

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, September 21, 2018 5:33 PM
To: 'John Kirby'
Subject: RE: Meeting followup

John, this aligns with my recollection. You've got everything covered off.
Kathryn

From: John Kirby s.22
Sent: Friday, September 21, 2018 11:12 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Meeting followup

Hi Kathryn

I have pulled the following together from my notes of our September 19th meeting with the team.

Can you review and add/correct anything based on your notes.

Decisions and Action Items

s.13

I think that covers it.

Cheers
John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Tuesday, September 18, 2018 4:23 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Meeting Materials
Attachments: Advertising Framework Review_V02_19_09_2018.pptx; Advertising Standards Review Criteria_V02_17_09_2018jk.docx; Advertising StandardsTimetable_V01_17_09_2018jk.docx; Non-partisan materials review_V03_18_09_2018jk (1).docx

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Kathryn

Here are the materials for the meeting tomorrow with the changes discussed.

PPT Presentation

- Copies of three documents referenced in the PPT:
 - Review criteria
 - Timetable
 - Reviewable media

See you tomorrow

John
RePattern Consulting Ltd.
s.22

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Withheld pursuant to/removed as

s.13

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Tuesday, September 18, 2018 2:24 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Advertising Standards Framework

Sounds good. I'll call you office at 3:30pm.

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Tuesday, September 18, 2018 2:21:34 PM
Subject: RE: Advertising Standards Framework

No let's do this by phone. I want to review documents for tomorrow's meeting...although, Evan and Robb have not confirmed attendance yet.

From: John Kirby s.22
Sent: Tuesday, September 18, 2018 2:20 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Advertising Standards Framework

Hi Kathryn

I'm available this afternoon. Do you want me to come down to your office?

John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Tuesday, September 18, 2018 1:55:38 PM
Subject: RE: Advertising Standards Framework

John, I've got time available after 3:30 pm today to discuss materials for Wednesday's meeting.

Any chance you're available this afternoon to chat?

Thanks Kathryn

From: John Kirby s.22
Sent: Tuesday, September 18, 2018 11:12 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Advertising Standards Framework

Hi Kathryn

I have done a complete update on the Framework document and would like to take you through it. There are a number of decisions to be made and if you have time tomorrow (before or after the meeting with the team) or later this week, then I can take you through my thinking on the second draft.

Cheers

John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Monday, September 17, 2018 1:10 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Meeting Materials

Sounds good. I'm available all day so far.

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Monday, September 17, 2018 12:50:11 PM
Subject: RE: Meeting Materials

John, I will review and get back to you at some point tomorrow morning. Thanks Kathryn

From: John Kirby s.22
Sent: Monday, September 17, 2018 10:35 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Meeting Materials

Hi Kathryn

Hope you had a restful weekend!

I have compiled the following for your review in advance of our meeting with the team on Wednesday:

- PPT covering the five areas of discussion
- Copies of three documents (some of the tables do not transfer to PPT easily so we may want to include them in the pre-meeting materials.
 - Review criteria
 - Timetable
 - Reviewable media

I am also working on an updated version of the full Advertising Standards Framework. I don't believe we would have time to discuss it in the meeting however I would like to have the updated draft in your hands for first thing tomorrow am.

I am available all day so if you want to make changes to any of the attached materials give me a call.

Regards

John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Monday, September 17, 2018 11:32 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Jurisdiction Review

Hi again

I forgot to mention that I reviewed the other jurisdictions and none had any details on the media they review as part of a non-partisan review. So, I modified the table to show the PM Bill, the Feds and Ontario as discussed.

John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Friday, September 14, 2018 2:34 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Accept: Update Ad Standards

Sensitivity: Private

Subject: Update Ad Standards

Organizer: Kathryn.LeSueur@gov.bc.ca

Location: s.15

Time: Wednesday, September 19, 2018, 11:00:00 AM - 12:00:00 PM GMT -08:00 US/Canada Pacific

Invitees: Robb.Gibbs@gov.bc.ca; Evan.Lloyd@gov.bc.ca; Eric.Kristianson@gov.bc.ca;
Karl.Hardin@gov.bc.ca; s.22

~~*~*~*~*~*~*~*

Yes, I will attend.

From: tno@gov.bc.ca
Sent: Friday, September 14, 2018 6:13 AM
To: Today's News Online GCPE:EX
Subject: Morning Report - Friday, September 14, 2018

Today's News Online - Morning Report

DO NOT FORWARD THIS E-MAIL TO ANYONE

Friday, September 14, 2018

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- **The Province**
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- Users offered different withdrawal medication - Camille Bains - The Province - 14-Sep-2018
- Vancouver 2010 CEO says Olympic costs lower than what is being reported - Staff - The Province - 14-Sep-2018
- **Vancouver Star**
 - Campaign inspires coffee kindness - Melanie Green - StarMetro (Vancouver) - 14-Sep-2018
 - Candidates debate homelessness, needles found in park near school - Wanyee Li - StarMetro (Vancouver) - 14-Sep-2018
 - Cleaners' jobs saved as teachers join fight - Sara Mojtehdzadeh & Alex McKeen - StarMetro (Vancouver) - 14-Sep-2018
 - East End Food Co-op still in limbo - Jenny Peng - StarMetro (Vancouver) - 14-Sep-2018
 - Education is our best weapon against fake news, information expert advises - Perrin Grauer - StarMetro (Vancouver) - 14-Sep-2018
 - Weir to seek NDP nomination despite rejection from Singh - Alex Ballingall Ottawa Bureau Background on controversy surrounding Weir at thestar.com/canada - StarMetro (Vancouver) - 14-Sep-2018
- **Victoria Times-Colonist**
 - Despite critics, Victoria's new bike lanes win award - Bill Cleverley - Times Colonist (Victoria) - 14-Sep-2018
 - Measles risk at Skookum fest - Staff - Times Colonist (Victoria) - 14-Sep-2018
 - Saanich rivals in legal clash over stand on amalgamation - Cindy E. Harnett - Times Colonist (Victoria) - 14-Sep-2018
 - Smoke 'em if you got 'em - Editorial - Times Colonist (Victoria) - 14-Sep-2018
 - Tensions build as Nanaimo tent city, ever more cramped, tries to expand - Carla Wilson - Times Colonist (Victoria) - 14-Sep-2018
 - Tenters leave under heavy police presence - Katie DeRosa & Carla Wilson - Times Colonist (Victoria) - 14-Sep-2018
 - Three-year-old orca at centre of rescue bid missing, feared dead - Lindsay Kines - Times Colonist (Victoria) - 14-Sep-2018
 - Trans Mountain's delays costs Canadians \$40 million every day (paid political advertisement) - Province of Alberta (paid political advertisement) - Times Colonist (Victoria) - 13-Sep-2018
 - Trudeau shrugs off Trump's NAFTA deadline - Staff - Times Colonist (Victoria) - 14-Sep-2018
 - Water crises are call to action for B.C.'s leaders - Coree Tull, Mark Angelo & Aaron Hill - Times Colonist (Victoria) - 14-Sep-2018
- **Globe and Mail**
 - Haisla Nation backs TransCanada's natural gas pipeline in B.C. - Brent Jang - Globe and Mail - 14-Sep-2018
 - Postsecondary schools increasingly banning smoking, report says - Sheryl Ubelacker - Globe and Mail - 14-Sep-2018
 - Rent-hike formula causes divide - Frances Bula - Globe and Mail - 14-Sep-2018
 - The case for democratizing housing - Kerry Gold - Globe and Mail - 14-Sep-2018
 - Trump floats new name for NAFTA amid stalled talks - Steven Chase - Globe and Mail - 14-Sep-2018
 - Vancouver Park Board weighs motion to recognize First Nations places, names - Staff - Globe and Mail - 14-Sep-2018
- **National Post**
 - 'Groundhog day on trade again' - Nick Faris - National Post - 14-Sep-2018

- Chinese firms, Indigenous groups propose new refinery in Alberta - Geoffrey Morgan - National Post - 14-Sep-2018
- NAFTA'S newest irritant: potatoes - Tom Blackwell - National Post - 14-Sep-2018
- Should it be SHAFTA, MAGA+2 or LAFTA? - Tom Blackwell - National Post - 14-Sep-2018
- Symbols aplenty, but TRC progress has been slow - Raymond de Souza - National Post - 14-Sep-2018
- **CBC All Points West**
- Hanson - wig theft - CBC All Points West - CBCV (CBC Victoria) - 13-Sep-2018
- Janakiram - Malahat closures - CBC All Points West - CBCV (CBC Victoria) - 13-Sep-2018
- Reid - ride-hailing consultation - CBC All Points West - CBCV (CBC Victoria) - 13-Sep-2018
- Shaw - UBCM convention - CBC All Points West - CBCV (CBC Victoria) - 13-Sep-2018
- **CBC Early Edition**
- Baker - Chilliwack mayoral race - CBC Early Edition - CBU (CBC Vancouver) - 13-Sep-2018
- De Souza/Robbins - Lions Gate Bridge notes - CBC Early Edition - CBU (CBC Vancouver) - 13-Sep-2018
- McCort/Ehab - Metro Van loneliness - CBC Early Edition - CBU (CBC Vancouver) - 13-Sep-2018
- Omidvar - populism lecture - CBC Early Edition - CBU (CBC Vancouver) - 13-Sep-2018
- Robinson - renting increase formula - CBC Early Edition - CBU (CBC Vancouver) - 13-Sep-2018
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- Braun/Plonka - panhandling plea deal - CBC Daybreak Kamloops - CBYK (CBC Kamloops) - 13-Sep-2018
- Cheeptham/Wong - white nose syndrome & bats - CBC Daybreak Kamloops - CBYK (CBC Kamloops) - 13-Sep-2018
- Lausen/Burles - white nose syndrome & bats - CBC Daybreak Kamloops - CBYK (CBC Kamloops) - 13-Sep-2018
- Massey/John/Dickinson - salmon symposium - CBC Daybreak Kamloops - CBYK (CBC Kamloops) - 13-Sep-2018
- Talkback - Burnaby TMP legal expenses - CBC Daybreak Kamloops - CBYK (CBC Kamloops) - 13-Sep-2018
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- **CBC Daybreak North**
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- Gallant - wildfire livestock fundraiser - CBC Daybreak North - CBYG (CBC Prince George) - 13-Sep-2018
- Streeters/Sort - road safety - CBC Daybreak North - CBYG (CBC Prince George) - 13-Sep-2018
- Talkback - Terrace road safety - CBC Daybreak North - CBYG (CBC Prince George) - 13-Sep-2018
- **CBC Daybreak South**
- Daybreak South is being pre-empted by Daybreak Kamloops today so the studio can be fitted with electrical upgrades. - CBC Daybreak South - CBTK (CBC Kelowna) - 13-Sep-2018
- **CBC On the Coast**
- Besselink - cycling infrastructure - CBC On the Coast - CBU (CBC Vancouver) - 13-Sep-2018
- Houle - kitchen safety training - CBC On the Coast - CBU (CBC Vancouver) - 13-Sep-2018

