

Sherlock, Stephanie GCPE:EX

From: Andrews, Scott GCPE:EX
Sent: Wednesday, April 4, 2018 10:28 AM
To: Sherlock, Stephanie GCPE:EX; Tounsi, Marielle GCPE:EX; Truong, Lele GCPE:EX; Joshi, Shruti GCPE:EX
Subject: RE: MO staff list
Attachments: GCPE Media Relations Contact List - April 3.xlsx

Thanks Stephanie,

Attached is a compiled list of relevant contacts for our team. Let me know if there are any contacts missing.

Best regards,

Scott Andrews
Media Relations Officer
Government Communications and Public Engagement
250-886-2784

From: Sherlock, Stephanie GCPE:EX
Sent: Wednesday, April 4, 2018 9:34 AM
To: Tounsi, Marielle GCPE:EX; Andrews, Scott GCPE:EX; Truong, Lele GCPE:EX; Joshi, Shruti GCPE:EX
Subject: MO staff list

I thought I sent this to you folks yesterday but now am questioning that!

If not here is the update list of the changes made to staffing Ministers.

Have a close look please and keep handy.

Thanks
Stephanie

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Withheld pursuant to/removal as

DUPLICATE

iMessage
Thu, Apr 5, 8:43 AM

Hi Steph here. Ricks is setting up the line and has instructed me on its use :)

What a guy! Sounds great thanks Steph!

She prob should not do it from her constit office. Very bad optics.

I'll check in where she'll do it from.

Cool :)

Mon, May 14, 1:13 PM

CBC wants the minister on the ALR? Possible in the hall?

Mon, Apr 9, 9:45 AM

Sage Aaron

s.22

SA

Can you give me some detail?
This is the first I've heard of it

Sage Aaron

s.22

SA

s.22

Got it. Thanks

Thu, Apr 26, 9:45 AM

Wilkinson responding in his
office

Sherlock, Stephanie GCPE:EX

From: McCaffrey, Julianne GCPE:EX
Sent: Thursday, April 12, 2018 4:14 PM
To: Sherlock, Stephanie GCPE:EX
Cc: Kerr, Grant GCPE:EX; Twynstra, Tanya L GCPE:EX; Devereux, Rick GCPE:EX; Pratt, Andrew GCPE:EX
Subject: Re: Can I bribe you with coffee and cookies?

No prob. You let us know when would work best! :)

Julianne McCaffrey
Communications Director
Ministry of Labour
250-888-8074

On Apr 12, 2018, at 4:12 PM, Sherlock, Stephanie GCPE:EX <Stephanie.Sherlock@gov.bc.ca> wrote:

My apologies – we are in a meeting over at the buildings at that time.
We should be back by 11:15 ish – or we could meet you at 9:40 before we go.

Stephanie Sherlock
Director, Media Relations
Government Communications & Public Engagement
778-584-1254

From: McCaffrey, Julianne GCPE:EX
Sent: Thursday, April 12, 2018 4:06 PM
To: Kerr, Grant GCPE:EX <Grant.Kerr@gov.bc.ca>
Cc: Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>; Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Sherlock, Stephanie GCPE:EX <Stephanie.Sherlock@gov.bc.ca>; Pratt, Andrew GCPE:EX <Andrew.Pratt@gov.bc.ca>
Subject: Re: Can I bribe you with coffee and cookies?

Fabulous!!

Julianne McCaffrey
Communications Director
Ministry of Labour
250-888-8074

On Apr 12, 2018, at 3:57 PM, Kerr, Grant GCPE:EX <Grant.Kerr@gov.bc.ca> wrote:

Hi Jules,
Works for me as well. I would be happy to chat with Patrick to give him the Coles notes of the WES unit.
Thanks,
Grant

From: McCaffrey, Julianne GCPE:EX
Sent: Thursday, April 12, 2018 12:36 PM
To: Twynstra, Tanya L GCPE:EX; Devereux, Rick GCPE:EX; Sherlock, Stephanie GCPE:EX; Pratt, Andrew GCPE:EX; Kerr, Grant GCPE:EX
Subject: RE: Can I bribe you with coffee and cookies?

Truly appreciated!^{s.22}
s.22 so that we don't go longer than 30 minutes. I know how busy you all are!!

