moderation Counts is being used on the top posters for liquor stores and Take it Slow for the restaurant versions.
- To address GCPE HQ and PSSG concerns regarding the male and female people icons and the need to be gender neutral, other icons were explored; however, at this time the science behind the drinking guidelines is based on the physiological and metabolic makeup of the male and female body. In addition, the majority of the group feels people icons are the most universally recognized and that other icons may not be as well understood.

Please let me know if you have any questions.

Thanks,

Hannah Lawrie | Sr. Public Affairs Officer

Government Communications & Public Engagement

Ministry of Health

Office 250 952-2475

Cell 250 507-1340

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 12:08 PM
To: 'Nathan Lusignan'
Subject: RE: Cannabis Proposal Debrief

Yes, no problem. Kathryn

From: Nathan Lusignan [mailto:nathan@pointblankcreative.ca]
Sent: Tuesday, February 27, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Cannabis Proposal Debrief

Thanks Kathryn,
A colleague will be joining us. Is that OK?

Cheers,
Nate

PRINCIPAL, POINT BLANK CREATIVE



Suite 301, 505 Hamilton St, Vancouver, BC V6B 2R1
(TEL) 604-813-0100 | pointblankcreative.ca

On 27 February 2018 at 09:12, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 1:13 PM
To: Lawrie, Hannah GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Anderson, Kristy GCPE:EX; Thistle-Walker, Carlene GCPE:EX; LeGuilloux, Marg GCPE:EX; Nelson, Tiffany GCPE:EX; Togneri, Cassandra GCPE:EX; Robins, Shawn GCPE:EX
Subject: RE: FOR APPROVAL: Revised Alcohol Sense posters

Hannah,
The Alcohol Sense posters have been approved by ADM Robb Gibbs.
Thank you,
Kathryn LeSueur

From: Lawrie, Hannah GCPE:EX
Sent: Tuesday, February 27, 2018 8:22 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Anderson, Kristy GCPE:EX; Thistle-Walker, Carlene GCPE:EX; LeGuilloux, Marg GCPE:EX; Nelson, Tiffany GCPE:EX; Togneri, Cassandra GCPE:EX; Robins, Shawn GCPE:EX
Subject: RE: FOR APPROVAL: Revised Alcohol Sense posters

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Thank you,

Hannah
250 952-2475

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Sent: Tuesday, February 20, 2018 3:10 PM
To: LeSueur, Kathryn GCPE:EX
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Subject: FOR APPROVAL: Revised Alcohol Sense posters

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- To address GCPE HQ and PSSG concerns regarding the male and female people icons and the need to be gender neutral, other icons were explored; however, at this time the science behind the drinking guidelines is based on the physiological and metabolic makeup of the male and female body. In addition, the majority of the group feels people icons are the most universally recognized and that other icons may not be as well understood.

Please let me know if you have any questions.

Thanks,

Hannah Lawrie | Sr. Public Affairs Officer

Government Communications & Public Engagement

Ministry of Health

Office 250 952-2475

Cell 250 507-1340

Page 332 to/à Page 333

Withheld pursuant to/removed as

s.12;s.13

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 2:01 PM
To: Lloyd, Evan GCPE:EX
Cc: Robb Gibbs (Robb.Gibbs@gov.bc.ca)
Subject: FW: UPDATED [fyi]: For additions/approval - FIN Media Request

Evan, below is the recommended response to the media request on the opioid info campaign.
Please review and let me know when approved.
Thanks Kathryn

From: Funk, Richelle GCPE:EX
Sent: Tuesday, February 27, 2018 1:52 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: UPDATED [fyi]: For additions/approval - FIN Media Request

1. What is the budget for the Stop Overdose ad campaign?

- The estimated budget for this campaign is \$2 million.
- Total final costs for this information campaign will be reported as part of Public Accounts.

2. What companies are involved for creative production and media buying?

- These agencies are involved in the creative production and media buying:
 - Creative Agency: Traction Creative
 - Media buying: Vizeum and Jungle Media
- Traction Creative and Jungle Media are from GCPE's Standing Offers list.
- Vizeum Canada is the BC Government's agency of record for media purchasing and this contract was awarded through a RFP process.

r

Richelle D. Funk
Ministry of Finance

250 387-3514 (landline) & 778 679-8203 (cell)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 2:11 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: better?