- **CBC On the Island**
 - Brass - Island Press Review - CBC On the Island - CBCV (CBC Victoria) - 13-Sep-2018
 - Fuller/Ross - DisContent City - CBC On the Island - CBCV (CBC Victoria) - 13-Sep-2018
 - Grice - Uber Eats - CBC On the Island - CBCV (CBC Victoria) - 13-Sep-2018
 - Neighbours - Regina Park tent city - CBC On the Island - CBCV (CBC Victoria) - 13-Sep-2018
 - Pepe - recording doctor visits - CBC On the Island - CBCV (CBC Victoria) - 13-Sep-2018
 - Trevena - Malahat closures - CBC On the Island - CBCV (CBC Victoria) - 13-Sep-2018
- **CBC Radio West**
 - Brunton - backpack weight - CBC Radio West - CBTK (CBC Kelowna) - 13-Sep-2018
 - Koutsodimos - cycling & walking infrastructure - CBC Radio West - CBTK (CBC Kelowna) - 13-Sep-2018
 - Rogers - Dawson Creek election - CBC Radio West - CBTK (CBC Kelowna) - 13-Sep-2018
- **CFOX Adam Stirling**
 - Edge - Victoria housing market - CFOX Adam Stirling - CFOX (Victoria) - 13-Sep-2018
 - Montgomery - plastic bag ban - CFOX Adam Stirling - CFOX (Victoria) - 13-Sep-2018
 - Mulligan - Regina tent city - CFOX Adam Stirling - CFOX (Victoria) - 13-Sep-2018
- **CFOX Mark Brennae**
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 - Reid - modernized taxi industry - CFOX Mark Brennae - CFOX (Victoria) - 13-Sep-2018
 - Sampson - Harmac success story - CFOX Mark Brennae - CFOX (Victoria) - 13-Sep-2018
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 - Trevena - Malahat options - CFOX Mornings with Al Ferraby - CFOX (Victoria) - 13-Sep-2018
- **CHNL Jim Harrison**
 - Kozuki - Forest Enhancement Society - CHNL Jim Harrison - CHNL (Kamloops) - 13-Sep-2018
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 - Campbell - NAFTA talks - CKNW Jon McComb - CKNW (Vancouver) - 13-Sep-2018
 - Fraser - Granville Island - CKNW Jon McComb - CKNW (Vancouver) - 13-Sep-2018
 - Furh - veterans benefits - CKNW Jon McComb - CKNW (Vancouver) - 13-Sep-2018
 - McCallum/Desmond - Surrey LRT - CKNW Jon McComb - CKNW (Vancouver) - 13-Sep-2018
 - McComb - Surrey transit - CKNW Jon McComb - CKNW (Vancouver) - 13-Sep-2018
- **CKNW Lynda Steele**
 - Gailus - stolen wigs - CKNW Lynda Steele - CKNW (Vancouver) - 13-Sep-2018
 - Olsen - ridesharing in BC - CKNW Lynda Steele - CKNW (Vancouver) - 13-Sep-2018
 - Stewart - pipeline & housing - CKNW Lynda Steele - CKNW (Vancouver) - 13-Sep-2018
 - Tousaw - drug decriminalization - CKNW Lynda Steele - CKNW (Vancouver) - 13-Sep-2018
 - West - Fox Park safety - CKNW Lynda Steele - CKNW (Vancouver) - 13-Sep-2018
 - Wiebe - Vancouver public safety - CKNW Lynda Steele - CKNW (Vancouver) - 13-Sep-2018
- **CKNW View from Victoria**
 - Palmer - speculation tax - CKNW View From Victoria - CKNW (Vancouver) - 13-Sep-2018

- **CKYE Harjinder Thind**
- Thind - LRT/SkyTrain funding - CKYE Harjinder Thind - CKYE (RED FM Surrey) - 13-Sep-2018
- **BC1 (Global BC)**
- Farrer - Parkinson's genome map - Global News: BC 1 - Global News: BC 1 (Vancouver) - 13-Sep-2018
- Rehal - Surrey dog attack - Global News: BC 1 - Global News: BC 1 (Vancouver) - 13-Sep-2018
- Young - speculation tax vote - Global News: BC 1 - Global News: BC 1 (Vancouver) - 13-Sep-2018
- **CHAN (Global BC)**
- Bakkar - tourism slogan fail - Global BC Early News - CHAN (Global BC - Vancouver) - 13-Sep-2018
- Breaking - Highway 1 traffic snarls - Global BC Morning News - CHAN (Global BC - Vancouver) - 13-Sep-2018
- Farrer - Parkinson's genome map - Global BC News Hour - CHAN (Global BC - Vancouver) - 13-Sep-2018
- Freeland - no NAFTA stalemate - Global BC Morning News - CHAN (Global BC - Vancouver) - 13-Sep-2018
- Gerardo - wearable ultrasound - Global BC Early News - CHAN (Global BC - Vancouver) - 13-Sep-2018
- Gerardo/Cretu - wearable ultrasound - Global BC News Hour - CHAN (Global BC - Vancouver) - 13-Sep-2018
- Hister - student mental health - Global BC Morning News - CHAN (Global BC - Vancouver) - 13-Sep-2018
- Ho/Mirza - rent hike protest - Global BC News Hour - CHAN (Global BC - Vancouver) - 13-Sep-2018
- MacDonald - recycling plant fire - Global BC Morning News - CHAN (Global BC - Vancouver) - 13-Sep-2018
- McCallum - opposes LRT - Global BC Morning News - CHAN (Global BC - Vancouver) - 13-Sep-2018
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- Nurse/Bakkar - tourism slogan fail - Global BC News Hour - CHAN (Global BC - Vancouver) - 13-Sep-2018
- Orton - Microsoft expansion - Global BC Morning News - CHAN (Global BC - Vancouver) - 13-Sep-2018
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- **CBUT (CBC)**
- Chu - TMP legal challenge - CBC News Vancouver - CBUT (CBC-TV Vancouver) - 13-Sep-2018
- Gerlings/Vokey - rent increases - CBC News Vancouver - CBUT (CBC-TV Vancouver) - 13-Sep-2018
- Gorman/Armstrong-Morris - Party Bazaar shutdown - CBC News Vancouver - CBUT (CBC-TV Vancouver) - 13-Sep-2018
- Provincial wildfire update - CBC News Vancouver - CBUT (CBC-TV Vancouver) - 13-Sep-2018
- Sylvester - Vancouver municipal election - CBC News Vancouver - CBUT (CBC-TV Vancouver) - 13-Sep-2018
- **CFJC (Pattison)**
- Berrigan running again - CFJC Noon News - CFJC (Kamloops) - 13-Sep-2018
- Singh - new president - CFJC Noon News - CFJC (Kamloops) - 13-Sep-2018
- **CFTV (Fairchild)**

- Anton/Klein - proportional representation - CFTV Fairchild Evening News - CFTV (Fairchild TV) - 12-Sep-2018
- Robinson - infrastructure funding - CFTV Fairchild Evening News - CFTV (Fairchild TV) - 12-Sep-2018
- Schuurman Hess - food bank donations - CFTV Fairchild Evening News - CFTV (Fairchild TV) - 12-Sep-2018
- Yan - unaffordable housing - CFTV Fairchild Evening News - CFTV (Fairchild TV) - 12-Sep-2018
- **CHBC (Global O)**
- Boechler/Rosendal - wildfire update - CHBC News at 5:00 - CHBC (Kelowna) - 13-Sep-2018
- Lovel - casino worker strike - CHBC News at 5:00 - CHBC (Kelowna) - 13-Sep-2018
- **CHEK (Ind)**
- Hruska/Leibel - plastic bag ban - CHEK News at Five - CHEK (Victoria) - 13-Sep-2018
- Malahat Highway closure - CHEK News at Five - CHEK (Victoria) - 13-Sep-2018
- Mollison - Regina Park update - CHEK News at Five - CHEK (Victoria) - 13-Sep-2018
- Nanaimo tent city - CHEK News at Five - CHEK (Victoria) - 13-Sep-2018
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- **CHNM (Omini)**
- Gill/Tatlay/Thomas - public safety platform - OMNI Punjabi News - CHNM (OMNI Vancouver) - 12-Sep-2018
- TransLink bus collision - OMNI Punjabi News - CHNM (OMNI Vancouver) - 12-Sep-2018
- **CIVT (CTV BC)**
- Alsaleh - Shen murder investigation - CTV News at Six - CIVT (CTV Vancouver) - 13-Sep-2018
- Disposable plastic ban - CTV News at Five - CIVT (CTV Vancouver) - 13-Sep-2018
- Gill - Surrey youth safety - CTV News at Noon - CIVT (CTV Vancouver) - 13-Sep-2018
- Graham/Davidoff - housing affordability - CTV News at Noon - CIVT (CTV Vancouver) - 13-Sep-2018
- LA Matheson evacuated - CTV News at Five - CIVT (CTV Vancouver) - 13-Sep-2018
- McCallum/Gordon - Surrey law enforcement - CTV News at Five - CIVT (CTV Vancouver) - 13-Sep-2018
- McCallum/Hayne/Gordon - Surrey law enforcement - CTV News at Six - CIVT (CTV Vancouver) - 13-Sep-2018
- Notley - TMP expansion - CTV News at Five - CIVT (CTV Vancouver) - 13-Sep-2018
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- Barcellos/Rossi - employment outlook report - CKPG at Noon - CKPG (Prince George) - 13-Sep-2018
- Barth/Bjorn - accessible playground - CKPG at 5:00 - CKPG (Prince George) - 13-Sep-2018
- City grant applications - CKPG at 5:00 - CKPG (Prince George) - 13-Sep-2018
- Jacobson - rent increases - CKPG at 5:00 - CKPG (Prince George) - 13-Sep-2018
- Liston/Furlong/Foley - 1st & Queensway intersection - CKPG at Noon - CKPG (Prince George) - 13-Sep-2018
- Morris - wildfire restrictions - CKPG - CKPG (Prince George) - 13-Sep-2018
- Morris/Reynolds - wildfire restrictions - CKPG at 5:00 - CKPG (Prince George) - 13-Sep-2018
- PG municipal election - CKPG at 5:00 - CKPG (Prince George) - 13-Sep-2018