From: Twynstra, Tanya L GCPE:EX
Sent: Thursday, April 12, 2018 12:34 PM
To: McCaffrey, Julianne GCPE:EX; Devereux, Rick GCPE:EX; Sherlock, Stephanie GCPE:EX; Pratt, Andrew GCPE:EX; Kerr, Grant GCPE:EX
Subject: RE: Can I bribe you with coffee and cookies?

Oh sure we just did this for another team last week,^{s.22} we would be happy to.

From: McCaffrey, Julianne GCPE:EX
Sent: Thursday, April 12, 2018 12:33 PM
To: Devereux, Rick GCPE:EX <Rick.Devereux@gov.bc.ca>; Sherlock, Stephanie GCPE:EX <Stephanie.Sherlock@gov.bc.ca>; Twynstra, Tanya L GCPE:EX <Tanya.Twynstra@gov.bc.ca>; Pratt, Andrew GCPE:EX <Andrew.Pratt@gov.bc.ca>; Kerr, Grant GCPE:EX <Grant.Kerr@gov.bc.ca>
Subject: Can I bribe you with coffee and cookies?

Hi all.

I have a co-op student named Patrick who will be finishing his term with us in 2 weeks. He's had great exposure to writing here in our shop, but I'm really hoping we can schedule a 30 minute meeting at GCPE HQ (we'll bring coffee and snacks) so that you (or someone you designate to attend from your unit) can spend 5 minutes telling Patrick what you do, and why it's amazing and important.

Would 10am next Wednesday work for you?

Jules

Julianne McCaffrey
Communications Director
Ministry of Labour
Desk: 778-698-8964
Cell: 250-888-8074

Sherlock, Stephanie GCPE:EX

From: Hagglund, Jarrett GCPE:EX
Sent: Friday, April 13, 2018 12:44 PM
To: Sherlock, Stephanie GCPE:EX
Cc: Badger, Joleen GCPE:EX
Subject: RE: Friday April 20th event - North Van

Awesome. Thanks, It is also going to be no at podium scrum just side interviews if needed. I imagine probably just with north shore news.

From: Sherlock, Stephanie GCPE:EX
Sent: Friday, April 13, 2018 12:44 PM
To: Hagglund, Jarrett GCPE:EX
Cc: Badger, Joleen GCPE:EX
Subject: RE: Friday April 20th event - North Van

I agree that there likely wont be a lot of media so our presence may not be necessary.
Let's see what kind of pick up the event gets when the Comms shop does a call around.
I can assign Thursday if it looks like it will be busy with media.

Stephanie Sherlock
Director, Media Relations
Government Communications & Public Engagement
778-584-1254

From: Hagglund, Jarrett GCPE:EX
Sent: Friday, April 13, 2018 12:40 PM
To: Sherlock, Stephanie GCPE:EX <Stephanie.Sherlock@gov.bc.ca>
Cc: Badger, Joleen GCPE:EX <Joleen.Badger@gov.bc.ca>
Subject: Friday April 20th event - North Van

Hey Stephanie,

Wondering if someone from your shop is available for this event. Itin attached.

If not let Joleen know, ^{s.22} . I don't suspect tons of media but you never know.

Thank you!

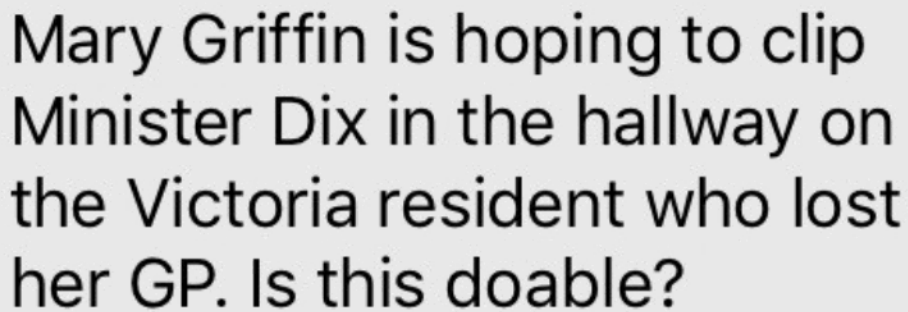
Jarrett

Jarrett Hagglund | Manager, Event Services
Government Communications and Public Engagement
604-817-1458 | Jarrett.Hagglund@gov.bc.ca

iMessage

Wed, Apr 25, 12:33 PM

Marielle

A grey message bubble with a white 'M' icon on the left. The text inside reads: "Mary Griffin is hoping to clip Minister Dix in the hallway on the Victoria resident who lost her GP. Is this doable?"