Just reviewing now. We'll get back to you later today...or tonight.

From: McAndrews, Caroline GCPE:EX
Sent: Tuesday, February 27, 2018 10:45 AM
To: LeSueur, Kathryn GCPE:EX
Subject: better?

Caroline McAndrews
Communications Director
Ministry of Public Safety and Solicitor General
T: 250 356-1196 | C: 250 208-3254
Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 2:50 PM
To: McLean, Matt GCPE:EX
Subject: FW: Cannabis PP briefing
Attachments: Public Education Campaign - Agency presentation.pptx

Here's the PP for our test at 4 pm.

From: McAndrews, Caroline GCPE:EX
Sent: Tuesday, February 27, 2018 10:45 AM
To: LeSueur, Kathryn GCPE:EX
Subject: better?

Caroline McAndrews
Communications Director
Ministry of Public Safety and Solicitor General
T: 250 356-1196 | C: 250 208-3254
Caroline.McAndrews@gov.bc.ca

LeSueur, Kathryn GCPE:EX

Subject: Briefing of agency (Grey Vancouver) - Cannabis Info campaign
Location: Online and GCPE

Start: Wed 2018-02-28 3:00 PM
End: Wed 2018-02-28 4:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: LeSueur, Kathryn GCPE:EX; McAndrews, Caroline GCPE:EX; Mas, Sophie B PSSG:EX; McLachlin, Jessica GCPE:EX (Jessica.McLachlin@gov.bc.ca); McLean, Matt GCPE:EX; 'McPhedran, Neil'; Atchison, Maureen
Optional Attendees: Xiao, Heidi; Brain, Adam; Roberts, Michelle J GCPE:EX
Resources: s.15

Initial meeting to brief agency on the Cannabis Education and Public awareness information campaign. Cannabis secretariat to lead briefing. Still working out details on how to exchange materials. At this point, I've left it as an online meeting.
Details to follow. Thanks Kathryn

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?](#)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 5:24 PM
To: 'jeff lucas'
Cc: McLean, Matt GCPE:EX; Allison Ishida
Subject: RE: Updated CFRN script

As the script has been through two revisions, I'll be seeking approval again from the approval area.

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Tuesday, February 27, 2018 5:22 PM
To: LeSueur, Kathryn GCPE:EX
Cc: McLean, Matt GCPE:EX; Allison Ishida
Subject: Re: Updated CFRN script

Should be recorded today I think? If not tomorrow certainly.

Sent from my iPhone, using my thumbs.

Jeff

On Feb 27, 2018, at 5:18 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Jeff, when will this be recorded? Tomorrow sometime?

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Tuesday, February 27, 2018 5:14 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: Updated CFRN script

Hi Kathryn,

Attached is the updated CFRN script with changes we discussed.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 5:38 PM
To: 'Jim Gordon'
Subject: RE: Opioids signoffs

Yes, we should have it tomorrow.
Thanks Jim for the nudge.

From: Jim Gordon [mailto:Jim.Gordon@vizeum.com]
Sent: Tuesday, February 27, 2018 2:39 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Opioids signoffs

Just checking on the OOH part 2 and the radio – are we near getting signoff?

Jim Gordon

SVP / Managing Director, Vizeum Vancouver
T (604) 408-8117 | M (604) 506-1195
jjim.gordon@vizeum.com | vizeum.ca



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 11:36 AM
To: Li, Joseph GCPE:EX
Subject: Any feedback?

Joseph, any feedback on the ads?

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 11:50 AM
To: Derksen, Renee AEST:EX
Cc: McLean, Matt GCPE:EX
Subject: RE: APPROVAL: WorkBC Radio Script

No problem, is the revised script approved?