- [Spinal cord grant - CKPG at 5:00 - CKPG \(Prince George\) - 13-Sep-2018](#)
- [Tatryn/Dyson - cold weather shelter - CKPG at 5:00 - CKPG \(Prince George\) - 13-Sep-2018](#)
- [Wildfire evacuation orders - CKPG at Noon - CKPG \(Prince George\) - 13-Sep-2018](#)
- [Wildfire order updates - CKPG at 5:00 - CKPG \(Prince George\) - 13-Sep-2018](#)
- **Newsworld (CBC)**
- [Gaydos/Haulena/Yates - J50 & potential rescue - CBC Newsworld - CBC - 13-Sep-2018](#)

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Front pages



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Social media

Trending: Vancouver

1. [#OnTheTableBC](#)
2. [#vanelxn18](#)
3. [#bcre](#)
4. [#VWFC](#)
5. [#WilSon](#)
6. [Guy Lalibert??](#)
7. [North Carolina](#)
8. [Essex County](#)
9. [Just 25](#)
10. [High 26](#)

Most Shared

1. [If we can put people back into the centre of our politics, everybody wins. Under proportional representation, we can -- and will -- do that. | BC NDP on Twitter](#)
2. [In 2005, Premier John Horgan voted against proportional representation -- then getting elected changed his mind. | BC NDP on Twitter](#)
3. [Ailing orca J50 is likely dead, says lead researcher, as NOAA ramps up search | The Seattle Times](#)
4. [John Horgan is all-in for proportional representation -- a new way of voting that works for you, where parties come together and get things done. If you're with John, sign up today and join our campaign to make your vote count | BC NDP on Twitter](#)
5. [Life under the BCNDP. Making British Columbians poorer and our government richer. \(NDP tax increases\) | Paul Ratchford on Twitter](#)
6. <https://www.cbc.ca/news/canada/british-columbia/order-of-canada-recipients-letter-opposing-trans-mountain-1.4822013>
7. [Did you know: "The NDP changed the B.C. Liberals foreign-buyers tax from tracking the not entirely relevant 'citizenship' of a buyer to targeting whether he or she pays income taxes in Canada"? | Bowinn Ma on Twitter](#)

8. [Can one movie revitalize a community? The first Haida language film could have lasting impacts | The Star Vancouver](#)
9. [Greens call for new 'made-in-B.C.' environmental assessment of Trans Mountain project | https://www.thestar.com](#)
10. [Andrew Weaver on clean growth and why electoral reform will succeed in B.C. | National Observer](#)

Columnists

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'We have to do better': With or without Trans Mountain, an iconic West Coast species faces numerous perils

Globe and Mail

Friday, September 14, 2018

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By Justine Hunter

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Friday, September 14, 2018
Page A11
By Vaughn Palmer

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Page 044

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BC Calendar

CP News

Friday, September 14, 2018

By CP News

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Accused in teen's death lived in her neighbourhood
Vancouver Sun

Friday, September 14, 2018

Page A03

By Gordon Hoekstra

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No lawn signs, no candidates' debates: Lions Bay set to acclaim mayor, council

Vancouver Sun

Friday, September 14, 2018

Page A04

By Jennifer Saltman

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No simple fix to congestion on North Shore, says report

Vancouver Sun

Friday, September 14, 2018

Page A01

By Kevin Griffin & Jennifer Saltman

Copyright

Orca J50 likely dead, says expert

Vancouver Sun

Friday, September 14, 2018

Page A02

By Phuong Le

Copyright

Order of Canada B.C. members pen letter on pipeline

Vancouver Sun

Friday, September 14, 2018

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By Staff

Portugal's addiction treatments range from spa-like to spartan

Vancouver Sun

Friday, September 14, 2018

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By Daphne Bramham

Copyright

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Copyright

Report dismisses wider bridges, gondola ideas

Vancouver Sun

Friday, September 14, 2018

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By Staff

Students may stumble, but we won't let them fall

Vancouver Sun

Friday, September 14, 2018

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By Caroline Dickson & Kevin James

Syrian refugee organizes vigil for Marrisa Shen Friday at courthouse

Vancouver Sun

Friday, September 14, 2018

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By Randy Shore

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Trans Mountain's delays costs Canadians \$40 million every day (paid political advertisement)

Vancouver Sun

Thursday, September 13, 2018

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By Province of Alberta (paid political advertisement)

Copyright

UBCM delegates endorse call for official recourse

Vancouver Sun

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By Jennifer Saltman

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Way cleared for first protected marine area

Vancouver Sun

Friday, September 14, 2018

Wig theft worsens sick kids' struggles

Vancouver Sun

Friday, September 14, 2018

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By Staff

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Trans Mountain's delays costs Canadians \$40 million every day (paid political advertisement)

The Province

Thursday, September 13, 2018

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By Province of Alberta (paid political advertisement)

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Users offered different withdrawal medication

The Province

Friday, September 14, 2018

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By Camille Bains

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Vancouver 2010 CEO says Olympic costs lower than what is being reported

The Province

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Campaign inspires coffee kindness

StarMetro

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By Melanie Green

Candidates debate homelessness, needles found in park near school

StarMetro

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By Wanyee Li

Cleaners' jobs saved as teachers join fight

StarMetro

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By Sara Mojtehdzadeh & Alex McKeen

Copyright

East End Food Co-op still in limbo

StarMetro

Friday, September 14, 2018

Page N04

By Jenny Peng

Copyright

Education is our best weapon against fake news, information expert advises

StarMetro

Friday, September 14, 2018

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By Perrin Grauer

Copyright

Weir to seek NDP nomination despite rejection from Singh

StarMetro

Friday, September 14, 2018

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By Alex Ballingall Ottawa Bureau Background on controversy surrounding Weir at thestar.com/canada

Despite critics, Victoria's new bike lanes win award

Times Colonist (Victoria)

Friday, September 14, 2018

Page A01

By Bill Cleverley

Measles risk at Skookum fest

Times Colonist (Victoria)

Friday, September 14, 2018

Page A02

By Staff

Saanich rivals in legal clash over stand on amalgamation

Times Colonist (Victoria)

Friday, September 14, 2018

Page A01

By Cindy E. Harnett

Smoke 'em if you got 'em
Times Colonist (Victoria)
Friday, September 14, 2018
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By Editorial

Tensions build as Nanaimo tent city, ever more cramped, tries to expand

Times Colonist (Victoria)

Friday, September 14, 2018

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By Carla Wilson

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Tenters leave under heavy police presence

Times Colonist (Victoria)

Friday, September 14, 2018

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By Katie DeRosa & Carla Wilson

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Three-year-old orca at centre of rescue bid missing, feared dead

Times Colonist (Victoria)

Friday, September 14, 2018

Page A04

By Lindsay Kines

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Trans Mountain's delays costs Canadians \$40 million every day (paid political advertisement)

Times Colonist (Victoria)

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Trudeau shrugs off Trump's NAFTA deadline

Times Colonist (Victoria)

Friday, September 14, 2018

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Water crises are call to action for B.C.'s leaders

Times Colonist (Victoria)

Friday, September 14, 2018

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By Coree Tull, Mark Angelo & Aaron Hill

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Haisla Nation backs TransCanada's natural gas pipeline in B.C.

Globe and Mail

Friday, September 14, 2018

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By Brent Jang

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Postsecondary schools increasingly banning smoking, report says
Globe and Mail
Friday, September 14, 2018
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By Sheryl Ubelacker

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Rent-hike formula causes divide

Globe and Mail

Friday, September 14, 2018

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By Frances Bula

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The case for democratizing housing

Globe and Mail

Friday, September 14, 2018

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By Kerry Gold

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Trump floats new name for NAFTA amid stalled talks

Globe and Mail

Friday, September 14, 2018

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By Steven Chase

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^ ^

Vancouver Park Board weighs motion to recognize First Nations places, names

Globe and Mail

Friday, September 14, 2018

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By Staff

'Groundhog day on trade again'

National Post

Friday, September 14, 2018

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By Nick Faris

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Chinese firms, Indigenous groups propose new refinery in Alberta

National Post

Friday, September 14, 2018

Page FP4

By Geoffrey Morgan

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NAFTA'S newest irritant: potatoes

National Post

Friday, September 14, 2018

Page FP1

By Tom Blackwell

Copyright

Should it be SHAFTA, MAGA+2 or LAFTA?

National Post

Friday, September 14, 2018

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By Tom Blackwell

Symbols aplenty, but TRC progress has been slow

National Post

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By Raymond de Souza

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Hanson - wig theft

CBCV

Thursday, September 13, 2018, 17:05

By CBC All Points West

Copyright

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Copyright

Janakiram - Malahat closures

CBCV

Thursday, September 13, 2018, 17:14

By CBC All Points West

Copyright

Reid - ride-hailing consultation

CBCV

Thursday, September 13, 2018, 15:09

By CBC All Points West

Copyright

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Shaw - UBCM convention

CBCV

Thursday, September 13, 2018, 16:50

By CBC All Points West

Copyright

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Copyright

Baker - Chilliwack mayoral race

CBU

Thursday, September 13, 2018, 07:42

By CBC Early Edition

Copyright

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Copyright

De Souza/Robbins - Lions Gate Bridge notes

CBU

Thursday, September 13, 2018, 07:51

By CBC Early Edition

Copyright

McCort/Ehab - Metro Van loneliness

CBU

Thursday, September 13, 2018, 06:52

By CBC Early Edition

Copyright

Omidvar - populism lecture

CBU

Thursday, September 13, 2018, 06:41

By CBC Early Edition

Copyright

Robinson - renting increase formula

CBU

Thursday, September 13, 2018, 07:12

By CBC Early Edition

Copyright

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Copyright

Stone - speculation tax

CBU

Thursday, September 13, 2018, 08:12

By CBC Early Edition

Copyright

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Copyright

Streeters - Burnaby's legal bill

CBU

Thursday, September 13, 2018, 07:23

By CBC Early Edition

Copyright

Braun/Plonka - panhandling plea deal

CBYK

Thursday, September 13, 2018, 07:51

By CBC Daybreak Kamloops

Copyright

Copyright

Cheeptham/Wong - white nose syndrome & bats

CBYK

Thursday, September 13, 2018, 06:20

By CBC Daybreak Kamloops

Copyright

Lausen/Burles - white nose syndrome & bats

CBYK

Thursday, September 13, 2018, 07:22

By CBC Daybreak Kamloops

Copyright

Massey/John/Dickinson - salmon symposium

CBYK

Thursday, September 13, 2018, 07:45

By CBC Daybreak Kamloops

Copyright

Talkback - Burnaby TMP legal expenses

CBYK

Thursday, September 13, 2018, 06:25

By CBC Daybreak Kamloops

Copyright

Young - Ogopogo sighting

CBYK

Thursday, September 13, 2018, 07:15

By CBC Daybreak Kamloops

Copyright

Affleck/Koehler - municipal election turnout

CBYG

Thursday, September 13, 2018, 07:42

By CBC Daybreak North

Copyright

Fox - conservation officer duties

CBYG

Thursday, September 13, 2018, 07:13

By CBC Daybreak North

Copyright

Gallant - wildfire livestock fundraiser

CBYG

Thursday, September 13, 2018, 08:20

By CBC Daybreak North

Copyright

Streeters/Sort - road safety

CBYG

Thursday, September 13, 2018, 06:48

By CBC Daybreak North

Copyright

Talkback - Terrace road safety

CBYG

Thursday, September 13, 2018, 07:25

By CBC Daybreak North

Copyright

Daybreak South is being pre-empted by Daybreak Kamloops today so the studio can be fitted with electrical upgrades.