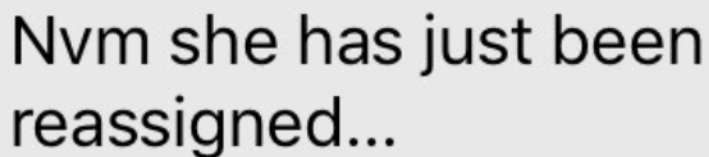
Mary Griffin is hoping to clip Minister Dix in the hallway on the Victoria resident who lost her GP. Is this doable?

Maybe: Anderson, Kristy Gcpe:Ex

A grey message bubble with a white person icon on the left. The text inside reads: "Let me check. He is prepped."

Let me check. He is prepped.

Marielle

A grey message bubble with a white 'M' icon on the left. The text inside reads: "Nvm she has just been reassigned..."

Nvm she has just been reassigned...

Maybe: Anderson, Kristy Gcpe:Ex

A grey message bubble with a white person icon on the left. The text inside reads: "Ok. Thx."

Ok. Thx.

iMessage
Thu, Apr 26, 10:51 AM

Disregard the call

:)

Ok

Did PSSG wrap?

BC 1 cut away

Not yet

Couple more Qs

Ok. Let me know and I'll let joleen know. Thanks!

Three Qs then we out

Delivered

Great

Sherlock, Stephanie GCPE:EX

From: Tounsi, Marielle GCPE:EX
Sent: Friday, February 2, 2018 1:43 PM
To: Sherlock, Stephanie GCPE:EX
Subject: RE: Logistics notes for February 2018

Hmm are you sure?!?! I just checked my outbox and the attached that I sent did have highlights.
Below are screen shots of it.

Logistics notes for February 2018:

- Check time of media advisory against itinerary and QP timing (recommend 9:30 a.m. start or earlier if QP is in the morning)
 - Build more time into itinerary for minister briefing
 - Arrange secure printer for badges
 - Temperature control in room
 - Media – try to limit to one follow up question
 - Remind GCPE staff – do not attempt to answer any stakeholder or media questions
 - Issues team – improve process for flagging issues and stakeholder reactions
 - Improve X List, include list of TBS EDs with headshots
 - Green vs Liberal lockup – both are offered the same options, they choose whether to have a private lock up or send staff to the main lockup
 - Provide a more private space for MO meetings – set up stanchions outside for privacy
 - Jill Milne to run opposition lock up and potentially train someone new for future years
 - Remind MO that PO, all Minister's offices and MLAs receive copies of the budget after the signal to release. The materials are delivered to the mailroom. MLA offices are also mailed copies.
 - Event transcription – Events to arrange for TNO to transcribe the audio in addition to having someone at the lock-up start on it. MediaCo will provide the audio on a USB. You will need to either provide Scott Ryckman with a dropbox link (which is what I did) or have someone run it over on a USB,
 - Event transcripts: decide ahead of time if we are providing them to media.
 - Event audio: Make sure the digital communications team posts it in the newsroom if that's what MO/Comm director want.
 - Video – MediaCo records the Minister's presentation but you'll need to get that video to the social media unit on a USB drive because it's big.
 - ~~Stakeholder videos: in past years we quickly cut stakeholder clips at the budget lock-up and had them available to media. Is this worth it? The clips were not posted in a timely fashion and no one has asked where they are... same with Minister's clips.~~
 - Signal to release: You'll need to have someone (either events or GCPE FIN) notify the radio room that they can activate the Wifi.
 - Stakeholder list: TBS and tax policy want a copy of the list, also it appears that printed copies may have been provided to the DM's office, possibly one per table.
 - Post-budget media scan – arrange for someone to possibly do a media scan when you get back from lock-up
 - Stakeholder reaction compilation: the MO will be looking for a compilation of what stakeholders said.
 - GCPE volunteers: it is not ideal to have comm directors come as "matchmaking" volunteers because they can't give up their cell phones. Get PAOs from shops. In my opinion it's fine for a comm director to attend in support of their DM but it doesn't make sense for them to be helping the media relations team.
- Post-budget speeches: It can be helpful to get a PAO on loan like we did with Uppenborn to handle speech cover pages.
- Have someone - media relations team? - gather all NR quotes and all media quotes from stakeholders, organized by positive and negative. Can compile a day or two after budget