From: Derksen, Renee AEST:EX
Sent: Wednesday, February 28, 2018 9:29 AM
To: LeSueur, Kathryn GCPE:EX
Cc: McLean, Matt GCPE:EX
Subject: RE: APPROVAL: WorkBC Radio Script

Sorry I missed this – s.22

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 5:37 PM
To: Derksen, Renee AEST:EX
Cc: McLean, Matt GCPE:EX
Subject: APPROVAL: WorkBC Radio Script
Importance: High

Renee,

We've had to make some last minute edits to the WorkBC radio script due to the length of the copy. For whatever reason, the talent at the station CFRN, was taking too much time to get through the read and the ad was longer than 30-seconds. The agency and myself have made some script changes – not significant but a few words here and there. Attached is the revised script, please review and let me know if its approved from your perspective.

I'll need approval tonight as they plan to record tomorrow morning. You'll get to hear the final read as well and expecting that tomorrow sometime. Sorry for the rush.
Thanks,
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 11:56 AM
To: McAndrews, Caroline GCPE:EX
Subject: RE: FEW Q's Ad agency briefing

See you at HQ. Thanks

From: McAndrews, Caroline GCPE:EX
Sent: Wednesday, February 28, 2018 9:53 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FEW Q's Ad agency briefing

Hi Kathryn, a few more supporting documents for the agency.
Secretariat would like me to lead it and then they will fill in blanks on legalization, I can cover public education as per the ppt.
Can I come to HQ and do our meeting from there?
I'm not practiced in the online meeting (been on the end of one with Dominic, but that's it).
C

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 11:59 AM
To: 'jeff lucas'; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: RE: Updated CFRN script

Jeff, the revised script has been approved by the program area.
Thanks Kathryn

From: jeff lucas [mailto:jefflucas@tractioncreative.com]
Sent: Tuesday, February 27, 2018 5:14 PM
To: LeSueur, Kathryn GCPE:EX; McLean, Matt GCPE:EX
Cc: Allison Ishida
Subject: Updated CFRN script

Hi Kathryn,

Attached is the updated CFRN script with changes we discussed.

Jeff

Jeff Lucas GENERAL MANAGER

778.989.7107 | TractionCreative.com

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 12:19 PM
To: 'Yuii Leung'
Cc: George Kan
Subject: RE: Contact for Captus

Yuii,
As discussed on the phone, please remove the sfx of the child (yelling, screaming).
And the music needs to be smoothed out at the :22 mark into the spot.
Thanks Kathryn

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Wednesday, February 28, 2018 12:10 PM
To: Michele Della Mattia
Cc: George Kan; LeSueur, Kathryn GCPE:EX
Subject: Re: Contact for Captus

Hi Michele,

The link is well received, thank you. I am going to forward to our production house right away.

Best regards,
Yuii Leung
Account Manager



Suite 408, 788 Beatty Street
Vancouver, B.C. V6B 2M1
Direct: [604.600.7692](tel:604.600.7692)
Fax: 604.638.2237
www.captusad.com

On Wed, Feb 28, 2018 at 12:05 PM, Michele Della Mattia <michele@nowgroup.com> wrote:
Hi George and Yuii

Here is the link to the full piece of music to make the final edits on the radio.

<https://www.dropbox.com/sh/eyacm66wklcvy4r/AADAdmZob9SkTCMPNZvKk3eDa/Full%20music%20track?dl=0>

Thanks
Michele

MICHELE DELLA MATTIA

Vice President - Operations | The NOW Group
Vancouver | Winnipeg | Toronto | Ottawa

[604.682.5441](tel:604.682.5441) office | [604.916.2141](tel:604.916.2141) cell | nowgroup.com
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On Feb 28, 2018, at 11:40 AM, George Kan <george@captusad.com> wrote:

Hi Michelle and Kathryn,

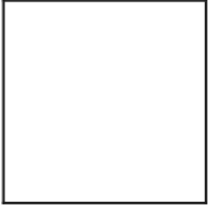
Please send the music and sound effects to Yui as well. I am heading out to Punjabi recording now.

I hope we can use the most updated music and sound effect for that too. Otherwise, it would cost more to fix it afterward.

Thanks.

George

George Kan
Partner, Creative Director



On Wed, Feb 28, 2018 at 11:35 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Michele,

Below is George's contact information.