CBTK

Thursday, September 13, 2018, 05:30

By CBC Daybreak South

Copyright

Besselink - cycling infrastructure

CBU

Thursday, September 13, 2018, 16:19

By CBC On the Coast

Copyright

Houle - kitchen safety training

CBU

Thursday, September 13, 2018, 15:43

By CBC On the Coast

Copyright

Brass - Island Press Review

CBCV

Thursday, September 13, 2018, 06:40

By CBC On the Island

Copyright

Fuller/Ross - DisContent City

CBCV

Thursday, September 13, 2018, 08:12

By CBC On the Island

Copyright

Grice - Uber Eats

CBCV

Thursday, September 13, 2018, 07:21

By CBC On the Island

Copyright

Neighbours - Regina Park tent city

CBCV

Thursday, September 13, 2018, 07:12

By CBC On the Island

Copyright

Pepe - recording doctor visits

CBCV

Thursday, September 13, 2018, 06:48

By CBC On the Island

Copyright

Trevena - Malahat closures

CBCV

Thursday, September 13, 2018, 07:40

By CBC On the Island

Copyright

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Brunton - backpack weight

CBTK

Thursday, September 13, 2018, 17:42

By CBC Radio West

Copyright

Koutsodimos - cycling & walking infrastructure

CBTK

Thursday, September 13, 2018, 16:45

By CBC Radio West

Copyright

Rogers - Dawson Creek election

CBTK

Thursday, September 13, 2018, 16:47

By CBC Radio West

Copyright

Edge - Victoria housing market

CFOX

Thursday, September 13, 2018, 11:06

By CFOX Adam Stirling

Copyright

Montgomery - plastic bag ban

CFOX

Thursday, September 13, 2018, 11:36

By CFOX Adam Stirling

Copyright

Mulligan - Regina tent city

CFOX

Thursday, September 13, 2018, 10:36

By CFOX Adam Stirling

Copyright

Gee - rental housing hikes

CFOX

Thursday, September 13, 2018, 15:35

By CFOX Mark Brennae

Copyright

Reid - modernized taxi industry

CFOX

Thursday, September 13, 2018, 16:49

By CFOX Mark Brennae

Copyright

Sampson - Harmac success story

CFOX

Thursday, September 13, 2018, 16:35

By CFOX Mark Brennae

Copyright

Wickson - election signs

CFOX

Thursday, September 13, 2018, 15:07

By CFOX Mark Brennae

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Atwell - Regina Park squat

CFAX

Thursday, September 13, 2018, 08:21

By CFAX Mornings with Al Ferraby

Copyright

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Trevena - Malahat options

CFOX

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Kozuki - Forest Enhancement Society

CHNL

Thursday, September 13, 2018, 09:10

By CHNL Jim Harrison

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Campbell - NAFTA talks
CKNW
Thursday, September 13, 2018, 08:23
By CKNW Jon McComb

Fraser - Granville Island

CKNW

Thursday, September 13, 2018, 09:20

By CKNW Jon McComb

Copyright

Furh - veterans benefits

CKNW

Thursday, September 13, 2018, 09:07

By CKNW Jon McComb

Copyright

McCallum/Desmond - Surrey LRT

CKNW

Thursday, September 13, 2018, 07:08

By CKNW Jon McComb

Copyright

McComb - Surrey transit

CKNW

Thursday, September 13, 2018, 09:35

By CKNW Jon McComb

Copyright

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Copyright

Gailus - stolen wigs

CKNW

Thursday, September 13, 2018, 14:35

By CKNW Lynda Steele

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CKNW Lynda Steele

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Olsen - ridesharing in BC

CKNW

Thursday, September 13, 2018, 15:37

By CKNW Lynda Steele

Copyright

Stewart - pipeline & housing

CKNW

Thursday, September 13, 2018, 16:36

By CKNW Lynda Steele

Copyright

Tousaw - drug decriminalization

CKNW

Thursday, September 13, 2018, 14:08
By CKNW Lynda Steele

Copyright

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Copyright

West - Fox Park safety

CKNW

Thursday, September 13, 2018, 15:16

By CKNW Lynda Steele

Copyright

Wiebe - Vancouver public safety

CKNW

Thursday, September 13, 2018, 15:07

By CKNW Lynda Steele

Palmer - speculation tax

CKNW

Thursday, September 13, 2018, 06:38

By CKNW View From Victoria

Copyright

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Copyright

Thind - LRT/SkyTrain funding

CKYE

Thursday, September 13, 2018, 08:31

By CKYE Harjinder Thind

Copyright

Farrer - Parkinson's genome map

Global News: BC 1

Thursday, September 13, 2018, 14:10

By Global News: BC 1

Copyright

Rehal - Surrey dog attack

Global News: BC 1
Thursday, September 13, 2018, 14:05
By Global News: BC 1

Copyright

Young - speculation tax vote
Global News: BC 1
Thursday, September 13, 2018, 10:35
By Global News: BC 1

Copyright

Bakkar - tourism slogan fail
CHAN
Thursday, September 13, 2018, 17:06
By Global BC Early News

Copyright

Breaking - Highway 1 traffic snarls
CHAN
Thursday, September 13, 2018, 06:30
By Global BC Morning News