Marielle Tounsi
Media Relations Officer
Government Communications and Public Engagement
778-584-1255

From: Sherlock, Stephanie GCPE:EX
Sent: Friday, February 2, 2018 1:40 PM
To: Tounsi, Marielle GCPE:EX
Subject: Re: Logistics notes for February 2018

This document has no highlights

Sent from my iPhone

On Feb 2, 2018, at 1:38 PM, Tounsi, Marielle GCPE:EX <Marielle.Tounsi@gov.bc.ca> wrote:

Hi Stephanie,

Attached is the logistic notes with areas that are applicable to us highlighted ☺

Marielle Tounsi
Media Relations Officer
Government Communications and Public Engagement
778-584-1255

From: Sherlock, Stephanie GCPE:EX
Sent: Friday, February 2, 2018 11:22 AM
To: Tounsi, Marielle GCPE:EX
Subject: Re: Logistics notes for February 2018

Highlight places on there where we are mentioned.

First thing of note - someone from Finance Comms can gather quotes after budget. That will not be us.
The house is sitting.

I'll take a closer look at the rest this afternoon

Sent from my iPhone

On Feb 2, 2018, at 11:07 AM, Tounsi, Marielle GCPE:EX <Marielle.Tounsi@gov.bc.ca> wrote:

FYI

Marielle Tounsi
Media Relations Officer
Government Communications and Public Engagement
778-584-1255

From: Zoeller, Sonja GCPE:EX
Sent: Friday, February 2, 2018 10:38 AM
To: Tounsi, Marielle GCPE:EX
Subject: Logistics notes for February 2018

Here's the 'lessons learned' from September. ☺

<Logistics notes for February 2018.docx>

<Logistics notes for February 2018.docx>

Sherlock, Stephanie GCPE:EX

From: Zoeller, Sonja GCPE:EX
Sent: Tuesday, February 6, 2018 2:08 PM
To: Sherlock, Stephanie GCPE:EX; Howlett, Tim GCPE:EX
Cc: Currie, David GCPE:EX
Subject: RE: coordinating on budget day

Hi Stephanie,

Okay, we can do this by email. Here's what I would propose, happy to have input. It would be good to have this ready by volunteer training day (tentatively set for Monday, Feb. 19 at 3pm, and TBC by the events staff) so we can outline expectations for people then.

8am to 11am:

- Volunteers are connecting TBS and tax policy experts, as well as DMs, with stakeholders and media to answer their questions. Note for Stephanie: we are preparing a photo wall with TBS/Tax policy directors and DMs for volunteer reference in the lunch room.
- Volunteers are reporting this information back to Issues Management team (2-3 people, set up with laptops in the volunteer lunch room)

11am:

- Issues management team prepares an initial report, prints it out, and gives it to David in time for the DM briefing with the minister, and prior to her taking technical questions from the floor at 12pm

12:45pm to 1:30pm:

- Volunteers are monitoring scrums on the floor between stakeholders and media and reporting back to issues management team in the volunteer room
 - Reporting:
 - What questions are media asking which stakeholders
 - Stakeholders' reactions to specific budget measures – positive/negative
 - Whether certain media outlets are focused on specific issues, i.e. housing, childcare, environment, etc.
 - Also gathering and providing to issues management any available press releases if stakeholders use printers at lock up.

1:30pm:

- Issues management team prepares a report with the above information, and provides it to David Currie
- Issues management provides advice as to whether new QAs need to be developed
- This report is provided to the minister via David in time for minister's afternoon media hits.

1:30pm to 4:30pm:

- After embargo lifts: Assign a person to monitoring media (online, TNO, twitter) and preparing clips packages as necessary – TBD.

Thanks,

Sonja

From: Sherlock, Stephanie GCPE:EX
Sent: Tuesday, February 6, 2018 1:49 PM
To: Zoeller, Sonja GCPE:EX; Howlett, Tim GCPE:EX
Cc: Currie, David GCPE:EX
Subject: RE: coordinating on budget day

Hi,

I am going to Vancouver tomorrow afternoon and won't be back until late Friday.
I will have time for a call tomorrow afternoon though -

I've looped in David here as we had a conversation about this this morning.

I have 10 volunteers and monitoring the media/stakeholder interviews is one of the things they already do.