George, NOW group will be sending the updated music for you for the radio spot and sound effect.

Thanks Kathryn

George Kan george@captusad.com

Phone: [604 638 2227](tel:6046382227)

Kathryn LeSueur | Director, Marketing and Advertising

Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: [778 698 8674](tel:7786988674)

Mobile: [778 584 1256](tel:7785841256)

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 12:46 PM
To: Kelch, Kyla GCPE:EX
Subject: RE: Overdose Costings - OOH p2 and Radi

I believe this has already been signed off but there was a change to the number of cards in Victoria.

As per the note below...."everything else is the same, The only changes are the run dates and the typo % for Victoria (the actual number of cards/buses in Victoria is the same)."

My question to you is, Does this need to be signed off again?

Kathryn

From: Kelch, Kyla GCPE:EX
Sent: Wednesday, February 28, 2018 12:39 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Fwd: Overdose Costings - OOH p2 and Radi

FYI - let me know if you want me to forward this along to get signed or if you are.

Kyla Kelch
Sent from my iPhone

Begin forwarded message:

From: Camillia Yuen <Camillia.Yuen@vizeum.com>
Date: February 28, 2018 at 12:32:22 PM PST
To: "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>
Cc: Ryan MacDonald <Ryan.MacDonald@vizeum.com>
Subject: RE: Overdose Costings - OOH p2 and Radi

Hi Kyla,

I sent over a revised to Kathryn today, I should have cc'ed you in – sorry!

We won't be able to make March 12 as the creative was due on Monday and I've asked the vendor if there is any way to get up for March 12 if we get her creative this week and it is just too late. Also, the % of cards for Victoria is updated (there was a typo in the original costing).

Are you able to get this costing signed off for OOH? Essentially everything else is the same, The only changes are the run dates and the typo % for Victoria (the actual number of cards/buses in Victoria is the same).

Please let me know, thanks!
Camillia

From: Kelch, Kyla GCPE:EX [<mailto:Kyla.Kelch@gov.bc.ca>]
Sent: Wednesday, February 28, 2018 12:22 PM
To: Jim Gordon <Jim.Gordon@vizeum.com>; Camillia Yuen <Camillia.Yuen@vizeum.com>
Cc: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Subject: Overdose Costings - OOH p2 and Radi

Hi Jim,

Please find attached the signed costings for the overdose campaign's radio and OOH part 2 media buy.

Cheers,
Kyla

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 1:17 PM
To: 'Michele Della Mattia'
Cc: Kelch, Kyla GCPE:EX
Subject: RE: Housing - media/talent questions

Michele,

Just checked with someone here who knows this subject very well and there are no exceptions to the consent form. So, there is no wiggle room.

Please negotiate usage for all the anticipated assets...TV, radio, pre-roll and digital (have I missed anything?).

Regarding the length of time, I've been agreeing to a one-year buy-out as the price does not differ much from 3 months.

Please let me know if we're still within the original budget as indicated on the work order.

Kathryn

From: Michele Della Mattia [mailto:michele@nowgroup.com]
Sent: Wednesday, February 28, 2018 10:05 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Kelch, Kyla GCPE:EX
Subject: Re: Housing - media/talent questions

Hi Kathryn

I had a quick discussion with Kyla about the release she forwarded and have some questions to follow-up with you on.

We will discuss this release with the talent before we finalize casting, but we are anticipating it being difficult to get signatures on it.

Our concerns are around perpetual consent and no compensation — but with those clauses starting with “unless otherwise expressly agreed to in writing” we are wondering if we can make some exceptions in order to get the release.

In our experience, if we limit the usage time (5 years) and exclude out-of-home usage, we can generally get consent, but it would require a payment. We are talking with casting agent now to figure out what payment it might take and we will provide you with a recommendation before we proceed so you can assess the value for costs.

On the costs, unless the rights costs are widely outside the norm, we anticipate we will still be well within the original work order budget.

I should be able to get back to you later today on this — but please let me know if there is no wiggle room on the release rights and we can go from there to figure out another option.