Copyright

Farrer - Parkinson's genome map

CHAN

Thursday, September 13, 2018, 18:34

By Global BC News Hour

Copyright

Freeland - no NAFTA stalemate

CHAN

Thursday, September 13, 2018, 06:05

By Global BC Morning News

Copyright

Gerardo - wearable ultrasound

CHAN

Thursday, September 13, 2018, 17:07

By Global BC Early News

Copyright

Gerardo/Cretu - wearable ultrasound

CHAN

Thursday, September 13, 2018, 18:24

By Global BC News Hour

Copyright

Hister - student mental health

CHAN

Thursday, September 13, 2018, 08:19

By Global BC Morning News

Copyright

Ho/Mirza - rent hike protest

CHAN

Thursday, September 13, 2018, 18:06

By Global BC News Hour

Copyright

Copyright

MacDonald - recycling plant fire

CHAN

Thursday, September 13, 2018, 06:32

By Global BC Morning News

Copyright

McCallum - opposes LRT

CHAN

Thursday, September 13, 2018, 06:03

By Global BC Morning News

Copyright

Missing Anderson family

CHAN

Thursday, September 13, 2018, 06:01

By Global BC Morning News

Copyright

Nurse/Bakkar - tourism slogan fail

CHAN

Thursday, September 13, 2018, 18:14
By Global BC News Hour

Copyright

Orton - Microsoft expansion

CHAN

Thursday, September 13, 2018, 06:48
By Global BC Morning News

Copyright

Recycling plant fire

CHAN

Thursday, September 13, 2018, 06:00
By Global BC Morning News

Copyright

Rent increase protest

CHAN

Thursday, September 13, 2018, 17:05
By Global BC Early News

Copyright

Robinson/Leslie/McKay - Regina tent city

CHAN

Thursday, September 13, 2018, 12:07

By Global BC Noon News

Copyright

Substation agreement

CHAN

Thursday, September 13, 2018, 17:04

By Global BC Early News

Copyright

Substation agreement

CHAN

Thursday, September 13, 2018, 12:02

By Global BC Noon News

Copyright

Copyright

Teen stabbed

CHAN

Thursday, September 13, 2018, 06:01

By Global BC Morning News

Copyright

Chu - TMP legal challenge

CBUT

Thursday, September 13, 2018, 18:07

By CBC News Vancouver

Copyright

Gerlings/Vokey - rent increases

CBUT

Thursday, September 13, 2018, 18:03

By CBC News Vancouver

Copyright

Copyright

Gorman/Armstrong-Morris - Party Bazaar shutdown

CBUT

Thursday, September 13, 2018, 18:05

By CBC News Vancouver

Copyright

Provincial wildfire update

CBUT

Thursday, September 13, 2018, 18:26

By CBC News Vancouver

Copyright

Sylvester - Vancouver municipal election

CBUT

Thursday, September 13, 2018, 18:23

By CBC News Vancouver

Copyright

Berrigan running again

CFJC

Thursday, September 13, 2018, 12:02

By CFJC Noon News

Copyright

Singh - new president

CFJC

Thursday, September 13, 2018, 12:01

By CFJC Noon News

Copyright

Anton/Klein - proportional representation

CFTV

Wednesday, September 12, 2018, 19:10

By CFTV Fairchild Evening News

Copyright

Robinson - infrastructure funding

CFTV

Wednesday, September 12, 2018, 19:00

By CFTV Fairchild Evening News

Copyright

Copyright

Schuurman Hess - food bank donations

CFTV

Wednesday, September 12, 2018, 19:02

By CFTV Fairchild Evening News

Copyright

Yan - unaffordable housing

CFTV

Wednesday, September 12, 2018, 19:04

By CFTV Fairchild Evening News

Copyright

Boechler/Rosendal - wildfire update

CHBC

Thursday, September 13, 2018, 17:00

By CHBC News at 5:00

Copyright

Lovel - casino worker strike

CHBC

Thursday, September 13, 2018, 17:05

By CHBC News at 5:00

Copyright

Hruska/Leibel - plastic bag ban

CHEK

Thursday, September 13, 2018, 18:08

By CHEK News at Five

Copyright

Malahat Highway closure

CHEK

Thursday, September 13, 2018, 17:03

By CHEK News at Five

Copyright

Mollison - Regina Park update

CHEK

Thursday, September 13, 2018, 18:06

By CHEK News at Five

Copyright

Copyright

Nanaimo tent city

CHEK

Thursday, September 13, 2018, 17:07

By CHEK News at Five

Copyright

Regina Park update

CHEK

Thursday, September 13, 2018, 17:04

By CHEK News at Five

Copyright

Sampson - Harmac success story

CHEK

Thursday, September 13, 2018, 17:17

By CHEK News at Five

Copyright

Gill/Tatlay/Thomas - public safety platform

CHNM

Wednesday, September 12, 2018, 19:30

By OMNI Puniabi News

Copyright

TransLink bus collision

CHNM

Wednesday, September 12, 2018, 19:37

By OMNI Punjabi News

Copyright

Alsaleh - Shen murder investigation

CIVT

Thursday, September 13, 2018, 18:02

By CTV News at Six

Copyright

Disposable plastic ban

CIVT

Thursday, September 13, 2018, 17:36

By CTV News at Five

Copyright

Gill - Surrey youth safety

CIVT

Thursday, September 13, 2018, 12:08

By CTV News at Noon

Copyright

Copyright

Graham/Davidoff - housing affordability

CIVT

Thursday, September 13, 2018, 12:27

By CTV News at Noon

Copyright

LA Matheson evacuated

CIVT

Thursday, September 13, 2018, 17:03

By CTV News at Five

Copyright

McCallum/Gordon - Surrey law enforcement

CIVT

Thursday, September 13, 2018, 17:35

By CTV News at Five

Copyright

McCallum/Hayne/Gordon - Surrey law enforcement

CIVT

Thursday, September 13, 2018, 18:04

By CTV News at Six

Copyright

Copyright

Notley - TMP expansion

CIVT

Thursday, September 13, 2018, 17:16

By CTV News at Five

Copyright

Rehal - Surrey dog attack

CIVT

Thursday, September 13, 2018, 12:05

By CTV News at Noon

Copyright

Rental housing protest

CIVT

Thursday, September 13, 2018, 17:06

By CTV News at Five

Copyright

Wilkinson - Scott Islands protection

CIVT

Thursday, September 13, 2018, 17:05

By CTV News at Five

Copyright

Barcellos/Rossi - employment outlook report

CKPG

Thursday, September 13, 2018, 17:00

By CKPG at 5:00

Copyright

Barcellos/Rossi - employment outlook report

CKPG

Thursday, September 13, 2018, 12:00

By CKPG at Noon

Copyright

Barth/Bjorn - accessible playground

CKPG

Thursday, September 13, 2018, 17:09

By CKPG at 5:00

Copyright

City grant applications

CKPG

Thursday, September 13, 2018, 17:19

By CKPG at 5:00

Copyright

Jacobson - rent increases

CKPG

Thursday, September 13, 2018, 17:07

By CKPG at 5:00

Copyright

Liston/Furlong/Foley - 1st & Queensway intersection

CKPG

Thursday, September 13, 2018, 12:13

By CKPG at Noon

Copyright

Morris - wildfire restrictions

CKPG

Thursday, September 13, 2018, 12:02

By CKPG

Copyright

Morris/Reynolds - wildfire restrictions

CKPG

Thursday, September 13, 2018, 17:02

By CKPG at 5:00

Copyright

PG municipal election

CKPG

Thursday, September 13, 2018, 17:08

By CKPG at 5:00

Copyright

Spinal cord grant

CKPG

Thursday, September 13, 2018, 17:40

By CKPG at 5:00

Copyright

Tatryn/Dyson - cold weather shelter

CKPG

Thursday, September 13, 2018, 17:05
By CKPG at 5:00

Copyright

Wildfire evacuation orders

CKPG

Thursday, September 13, 2018, 12:03
By CKPG at Noon

Copyright

Wildfire order updates

CKPG

Thursday, September 13, 2018, 17:20
By CKPG at 5:00

Copyright

Gaydos/Haulena/Yates - J50 & potential rescue

CBC

Thursday, September 13, 2018, 03:50
By CBC Newsworld

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LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Wednesday, September 12, 2018 5:22 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: GCPE - Content from Intranet Site

TY

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Wednesday, September 12, 2018 2:43:29 PM
Subject: RE: GCPE - Content from Intranet Site

MARKETING & ADVERTISING RESOURCES

- [Visual Identity Program](#)
- [New Logos Application Form](#)
- [Advertising Placement Order Form](#)
- [Communication Project Approval Form](#)
- [Model Release Forms](#)
- [Photo Database](#)

CONTACT US



Communications Offices are assigned to each Ministry.

Contact them via the links below:

[Communications Directors](#)

[Communications Managers](#)

[Government Communications and Public Engagement](#) | [Intranet Home](#) | [Government Marketing & Advertising](#)

Government Marketing & Advertising

Government Communications and Public Engagement is responsible for the advertising policy and procedures for the Province of B.C., including the roles and responsibilities relating to communications services, materials and paid advertising.

Functional responsibilities vary depending on the type of information or materials required (i.e., informational or statutory). GCPE must be consulted regarding specific government requirements.

- **[Why does government advertise?](#)**
- **[Things to consider when planning a public information campaign.](#)**
- **[Know the criteria.](#)**
- **[Who needs to approve?](#)**
- **[Accessing GCPE's standing offers.](#)**
- **[Here are the forms you need.](#)**
- **[Your GCPE contacts](#)**

Why does government advertise?

Government advertising is used to inform British Columbians about government priorities, programs, services or policies; or about dangers or risks to public health, safety or the environment; or an individual's rights or responsibilities.

Advertising may also be directed at audiences outside of the province and/or Canada to promote B.C.'s interests.

Things to consider when planning a public information campaign.

In planning information campaigns, ministries must ensure products are aligned with government priorities, and support government's key themes and messages. Government advertising must be clearly identified as such, and follows established BCID guidelines.

Know the criteria.

All advertising initiatives must meet the following criteria before project approval.

Advertisements must:

- Be fact-based
- Point to, or provide information on, government priorities, programs, services or policies
- Engage the public, providing an opportunity to interact or comment

Public funds must not be used to purchase advertising in support of a political party.

Who needs to approve?

Ministries must obtain GCPE sign-off, through the Communications Director assigned to the ministry, for ***any materials prepared for public consumption, regardless of the medium used.***

Accessing GCPE's standing offers.

GCPE has an Agency of Record established to provide all government traditional advertising placement services, with the exception of employment recruitment advertising.

GCPE administers Standing Offers for advertising services that apply to all ministries.

Services provided include, but are not limited to:

Advertising

- strategic advice and planning
- creative advice and development
- marketing
- promotions
- file production
- video production
- photography
- writing services
- brand development and **brand management**

Advertising Research

- strategic advice and planning
- creative advice
- qualitative and quantitative research

Advertising Web Design and Development

- creative advice and development

- graphic design
- web design
- social media planning and execution
- online marketing
- interactive marketing
- brand development

New Media Advertising Placement Services

- Purchasing and planning services for all government's new media advertising (i.e., online advertising, mobile, search, social media, other new media).

Here are the forms you need.

- **[Advertising Placement Order Form](#)**
- **[Communication Project Approval Form](#)**

Your GCPE contacts.

If you require advertising services, contact the GCPE Communications Director or Manager assigned to your ministry. Not sure who to call? Check with your Deputy Minister's Office and they can point you in the right direction.

Page Updated September 2017 | [Contact a Ministry Communications Office](#) | [Site Feedback](#)

From: John Kirby s.22
Sent: Wednesday, September 12, 2018 2:24 PM
To: LeSueur, Kathryn GCPE:EX
Subject:

<https://www2.gov.bc.ca/gov/content/governments/organizational-structure/ministries-organizations/central-government-agencies/government-communications>

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Wednesday, September 12, 2018 5:22 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: GCPE - Info

Hi Kathryn

Unfortunately, it still takes me to the GCPE Who we are page and it won't let me access the Policies and Procedures page.

It must default to the public page even though you copied the url from the intranet page.

John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Wednesday, September 12, 2018 2:44:32 PM
Subject: RE: GCPE - Info

Hey John I was able to copy the info from the intranet site for you.
s.22

Let me know if you need anything else.
Kathryn

From: John Kirby s.22
Sent: Wednesday, September 12, 2018 2:24 PM
To: LeSueur, Kathryn GCPE:EX
Subject:

<https://www2.gov.bc.ca/gov/content/governments/organizational-structure/ministries-organizations/central-government-agencies/government-communications>

LeSueur, Kathryn GCPE:EX

From: John Kirby S.22
Sent: Wednesday, September 12, 2018 2:24 PM
To: LeSueur, Kathryn GCPE:EX

<https://www2.gov.bc.ca/gov/content/governments/organizational-structure/ministries-organizations/central-government-agencies/government-communications>

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, August 30, 2018 12:53 PM
To: 'John Kirby'
Subject: RE: BC Gov't Ad spend and Cannabis concept check

Thanks for the info. Much appreciated. Kathryn

From: John Kirby s.22
Sent: Thursday, August 30, 2018 10:36 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: BC Gov't Ad spend and Cannabis concept check

Good morning Kathryn

I spoke with ASC this morning and they have not been engaged by Health Canada to pre-clear Cannabis related advertising as they are for Alcoholic beverages. Health Canada and Industry engaged ASC to pre-clear advertising for Alcoholic beverages when it became too onerous for them and ASC anticipates that they might be requested to the same for Cannabis but there is no dialogue to date. ASC is not aware of any action that has been taken by Health Canada against any advertiser as of yet.

Our conclusion is that the request the Province received is likely internal due diligence being undertaken by the media suppliers to ensure they don't run afoul of the FDA and NCR regulations and have their licenses pulled.

Let me know if you need anything further.