As mentioned yesterday, my folks will take notes during media/stakeholder interviews and feed them back to Issues Management to roll into a briefing for the Minister.

We have that covered – if that's what you mean by media monitoring?

I'd really appreciate fleshing this out by email so I have something to reference in future – also because I will be focussing on four other events before this week is up and Throne day arrives.

Thanks in advance
Stephanie

From: Zoeller, Sonja GCPE:EX
Sent: Tuesday, February 6, 2018 1:35 PM
To: Sherlock, Stephanie GCPE:EX; Howlett, Tim GCPE:EX
Subject: coordinating on budget day

Hi Stephanie,

Tim and I have talked a bit about how best to go about collecting and rolling up information for the minister on budget day.

Do you have time to sit down with us for 15 minutes to come up with a plan?

Marielle had mentioned your team has recruited some volunteers. I'm wondering whether they already all have roles assigned, or whether some may be available for things like media monitoring, etc.

Let us know if you have some time this week.

Thanks,

Sonja Zoeller

Communications Manager

Ministry of Finance

Direct: 250-387-1248

Cell: 250-812-6844

CONFIDENTIALITY NOTICE:

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Sherlock, Stephanie GCPE:EX

From: Bowness, Lianne GCPE:EX
Sent: Friday, January 19, 2018 9:21 AM
To: Sherlock, Stephanie GCPE:EX
Cc: Robb, Katie GCPE:EX
Subject: RE: Looking for volunteers for Budget day?

Fabulous!

The people who have volunteered are –

Leanne Flood (she helped out last year & is well versed in Budget Day)
Jamie Weiss (new member to the team – keen to volunteer for Budget Day)
Brendan Phelps (new member to the team – keen to volunteer for Budget Day)

Thanks for adding them to the list ☺

From: Sherlock, Stephanie GCPE:EX
Sent: Friday, January 19, 2018 9:17 AM
To: Bowness, Lianne GCPE:EX
Cc: Robb, Katie GCPE:EX
Subject: RE: Looking for volunteers for Budget day?

s.22

I do need volunteers to help with media relations – a lot of it is just wrangling but it is a good experience, an excellent chance to meet or just eyeball the media so you get a sense of whos who, and they get fed well ☺

Please forward names to me and I will add them to the list!

Thanks a bunch!
Stephanie

From: Bowness, Lianne GCPE:EX
Sent: Friday, January 19, 2018 9:11 AM
To: Sherlock, Stephanie GCPE:EX
Cc: Robb, Katie GCPE:EX
Subject: Looking for volunteers for Budget day?

Hi Stephanie – wondering if you will be looking for volunteers from the shops to help you with Budget day this year, in terms of media relations?

If so, we have a few people from our shop who are interested in helping!
Just let us know – thanks!

Lianne Bowness | Communications Manager
Government Communications and Public Engagement
Ministry of Transportation and Infrastructure
Direct: 250-356-7707
Cell: 250-889-1336

Sherlock, Stephanie GCPE:EX

From: Tounsi, Marielle GCPE:EX
Sent: Monday, January 22, 2018 10:45 AM
To: Sherlock, Stephanie GCPE:EX
Subject: RE: Press Gallery
Attachments: Jan 2018 - Press Gallery contact list.xlsx

Hi Steph,

Here is the updated PG list ☺

Marielle Tounsi
Media Relations Officer
Government Communications and Public Engagement
778-584-1255

From: Tounsi, Marielle GCPE:EX
Sent: Thursday, January 18, 2018 4:21 PM
To: Sherlock, Stephanie GCPE:EX
Subject: RE: Press Gallery

Hi Steph,

This is what I was able to scrounge up between my contacts and HUB.

Do you think I should send them each a quick email making sure that our office and cell contacts are still accurate?

Marielle Tounsi
Media Relations Officer
Government Communications and Public Engagement
778-584-1255

From: Sherlock, Stephanie GCPE:EX
Sent: Thursday, January 18, 2018 12:40 PM
To: Tounsi, Marielle GCPE:EX
Subject: FW: Press Gallery

Ta da!!

From: Sherlock, Stephanie GCPE:EX
Sent: Thursday, January 18, 2018 12:39 PM
To: Tounsi, Marielle GCPE:EX
Subject: Press Gallery

Hi there

Could you please update this with contact phone numbers (send out an email to anyone whos we don't already have) and delete Nahila.