Thanks
Michele

MICHELE DELLA MATTIA

Vice President - Operations | The NOW Group
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On Feb 27, 2018, at 4:22 PM, Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca> wrote:

Hi Michele,

Please find attached the Province's consent and release form.

Cheers,
Kyla

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 27, 2018 4:00 PM
To: Kelch, Kyla GCPE:EX
Subject: Fwd: Housing - media/talent questions

Would it be possible for you to forward the photo consent to Now?
Sent from my iPhone

Begin forwarded message:

From: Michele Della Mattia <michele@nowgroup.com>
Date: February 27, 2018 at 2:58:33 PM PST
To: Kathryn LeSueur <Kathryn.LeSueur@gov.bc.ca>
Subject: Re: Housing - media/talent questions

Hi Kathryn

For the updated Housing production budget, we will need to include a line item for your photo releases.

Do you have the consent form with the terms you want us to negotiate with the talent?

Thanks
Michele

MICHELE DELLA MATTIA

Vice President - Operations | The NOW Group
Vancouver | Winnipeg | Toronto | Ottawa

604.682.5441 office | 604.916.2141 cell | nowgroup.com
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On Feb 21, 2018, at 3:50 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hi Michele,

1. Yes, housing campaign is confirmed for 3 weeks of provincewide TV, starting Monday, March 19 and finishing up on Sunday, April 8.
2. Yes, we're planning a digital component as well. Same time frame but has not been confirmed yet. Still working out details with Jungle Media our digital media supplier.
3. Also plan to have an ethnic media buy as well. This would be radio for 2 weeks and include static ads on various Chinese news sites. Captus Media to supply assets (working from TV script).
4. Will get back to you on the consent form. Yes we have one. Just can't remember terms and need to review.

Kathryn

From: Michele Della Mattia [<mailto:michele@nowgroup.com>]
Sent: Wednesday, February 21, 2018 11:57 AM
To: LeSueur, Kathryn GCPE:EX
Cc: Kelch, Kyla GCPE:EX
Subject: Housing - media/talent questions

Hi Kathryn

We are doing some prep work on the formal production budget for the Housing campaign and have a few questions impacting the costs.

Robb mentioned the broadcast TV will be on for three weeks, is that correct?

Will there be a digital component to the buy as well — and how long will that run for or do you have a digital cycle you like to use everything at?

We would recommend getting still photos at the shoot as well to build your asset bank. If we do this, do you have a standard photo right form you need signed? This is outside the ACTRA contract so do you have a normal duration for the rights or do you need them in-perpetuity? We do have a hard time with in-perpetuity unless the payment is significant, but if we know this ahead, we can have this conversation with the casting team before they put out the call.

Thanks
Michele

MICHELE DELLA MATTIA

Vice President - Operations | The NOW Group
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<CONSENT_RELEASE_official.pdf>

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 1:39 PM
To: Emerson, Kim GCPE:EX
Subject: RE: Francophone Community Media

Hello Kim,

Congrats and welcome to GCPE.

Interesting question. I do not have a response to this specific question. Media selection is based on criteria such as budget and target audience.

I wonder if the question of 'community media' has anything to do with the Federal budget announcement yesterday with the funding of \$50 million over five years as the feds explore ways for news outlets to benefit from non-profit status.

I'll need to do some further research before providing an official response.

Regards,

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

From: Emerson, Kim GCPE:EX
Sent: Wednesday, February 28, 2018 10:16 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: Francophone Community Media

Hello Kathryn

My name is Kim Emerson. I am the new Communications Manager at IGRS. I had the email below sent to me. I asked Mike Lowe and he suggested you would be the best person to talk to.

Thank you.

Kim

From: Brodeur, Chantal IGRS:EX
Sent: Tuesday, February 27, 2018 7:44 PM
To: Emerson, Kim GCPE:EX <Kim.Emerson@gov.bc.ca>
Cc: Mercier, Veronique IGRS:EX <Veronique.Mercier@gov.bc.ca>
Subject: Francophone Community Media

Hi Kim,

Welcome to IGRS.