Regards
John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Wednesday, August 29, 2018 2:00:00 PM
Subject: BC Gov't Ad spend and Cannabis concept check

Hey John,

1. Please find attached the spreadsheet on the BC Gov't ad spend for last fiscal. Please review. The copy attached is confidential.
2. Below is the information we received from our creative agency, Grey Vancouver, regarding the requirement of a 'pre-approval' from media suppliers prior to booking ad space for anything to do with advertising cannabis. So far, this has been an issue for booking TV and Transit advertising space for the BC Gov'ts public awareness and education campaign.
 - We ran the current script through Think TV to get approval. Nothing unexpected but just so you have the official word:
"This script has been reviewed and look good for the most part. However, we would like to caution that there should be no glamorization of lifestyle and there should be no products being shown or consumed. It should strictly stick to evenly weighted opinions of different people and not purposefully portray the

product in a more positive or negative light. Due to the nature of this product it will be very important that this remains a public awareness campaign without glamorizing any aspects of use.”

I would be interested in what sort of process the ASC is undertaking regarding cannabis advertising.
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: John Kirby s.22
Sent: Wednesday, August 29, 2018 5:43 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: BC Gov't Ad spend and Cannabis concept check

Hi Kathryn

Thanks for sending this over. I have found some information from the Federal Government entitled "Advertising Prohibitions on Cannabis - Information Bulletin" that relates to licensed producers who may advertise. The Food and Drugs Act and the Narcotic Control Regulations both cover advertising restrictions for Cannabis as follows:

Copyright

The ASC web site does not mention Cannabis advertising but they do review all Alcohol ads:

Alcoholic Beverage Advertising Clearance

Copyright

Regards
John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Wednesday, August 29, 2018 2:00:00 PM
Subject: BC Gov't Ad spend and Cannabis concept check

Hey John,

1. Please find attached the spreadsheet on the BC Gov't ad spend for last fiscal. Please review. The copy attached is confidential.
 2. Below is the information we received from our creative agency, Grey Vancouver, regarding the requirement of a 'pre-approval' from media suppliers prior to booking ad space for anything to do with advertising cannabis. So far, this has been an issue for booking TV and Transit advertising space for the BC Gov'ts public awareness and education campaign.
- We ran the current script through Think TV to get approval. Nothing unexpected but just so you have the official word:

"This script has been reviewed and look good for the most part. However, we would like to caution that there should be no glamorization of lifestyle and there should be no products being shown or consumed. It should strictly stick to evenly weighted opinions of different people and not purposefully portray the product in a more positive or negative light. Due to the nature of this product it will be very important that this remains a public awareness campaign without glamorizing any aspects of use."

I would be interested in what sort of process the ASC is undertaking regarding cannabis advertising.
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, August 29, 2018 2:00 PM
To: 'John Kirby'
Subject: BC Gov't Ad spend and Cannabis concept check
Attachments: Fiscal 2017-18 STOB 67 PA by Campaign KL Edits Aug. 27.xlsx

Follow Up Flag: Follow up
Flag Status: Flagged

Hey John,

1. Please find attached the spreadsheet on the BC Gov't ad spend for last fiscal. Please review. The copy attached is confidential.
 2. Below is the information we received from our creative agency, Grey Vancouver, regarding the requirement of a 'pre-approval' from media suppliers prior to booking ad space for anything to do with advertising cannabis. So far, this has been an issue for booking TV and Transit advertising space for the BC Gov'ts public awareness and education campaign.
- We ran the current script through Think TV to get approval. Nothing unexpected but just so you have the official word:

"This script has been reviewed and look good for the most part. However, we would like to caution that there should be no glamorization of lifestyle and there should be no products being shown or consumed. It should strictly stick to evenly weighted opinions of different people and not purposefully portray the product in a more positive or negative light. Due to the nature of this product it will be very important that this remains a public awareness campaign without glamorizing any aspects of use."

I would be interested in what sort of process the ASC is undertaking regarding cannabis advertising.
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

British Columbia 2017/18 STOB 67 Expenditures

TOPIC/CATEGORY	MINISTRY/AGENCY	DESCRIPTION	SOURCE OF FUNDING	CONTRACTOR/SUPPLIER	METHOD OF AWARD	AMOUNT
						Total (\$)
BC Services Card	HEALTH	To ensure the Care Card can be retired with a focus on communication outreach to secondary population such as the elderly as well as the hard to reach population.	TB Approved Internal Reallocations	Queens Printer	RSO	84,335
				TOTAL BC SERVICES CARD		84,335
Electoral Reform	GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT/ATTORNEY GENERAL	To inform British Columbians about electoral reform and directing them to the public engagement website to take the questionnaire. Media: Website content, Direct mail, Print and Online.	GCPE STOB 67 Budget/AG TB Approved Access to Contingencies	Captus Advertising Ltd (creative and production services)	RSO	4,780
				St. Bernadine (creative and production services)	RSO	154,125
				Jungle Media (online advertising purchased)	RSO	100,064
				Vizeum Canada Inc. (advertising purchased)	RFP	21,818
				Various	Various	14,025
				TOTAL ELECTORAL REFORM		294,812
Housing	GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	To inform British Columbians on the 30-point plan which focuses on tackling speculation, curbing foreign demand, increasing housing supply and improving security for renters.	GCPE STOB 67 Budget	Captus Advertising Ltd (creative and production services)	RSO	7,900
				Now Communications Group (creative and production services)	RSO	201,631
				Jungle Media (online advertising purchased)	RSO	69,623
				Vizeum Canada Inc. (advertising purchased)	RFP	269,089
				TOTAL HOUSING		548,243
Learn Magazine	EDUCATION (Teachers Act Special Account)	EDUC communicates with its certificate holders (teachers) through a variety of means. Along with the website, the magazine is a major communications tool.	Statutory Appropriation	Ronda Bazillay and Associates	RFP	90,000
				TOTAL LEARN MAGAZINE		90,000
Opioid Overdose Awareness	MENTAL HEALTH AND ADDICTIONS	To inform British Columbians about the opioid (fentanyl) public health emergency by reducing the stigma around addiction and supporting behavioural change among those at risk and directing them to StopOverdoseBC.ca for information. Media: Radio, Television, Outdoor and Online.	TB Approved Internal Reallocations	Traction Creative (creative and production services)	RSO	7,503
				Jungle Media (online advertising purchased)	RSO	377,246
				Vizeum Canada Inc. (advertising purchased)	RFP	337,770
				* See note below* (an additional \$833,000 miscoded)		
				TOTAL OPIOID AWARENESS *		722,519
Post Budget	GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	To inform British Columbians about services and programs announced in the provincial budget such as child care, health, education, Indigenous reconciliation and infrastructure.	GCPE STOB 67 Budget	Captus Advertising Ltd (creative and production services)	RSO	15,880
				Now Communications Group (creative and production services)	RSO	118,305
				Jungle Media (online advertising purchased)	RSO	59,118
				Vizeum Canada Inc. (advertising purchased)	RFP	272,827
				TOTAL POST BUDGET		466,130
Recruitment Advertising	BC PUBLIC SERVICE AGENCY	To inform British Columbians about career opportunities in the BC Public Service.	PSA STOB 67 Budget \$530K	Various external recruitment advertising services, including placement and purchase of media advertisements for specific and difficult to recruit positions.	CSA (TMP WorldWide) Various direct invoices	445,535
				TOTAL RECRUITMENT ADVERTISING		445,535
Research & Innovation WorkBC	ADVANCED EDUCATION	Dissemination of labour market information to British Columbians. Media: Television, Print, Radio, Online and Event Sponsorships.	GCPE DM Approved Ministry to Access their STOB 67 Budget	St. Bernadine (creative and production services)	RSO	37,173
				Traction Creative (creative and production services)	RSO	63,625
				Jungle Media (online advertising purchased)	RSO	314,589
				Vizeum Canada Inc. (advertising purchased)	RFP	108,947
				Various	Various	42,158
				TOTAL RESEARCH & INNOVATION WORKBC		566,492

2019-02-04

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2019-02-04

ALL = Captures all categories for entities with expenditures < \$100,000
CSA = Corporate Supply Arrangement, established through a competitive process
CSA = Foreign Service Agreement, direct awarded, exempted service AIT, TILMA
ITQ = Invitation to Quote, established through a competitive process
QP Req = Queen's Printer Requisition
RSO = Request for Standing Offer, established through a competitive process
RFP = Request for Proposal, established through a competitive process
RFQ = Request for Qualifications, established through a competitive process
RFS = Request for Service
Various = Direct Purchase, low dollar value

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Wednesday, August 29, 2018 10:42 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Accept: Catch-up with John Kirby

Sensitivity: Private

Subject: Catch-up with John Kirby

Organizer: Kathryn.LeSueur@gov.bc.ca

Location: by phone

Time: Wednesday, August 29, 2018, 1:00:00 PM - 1:30:00 PM GMT -08:00 US/Canada Pacific

Invitees:s.22

~~*~*~*~*~*~*~*~*

Yes, I will attend.

LeSueur, Kathryn GCPE:EX

Subject: Catch-up with John Kirby
Location: by phone

Start: Wed 2018-08-29 1:00 PM
End: Wed 2018-08-29 1:30 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: John Kirby

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, August 27, 2018 4:48 PM
To: 'John Kirby'
Subject: RE: Touch Base

Sure that might be the best. Thanks John for the suggestion.
K

From: John Kirby s.22
Sent: Monday, August 27, 2018 1:40 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Touch Base

Kathryn
Do you want to say Wednesday to play it safe?
John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Monday, August 27, 2018 12:24:13 PM
Subject: RE: Touch Base

John, it will have to be tomorrow or Wednesday. Not sure exactly when, as Public Accounts are released tomorrow am.
Kathryn

From: John Kirby s.22
Sent: Monday, August 27, 2018 10:24 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Touch Base

Hi Kathryn

Hope you are not too swamped today! Do you have time for a call today/tomorrow? Just want to touch base on the framework and next steps.

Cheers
John

LeSueur, Kathryn GCPE:EX

From: John Kirby S.22
Sent: Monday, August 27, 2018 10:24 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Touch Base

Hi Kathryn

Hope you are not too swamped today! Do you have time for a call today/tomorrow? Just want to touch base on the framework and next steps.

Cheers
John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Monday, August 20, 2018 11:29 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Accept: Chat with John

Sensitivity: Private

Subject: Chat with John

Organizer: Kathryn.LeSueur@gov.bc.ca

Location: by phone

Time: Monday, August 20, 2018, 1:30:00 PM - 2:00:00 PM GMT -08:00 US/Canada Pacific

Invitees: s.22

~~*~*~*~*~*~*~*~*

Yes, I will attend.