This is what Rob gave me for an updated press gallery list lol

I told him I would send it back with phone numbers if he wanted.

If you could do it after lunch I would appreciate it

Stephanie Sherlock
Director, Media Relations
Government Communications & Public Engagement
778-584-1254

Sherlock, Stephanie GCPE:EX

From: Truong, Lele GCPE:EX
Sent: Friday, January 26, 2018 9:55 AM
To: Joshi, Shruti GCPE:EX; Sherlock, Stephanie GCPE:EX
Subject: RE: Resend throne media list

Hi Stephanie,

Here is a list of radio talk shows. The only Mandarin talk show (Fairchild FM96.1) was cancelled.

Let me know if there is any interest in other type of talk show – WeiChat in Mandarin, pre-recorded WeChat talk show. Host is Wei Zhang.

Media Outlet	Broadcast Schedule	Target date – TBC
Language: Cantonese		
1. Fairchild AM1470 “News Hotline”	M-F, 5 pm -6 pm, open line, will take calls Host: Eric Cheung/Wallace Chan	Wednesday February 14 th
2. Fairchild AM1470 “Public Forum” *	Saturdays, 11am -1 pm, open line, will take calls Host: Johann Chang	Saturday Feb 17 th
3. CHMB AM1320 “1320 Forum”	Saturdays, 10 am – 12 pm, open line, will take calls Host: Andy Cheung	Saturday Feb 17 th

***note: Minister Chow might appear on this show to talk about the Asia trip. Referred to JTT.**

Lele Truong
Media Relations Officer
Government Communications and Public Engagement
Phone: 778-676-5555
E-mail: Lele.Truong@gov.bc.ca

From: Joshi, Shruti GCPE:EX
Sent: Friday, January 26, 2018 9:47 AM
To: Sherlock, Stephanie GCPE:EX
Cc: Truong, Lele GCPE:EX
Subject: RE: Resend throne media list

Here you go.

Shruti Prakash-Joshi
Media Relations Officer
Government Communications & Public Engagement
Shruti.Joshi@gov.bc.ca TEL # 778-587-4521

From: Sherlock, Stephanie GCPE:EX
Sent: Friday, January 26, 2018 9:46 AM
To: Truong, Lele GCPE:EX; Joshi, Shruti GCPE:EX
Subject: Resend throne media list

Hi

I think I may have accidentally deleted the lists you sent me outlining the best times for media post throne speech. If you could resend those – I would greatly appreciate it

Thanks ☺

Stephanie Sherlock
Director, Media Relations
Government Communications & Public Engagement
778-584-1254

Sherlock, Stephanie GCPE:EX

From: Joshi, Shruti GCPE:EX
Sent: Friday, March 23, 2018 9:29 AM
To: Sherlock, Stephanie GCPE:EX
Cc: Truong, Lele GCPE:EX
Subject: RE: s.13

Importance: High

Hi Stephanie,
s.13,s.17

Shruti Prakash-Joshi
Media Relations Officer
Government Communications & Public Engagement
Shruti.Joshi@gov.bc.ca TEL # 778-587-4521

From: Sherlock, Stephanie GCPE:EX
Sent: Wednesday, March 21, 2018 12:11 PM
To: Truong, Lele GCPE:EX; Joshi, Shruti GCPE:EX
Subject: FW: s.13

Please see the email below and provide me with a s.13,s.17
s.13,s.17

Also a summary of your thoughts regarding s.13

Please send to me when you have something down and I will have a chat with Mike about it

Stephanie Sherlock
Director, Media Relations
Government Communications & Public Engagement
778-584-1254

From: Lowe, Mike GCPE:EX
Sent: Tuesday, March 20, 2018 5:11 PM
To: Sherlock, Stephanie GCPE:EX <Stephanie.Sherlock@gov.bc.ca>; Schollen, Tasha GCPE:EX <Tasha.Schollen@gov.bc.ca>; Dalzell, Danielle GCPE:EX <Danielle.Dalzell@gov.bc.ca>
Subject: s.13

Hi you three – hoping you can help me out please.
s.13,s.17

Please let me know how soon you can have this material to me.

Many thanks.
Mike

Mike Lowe | ADM, Communications Operations
Government Communications and Public Engagement
Desk: 778-698-7411 Cell: 778-584-1247

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Withheld pursuant to/removed as

DUPLICATE