On Thursday morning I will be meeting with my Federal/Provincial/Territorial (FPT) colleagues for the Réseau intergovernmental de la francophonie canadienne. (Canadian Francophone Networks).

We will be discussing the various topics for inclusion at the Ministerial Conference on Canadian Francophonie (MCCF) to be held in July 2018.

One of the topic proposed for the MCCF is community media. The discussion will cover potential actions FPT or PT can agree on to strengthen Francophone community media. One of the options on the table is the regular and frequent purchase of government advertisements to financial support the community newspapers and radio station.

Can you please tell me GCPE's position on the purchasing of advertisement.

Thank you
Chantal Brodeur
IGRS/FAP
Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 2:43 PM
To: Joshi, Shruti GCPE:EX
Subject: RE: Punjabi Budget 2018 radio spot for your approval

Thank you for pointing that out.

From: Joshi, Shruti GCPE:EX
Sent: Wednesday, February 28, 2018 2:42 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Punjabi Budget 2018 radio spot for your approval

The script said bigger house, here it says big house.

Shruti Prakash-Joshi
Media Relations Officer
Government Communications & Public Engagement
Shruti.Joshi@gov.bc.ca TEL # 778-587-4521

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 2:41 PM
To: Joshi, Shruti GCPE:EX
Subject: RE: Punjabi Budget 2018 radio spot for your approval

The change that you requested, that was not done, is it critical?

From: Joshi, Shruti GCPE:EX
Sent: Wednesday, February 28, 2018 2:41 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Punjabi Budget 2018 radio spot for your approval

The initial voices don't sound as enthusiastic as the script demands, but over-all ok. At least one change that was required hasn't been done.

Shruti Prakash-Joshi

Media Relations Officer
Government Communications & Public Engagement
Shruti.Joshi@gov.bc.ca TEL # 778-587-4521

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 2:36 PM
To: Joshi, Shruti GCPE:EX
Subject: FW: Punjabi Budget 2018 radio spot for your approval

Shruti,
Below is the link to the Punjabi ad...please review and let me know what you think of the read.

From: George Kan [<mailto:george@captusad.com>]
Sent: Wednesday, February 28, 2018 2:32 PM
To: LeSueur, Kathryn GCPE:EX
Cc: yuii@captusad.com
Subject: Punjabi Budget 2018 radio spot for your approval

Hi Kathryn,

Here is the link to the Punjabi spot, the child's SFX has been taken out. Adjustment to music to make it sound smooth with the audio read.
<https://www.dropbox.com/s/m231fpzreol6yqe/Post%20Budget%20Pan%20Radio.wav?dl=0>

Chinese revised spots should come within the next 30 minutes.

George

George Kan
Partner, Creative Director



LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 5:07 PM
To: LeGuilloux, Marg GCPE:EX
Subject: RE: Chat?

How about now

From: LeGuilloux, Marg GCPE:EX
Sent: Wednesday, February 28, 2018 5:07 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Chat?

My chat would take 5 min, I figure – just a cpl of questions...

Marg LeGuilloux

Executive Director
Communications - Social Ministries
GCPE
778-584-1259

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 5:01 PM
To: LeGuilloux, Marg GCPE:EX
Subject: RE: Chat?

Will try. s.22

From: LeGuilloux, Marg GCPE:EX
Sent: Wednesday, February 28, 2018 5:00 PM
To: LeSueur, Kathryn GCPE:EX
Subject: RE: Chat?

Have to catch you tomorrow, heading out soon.
Thx Kathryn.

Marg LeGuilloux

Executive Director
Communications - Social Ministries
GCPE
778-584-1259

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, February 28, 2018 4:53 PM
To: LeGuilloux, Marg GCPE:EX
Subject: RE: Chat?

sure

From: LeGuilloux, Marg GCPE:EX
Sent: Wednesday, February 28, 2018 3:23 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Chat?

Could you give me a shout when you have a sec? Need to touch base on a cpl of work things...
Thx.



Marg LeGuilloux

Executive Director, Communications
Social Ministries

Government Communications and Public Engagement
Government of British Columbia
Cell: 778-584-1259
Office: 778-698-8926
marg.leguilloux@gov.bc.ca