LeSueur, Kathryn GCPE:EX

Subject: Chat with John
Location: by phone

Start: Mon 2018-08-20 1:30 PM
End: Mon 2018-08-20 2:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: John Kirby

Yes, I can chat this afternoon, even though I sent out a notice for Tuesday. Sorry about the confusion on this.

LeSueur, Kathryn GCPE:EX

Subject: Chat with John
Location: by phone

Start: Mon 2018-08-20 1:30 PM
End: Mon 2018-08-20 2:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: John Kirby

Yes, I can chat this afternoon, even though I sent out a notice for Tuesday. Sorry about the confusion on this.

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, August 17, 2018 1:01 PM
To: 'John Kirby'
Subject: RE: Call

Sorry my day just got really busy. I'm available now. Otherwise next week.
Kathryn

From: John Kirby s.22
Sent: Friday, August 17, 2018 12:35 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Call

Hi Kathryn

s.22

so let's

reschedule for early next week. Does that work for you?

Cheers
John

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, August 16, 2018 6:15 PM
To: 'John Kirby'
Subject: RE: Update

No my office. thx

From: John Kirby s.22
Sent: Thursday, August 16, 2018 12:21 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Update

Hi.

10am tomorrow works great. Should I call you cell?

John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Thursday, August 16, 2018 12:21 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Update

Hi.

10am tomorrow works great. Should I call you cell?

John

LeSueur, Kathryn GCPE:EX

From: John Kirby S.22
Sent: Thursday, August 16, 2018 11:10 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Update

Hi Kathryn

Do you have time for a call today? Just want to update you on a couple of items and discuss the other projects.

Cheers
John

LeSueur, Kathryn GCPE:EX

From: Doidge, Tracey GCPE:EX
Sent: Friday, August 10, 2018 7:29 AM
To: LeSueur, Kathryn GCPE:EX
Subject: RePattern Consulting - John Kirby C19GCPE37718 - Term Extension

Morning Kathryn,

RePattern Consulting term extension required. Contract details:

Maximum Amount: \$24,500.00
Expensed to June 30: \$17,981.25
Balance Remaining: \$ 6,518.75
Term: April 3 – June 30, 2018

Invoice received for July in the amount of \$1,312.50

Please advise when the term should be extended to, and if an increase to contract maximum is required.

Thank you,
Tracey

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Thursday, August 9, 2018 4:03 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Ad Review

See you then!

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Thursday, August 9, 2018 4:01:49 PM
Subject: RE: Ad Review

Ok I'll book the room for 1pm.

From: John Kirby s.22
Sent: Thursday, August 9, 2018 2:56 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Ad Review

Sounds good. I'll be there for before 1:15pm.

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Thursday, August 9, 2018 2:50:58 PM
Subject: RE: Ad Review

Sure what time do you want to get into the room, its free...1:15 pm?

From: John Kirby s.22
Sent: Thursday, August 9, 2018 2:49 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Ad Review

Hi Kathryn
Do you want to chat before the meeting about my review results?
John

LeSueur, Kathryn GCPE:EX

From: John Kirby S.22
Sent: Thursday, August 9, 2018 2:49 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Ad Review

Hi Kathryn
Do you want to chat before the meeting about my review results?
John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Thursday, August 9, 2018 2:49 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Accept: ASC standards and discussion with John Kirby

Sensitivity: Private

Subject: ASC standards and discussion with John Kirby

Organizer: Kathryn.LeSueur@gov.bc.ca

Location: s.15

Time: Friday, August 10, 2018, 1:30:00 PM - 2:30:00 PM GMT -08:00 US/Canada Pacific

Invitees: Evan.Lloyd@gov.bc.ca; Robb.Gibbs@gov.bc.ca; Eric.Kristianson@gov.bc.ca;
s.22

~~*~*~*~*~*~*~*~*

Yes, I will attend.

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Wednesday, August 8, 2018 9:27 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Housing - TV script / :15 digital file links

Sounds good!

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Wednesday, August 8, 2018 9:23:49 AM
Subject: RE: Housing - TV script / :15 digital file links

I'll try and get some direction from Evan and Robb on how they want to proceed.

From: John Kirby s.22
Sent: Wednesday, August 8, 2018 9:22 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Housing - TV script / :15 digital file links

Right...I'll keep the time reserved for now.

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" <johnpatrickkirby@shaw.ca>
Sent: Wednesday, August 8, 2018 9:20:44 AM
Subject: RE: Housing - TV script / :15 digital file links

Not sure as s.22

From: John Kirby s.22
Sent: Wednesday, August 8, 2018 9:11 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Housing - TV script / :15 digital file links

Hi Kathryn

I spoke with the Manager, Standards at ASC and unfortunately she is not in a position to help. She wasn't involved in the development of the criteria and would not be able to take on a sample review with involving Janet. She is going to have Janet call me on Monday s.22

Based on our conversation yesterday, I think we should push the Friday meeting back until I can have that conversation. Your thoughts?

John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Tuesday, August 7, 2018 12:41:40 PM
Subject: RE: Housing - TV script / :15 digital file links

Thanks for update.

From: John Kirby s.22
Sent: Tuesday, August 7, 2018 12:35 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Housing - TV script / :15 digital file links

Kathryn

TY....unfortunately, the ASC contact (Janet Feasby) s.22 I have a call into the Manager of the Standards program (who works for Janet) and hopefully she will be able to assist with our questions. If not, I will escalate to the President to see if she can assist.

Cheers

John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Tuesday, August 7, 2018 12:26:09 PM
Subject: FW: Housing - TV script / :15 digital file links

Attached is the final script for the TV ad. Thanks Kathryn

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Tuesday, August 7, 2018 12:20 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Fwd: Doug Ford — wasting taxpayer money to own the libs: Robyn Urback | CBC News

From: "John Kirby" s.22
To: "John Kirby" s.22
Sent: Thursday, August 2, 2018 10:00:51 AM
Subject: Doug Ford — wasting taxpayer money to own the libs: Robyn Urback | CBC News

<https://www.cbc.ca/news/opinion/ontario-news-now-opinion-1.4770244>

Sent from my iPhone

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, August 7, 2018 11:53 AM
To: 'John Kirby'
Subject: RE: Comments on the Kirby draft

Hey we need to chat. I'm available now or between 2 pm and 3:30 pm today. Otherwise tomorrow sometime. Kathryn

From: John Kirby s.22
Sent: Tuesday, August 7, 2018 10:26 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Comments on the Kirby draft

Hi Kathryn

Did you want to set up a time to get together tomorrow?

Also, do you want me to start addressing Evan's review comments or wait until we meet?

Cheers
John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Friday, August 3, 2018 4:47 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Comments on the Kirby draft

Hi Kathryn

Sounds good. I'll review this over the weekend.

Cheers
John

Sent from my iPhone

On Aug 3, 2018, at 4:29 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hey John I'm sending this to you unfiltered. Hope you don't mind!
Let's chat about it next week. How about on Wednesday? Robb has suggested the group meet next Friday afternoon but Evan has not confirmed.
Kathryn

From: Lloyd, Evan GCPE:EX
Sent: Friday, August 3, 2018 4:24 PM
To: LeSueur, Kathryn GCPE:EX; Gibbs, Robb GCPE:EX; Lowe, Mike GCPE:EX
Subject: Comments on the Kirby draft

Kathryn, as discussed.

Also as mentioned – in addition to some of these textual and editorial matters there are some significant matters of logic and organization to be sorted out. I think in general we need to be much clearer about the criteria and review process, before we get into too much detail (or rather – avoid we too much process detail before we specify the criteria and review process in general).

Next steps - meet with Kirby to discuss s.13
s.13

Evan

<DRAFT - Government Advertising Standards - Framework. July 10[2].docx>

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Friday, August 3, 2018 10:55 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Back in Victoria

s.22

Sent from my iPhone

On Aug 3, 2018, at 10:12 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hey are you available now to chat for a few minutes? I'm meeting with Evan at 10:30 am on this.

From: John Kirby s.22
Sent: Friday, August 3, 2018 10:11 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Back in Victoria

Hi Kathryn

s.22 ! Any comments back from Evan?

Any day/time next week works for me to meet.

I downloaded and reviewed the RSO s.22 so working on a response.

Hope you are well!

John

Sent from my iPhone

On Aug 2, 2018, at 3:23 PM, LeSueur, Kathryn GCPE:EX addd <Kathryn.LeSueur@gov.bc.ca> wrote:

Hey John s.22
s.22

I believe we're trying to set something up for next Friday, Aug. 10th to review ad standards.

Did Robb let you know the RSO has been posted on BC Bid?

Kathryn

From: John Kirby s.22
Sent: Thursday, August 2, 2018 12:25 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Back in Victoria

Hi Kathryn

s.22 thought I would touch base to see if you want to catch up tomorrow or early next week?

Cheers
John

LeSueur, Kathryn GCPE:EX

From: Lloyd, Evan GCPE:EX
Sent: Wednesday, August 1, 2018 4:51 PM
To: LeSueur, Kathryn GCPE:EX
Cc: Gibbs, Robb GCPE:EX
Subject: Re: Materials - Ad Standards

Kathryn - any new content or version from John ?
What's next?
Evan

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Tuesday, July 10, 2018 at 5:32 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Cc: Robb Gibbs <Robb.Gibbs@gov.bc.ca>
Subject: FW: Materials - Ad Standards

Evan, as requested, please find attached materials from John's presentation yesterday on Ad Standards.
Kathryn

From: John Kirby s.22
Sent: Tuesday, July 10, 2018 8:58 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Materials

Hi Kathryn

Here are the following materials for review:

1. Draft framework with edits made to the review criteria and TOC
2. Copy of the PPT
3. Copy of the Federal Gov'ts Terms of Reference for ASC's review of non-partisan advertising

Cheers
John

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, July 13, 2018 3:20 PM
To: 'John Kirby'
Subject: RE: Touching base....

Yes could we do it now? I have a 3:30 with Robb, otherwise after that

From: John Kirby s.22
Sent: Friday, July 13, 2018 2:55 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Touching base....

Hi Kathryn, do you have ten minutes for a call this afternoon? TY John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Thursday, July 5, 2018 10:01 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Monday Meeting

Sounds good! I'll put that together this weekend! See you Monday.

Sent from my iPhone

On Jul 5, 2018, at 9:22 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

s.13

Kathryn

From: John Kirby s.22
Sent: Thursday, July 5, 2018 9:11 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Monday Meeting

Hi. Kathryn

Do you want anything prepped for the meeting Monday? I was thinking of one or two more slides that touch on the key points of the framework. Thoughts?

John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Thursday, July 5, 2018 9:11 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Monday Meeting

Hi. Kathryn

Do you want anything prepped for the meeting Monday? I was thinking of one or two more slides that touch on the key points of the framework. Thoughts?

John

LeSueur, Kathryn GCPE:EX

Subject: Meeting Forward Notification: Advertising Standards Update
Location: s.15

Start: Mon 2018-07-09 3:00 PM
End: Mon 2018-07-09 4:00 PM

Recurrence: (none)

Organizer: Kelch, Kyla GCPE:EX

Your meeting was forwarded

Kelch, Kyla GCPE:EX has forwarded your meeting request to additional recipients.

Meeting

Advertising Standards Update

Meeting Time

Monday, July 09, 2018 3:00 PM-4:00 PM.

Recipients

Gibbs, Robb GCPE:EX

Lloyd, Evan GCPE:EX

Kristianson, Eric GCPE:EX

'John Kirby - RePattern Consulting s.22

Hardin, Karl GCPE:EX

s.15

All times listed are in the following time zone: (UTC-08:00) Pacific Time (US & Canada)

Sent by Microsoft Exchange Server 2013

LeSueur, Kathryn GCPE:EX

From: Craig, Annie GCPE:EX
Sent: Wednesday, July 4, 2018 9:46 AM
To: LeSueur, Kathryn GCPE:EX
Subject: John Kirby amount

Hi Kathryn,

John Kirby has about 2108.75 left after this invoice.

Regards,

Annie Craig
Financial Services Clerk
Government Communications and Public Engagement
T: 250-356-0855

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, June 25, 2018 2:22 PM
To: 'John Kirby'
Subject: RE: Draft materials

Hey John, could you please call me to discuss. I'm in a meeting from 3:30 pm to 4:15 pm s.22
Kathryn

From: John Kirby s.22
Sent: Monday, June 25, 2018 1:33 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Draft materials

Hi Kathryn

Hope you had a good weekend!

Here is the update draft for your review.

Note that all changes highlighted in light blue are edits based on our conversation. Content in a yellow highlight is still under review.

The glossary is still to be completed. I'll start in the PPT next.

Call me anytime to discuss.

John

LeSueur, Kathryn GCPE:EX

Subject: chat with John
Location: s.15

Start: Fri 2018-06-22 11:00 AM
End: Fri 2018-06-22 12:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: John Kirby
Resources: s.15

John, Please note time change to 11 am. All meeting rooms booked at 10 am. See you then. We'll have the opportunity to connect to a screen to conduct editing on-screen if we like.

Kathryn

LeSueur, Kathryn GCPE:EX

Subject: catch up with John
Location: by phone

Start: Wed 2018-06-20 10:00 AM
End: Wed 2018-06-20 11:00 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: John Kirby

John, are you available tomorrow to chat about document? If 10 am does not work, please suggest another time after 10 am. Thanks Kathryn

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, June 13, 2018 4:07 PM
To: 'John Kirby'
Subject: RE: Quick connect

Yes, I can fit you in at 11:30 am.

From: John Kirby s.22
Sent: Wednesday, June 13, 2018 2:24 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Quick connect

Hi Kathryn
Do you have time for a call tomorrow?
Cheers
John

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, May 30, 2018 5:37 PM
To: 'John Kirby'
Subject: RE: Framework TOC

John, thanks for this. Would it be possible to add a few bullets to some of the topic areas? That would assist in flushing this out.

s.13

Also, please review Hansard from today, specifically the premier's estimates as the topic came up. (this was late this afternoon).

Enjoy the read!

Kathryn

From: John Kirby s.22
Sent: Tuesday, May 29, 2018 10:29 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Framework TOC

s.13

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Withheld pursuant to/removed as

s.13

LeSueur, Kathryn GCPE:EX

Subject: chat with John K
Location: by phone

Start: Tue 2018-05-29 10:00 AM
End: Tue 2018-05-29 10:30 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: John Kirby

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, May 28, 2018 5:50 PM
To: 'John Kirby'
Subject: RE: Touching Base

John, how about 10 am tomorrow morning?

From: John Kirby s.22
Sent: Monday, May 28, 2018 3:16 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Touching Base

Hi Kathryn

I'm working towards a draft by Monday, June 4th so looking to see if you want to meet next week to review.

Also, I have spoken with the Feds about their program and have some insights if you wanted to do a call this week.

Cheers
John

LeSueur, Kathryn GCPE:EX

From: John Kirby s.22
Sent: Monday, May 28, 2018 3:16 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Touching Base

Hi Kathryn

I'm working towards a draft by Monday, June 4th so looking to see if you want to meet next week to review.

Also, I have spoken with the Feds about their program and have some insights if you wanted to do a call this week.

Cheers
John

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Thursday, May 10, 2018 9:16 AM
To: 'John Kirby'
Subject: RE: Word File

Thanks John.

From: John Kirby s.22
Sent: Thursday, May 10, 2018 9:01 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Word File

Hi Kathryn

Here is the word file as promised with page numbers.

Thank you for taking the time to meet yesterday and once you have had a chance to review everything let me know your thoughts. I'll follow up on the other items from our meeting in the meantime.

Cheers
John

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, May 2, 2018 5:11 PM
To: 'John Kirby'
Subject: RE: Touching Base

John, not sure if you got the invite, so if I'm repeating the request/invite please ignore.
How about next Wednesday, May 9 at 1:30 to 2:30 at GCPE? Does that work for you?
Kathryn

From: John Kirby s.22
Sent: Wednesday, May 2, 2018 10:55 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Touching Base

Great, name a time and I'll be there.

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22,
Sent: Wednesday, May 2, 2018 10:39:33 AM
Subject: RE: Touching Base

Not bad. Let's book something for Wednesday afternoon?

From: John Kirby s.22
Sent: Wednesday, May 2, 2018 10:26 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Touching Base

Hi Kathryn

I would like to get together next week to go over my findings to date. How does your week look?

Cheers
John

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Wednesday, April 11, 2018 12:25 PM
To: 'John Kirby'
Subject: RE: contact with Ontario

Yes I did thank you.

From: John Kirby s.22
Sent: Wednesday, April 11, 2018 12:19 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: contact with Ontario

Great!

Did you receive my edits to the information piece?

John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Wednesday, April 11, 2018 11:51:00 AM
Subject: contact with Ontario

John,
Please proceed with reaching out to contacts in Ontario. I discussed with ADM and no issues identified with that approach.
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: Catch up with John
Location: by phone

Start: Tue 2018-04-10 10:00 AM
End: Tue 2018-04-10 10:30 AM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: John Kirby

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, April 9, 2018 9:40 AM
To: 'John Kirby'
Subject: RE: Meeting followup

How about Tuesday at 10 am? I did not send an invite for 9 am.....not sure how that happened.
Chat tomorrow.
Kathryn

From: John Kirby s.22
Sent: Monday, April 9, 2018 9:20 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Meeting followup

Hi again

Just found a meeting invite on your email (only displays on my phone) for 9am tomorrow. That works for me.

John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Sunday, April 8, 2018 7:36:00 PM
Subject: RE: Meeting followup

John, how about if we have a call on Tuesday morning just to touch base? Sorry I was too busy last week to respond. Regarding the information in the binder, you should already have access to that via the various websites. Let me know what works.
Kathryn

From: John Kirby s.22
Sent: Tuesday, April 3, 2018 10:00 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Meeting followup

Hi Kathryn

Great seeing you in person today! We should touch base weekly or bi-weekly as your time allows so I can update you on what I find out from the jurisdictional reviews.

Also, are you making a copy of the manual you were showing me today? I would like to review the materials in there as well.

Cheers
John

LeSueur, Kathryn GCPE:EX

Subject: Ad Review standards
Location: s.15

Start: Tue 2018-04-03 2:00 PM
End: Tue 2018-04-03 3:00 PM

Recurrence: (none)

Meeting Status: Meeting organizer

Organizer: LeSueur, Kathryn GCPE:EX
Required Attendees: John Kirby; Watt, Adrienne GCPE:EX
Resources: s.15

LeSueur, Kathryn GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, March 27, 2018 11:01 AM
To: 'John Kirby'
Subject: RE: Materials

John, can you please call me. Thanks Kathryn

From: John Kirby s.22
Sent: Tuesday, March 27, 2018 10:35 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: Materials

Hi Kathryn
I have located all the materials referenced below and some additional items. I'm reviewing this background material now and will also be looking at other jurisdictions this week.
Cheers
John

From: "Kathryn GCPE LeSueur" <Kathryn.LeSueur@gov.bc.ca>
To: "John Kirby" s.22
Sent: Friday, March 23, 2018 4:43:56 PM
Subject: Materials

John,

Here are some key dates and resources you should consider for the research portion of this contract:

- Bill M207 – 2017 Banning publicly-funded campaign advertisements act, 2017 (NDP private members bill)
- Auditor General Report from November 2014 – *Distinguishing between government program and partisan political advertising: an update to our 1996 report*
- Select standing committee on public accounts – Vancouver, Thursday, Feb. 5, 2015
 - (make sure you read the entire day, specifically the gov't folks – John Paul Fraser, Mary Dila, and Denise Champion)
 - Detailed action plan – info prepared for the select standing committee (if you can't find a copy via the website, will photocopy)
- In November 2015, Core policy was amended to clearly state all information campaigns must meet the following criteria
 - Be fact-based.

- Point to, or provide information on, government priorities, programs, services or policies.
- Engage the public, providing an opportunity to interact or comment.
- The chapter further states that public funds must not be used to purchase advertising in support of a political party.

I've also attached my own 1-pager – which includes the quote from the PO from September 2017 and Hansard blues from March 15.

It's a start. Enjoy your weekend,

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, March 23, 2018 4:16 PM
To: 'John Kirby'
Subject: RE: Contact Details

John,
s.13

Kathryn

From: John Kirby s.22
Sent: Friday, March 23, 2018 3:03 PM
To: LeSueur, Kathryn GCPE:EX
Subject: Contact Details

Kathryn

Great catching up! Looking forward to meeting in person.

Here is my contact information for the contract:

RePattern Consulting Ltd.
s.22

Director: John Kirby

Email s.22 (I will change this prior to signing the contract)
Phone: s.22

GST No. 72185 9692 RT0001
BC Certificate of Incorporation No. BC1113402

If you need anything further let me know.

Cheers
John

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