

**Subject:** RE: Social Housing Upgrades - Digital Support  
**Date:** Wednesday, November 21, 2018 at 4:57:59 PM Pacific Standard Time  
**From:** Mills, Esme GCPE:EX  
**To:** Ferguson, Stephanie GCPE:EX  
**CC:** Hanuman, Heron GCPE:EX, D'Souza, Pamela GCPE:EX, Leslie, Lisa GCPE:EX

MAH would like to ensure that we include a bit more about building safety, so I've made a couple of changes below. Otherwise, this all works.

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**From:** Ferguson, Stephanie GCPE:EX  
**Sent:** Wednesday, November 21, 2018 2:02 PM  
**To:** Mills, Esme GCPE:EX  
**Cc:** Hanuman, Heron GCPE:EX  
**Subject:** Re: Social Housing Upgrades - Digital Support

Hi Esme,

Here's our proposed social content for the BC Gov channels for tomorrow, following the publication of the NR. There will be a Facebook Live, and then another Facebook post and tweet later on.

Can you let me know if there need to be any changes to the copy or the attached graphic? In particular I wasn't sure about saying "more than 50,000" or just going with 51,000. The photo in the graphic is of [Chelsea Green](#) so it should work to represent social housing.

**FB Live:**

We're making improvements to BC's public housing to build a cleaner future while making life better for people.

**FB Live Tweet:**

Live NOW: We're making improvements to BC's public housing to build a cleaner future while making life better for people. <link to live stream> #bchousing #bcpoli

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**FB Post with Graphic**

To improve energy efficiency while **increasing safety** for residents, we're making improvements to more than 50,000 public housing units, just one part of our upcoming climate plan. <link to NR>

**TW Post with Graphic**

To improve energy efficiency while **increasing safety** for residents, we're making improvements to more than 50,000 public housing units, just one part of our upcoming climate plan. #bchousing #bcpoli <link to NR>

Thanks,  
Stephanie

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**Stephanie Ferguson**

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

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**From:** "Mills, Esme GCPE:EX" <Esme.Mills@gov.bc.ca>  
**Date:** Friday, November 16, 2018 at 2:32 PM  
**To:** "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>  
**Cc:** "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>  
**Subject:** RE: Social Housing Upgrades - Digital Support

Stephanie,

Attached is the NR, close to finalized.

Key messages:

- By rising to the global challenge of climate change, we can make life better for people. This new capital renewal fund makes homes more comfortable for people, makes heating and upkeep more affordable, and reduces the environmental impact of thousands of units.
- We are working hard to make life more affordable, and these building improvements will make a difference to those who need it most.
- We are taking meaningful steps to meet our climate goals while at the same time investing in the safe, affordable and functional housing that people need. What we are doing today is about making life more affordable for people, creating jobs, building the economy and protecting our environment.
- This announcement is part of the roll-out of the first phase of initiatives for a cleaner B.C. and is included in the government's upcoming plan to meet its legislated climate goals.

Appreciate your help on this,  
esme

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**From:** Ferguson, Stephanie GCPE:EX  
**Sent:** Thursday, November 15, 2018 12:14 PM  
**To:** Mills, Esme GCPE:EX  
**Cc:** Hanuman, Heron GCPE:EX  
**Subject:** Social Housing Upgrades - Digital Support

Hi Esme,

I'm on point over in Digital to help out with the social housing upgrades announcement slated for next Thursday.

Whenever you have some key messages or a NR draft ready to share you can send those over to me and I can create some draft social media content for your review. This content would be intended for the BC Government social media channels.

I'm also working with Heron to make sure you have appropriate video/photo support for the event itself.

Cheers,  
Stephanie

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**Stephanie Ferguson**

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

**Subject:** Re: Ballard Power  
**Date:** Monday, November 26, 2018 at 2:59:11 PM Pacific Standard Time  
**From:** Ferguson, Stephanie GCPE:EX  
**To:** Taaffe, Theresa ENV:EX  
**CC:** Hanuman, Heron GCPE:EX

For Brock Commons, AEST just alerted me to the existence of this Flickr album, which looks like we can use if we credit: <https://www.flickr.com/photos/ubcpublicaffairs/sets/72157668526252206/with/36748650234/>

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**From:** "Taaffe, Theresa ENV:EX" <Theresa.Taaffe@gov.bc.ca>  
**Date:** Monday, November 26, 2018 at 2:32 PM  
**To:** "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>  
**Cc:** "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>  
**Subject:** RE: Ballard Power

Ok, can do. Will forward you name soon.

Also, I have gotten approvals for the photos I collected earlier. And I understand that you are obtaining written approvals from the companies you're working with such as Ballard (approval to use photo, and approval from people in photos)

Theresa

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**From:** Ferguson, Stephanie GCPE:EX  
**Sent:** November 26, 2018 2:30 PM  
**To:** Taaffe, Theresa ENV:EX <Theresa.Taaffe@gov.bc.ca>; Williams, Haley ENV:EX <Haley.Williams@gov.bc.ca>  
**Cc:** Hanuman, Heron GCPE:EX <Heron.Hanuman@gov.bc.ca>  
**Subject:** Re: Ballard Power

Oh and one more, for Brock Commons at UBC? They have so many nice photos on their website of the building.

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**Stephanie Ferguson**

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

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**From:** "Taaffe, Theresa ENV:EX" <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>  
**Date:** Monday, November 26, 2018 at 2:22 PM  
**To:** "Ferguson, Stephanie GCPE:EX" <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>, "Williams, Haley ENV:EX" <[Haley.Williams@gov.bc.ca](mailto:Haley.Williams@gov.bc.ca)>  
**Cc:** "Hanuman, Heron GCPE:EX" <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>  
**Subject:** RE: Ballard Power

Yes, sending now

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**From:** Ferguson, Stephanie GCPE:EX

**Sent:** November 26, 2018 1:50 PM

**To:** Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>; Williams, Haley ENV:EX <[Haley.Williams@gov.bc.ca](mailto:Haley.Williams@gov.bc.ca)>

**Cc:** Hanuman, Heron GCPE:EX <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>

**Subject:** Ballard Power

Hi Theresa and Haley,

Thank you so much for your help in getting us in touch with various companies to chase down photos for the climate plan. There's one more outstanding that we need to pursue, which is Ballard Power. I'm fairly confident they have their own stock photos of their fuel cells and/or workers in the manufacturing process, and we just need to ask for permission to use them. Would you have someone you can put us in touch with?

Cheers,  
Stephanie

--

**Stephanie Ferguson**

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

**Subject:** RE: Request to feature Ballard in B.C. Government publication  
**Date:** Wednesday, November 28, 2018 at 10:58:24 AM Pacific Standard Time  
**From:** Taaffe, Theresa ENV:EX  
**To:** Dunn, Monique, Ferguson, Stephanie GCPE:EX  
**CC:** Carswell, Emma JTT:EX, Hanuman, Heron GCPE:EX

Hi Monique,

Thanks for your help on this.

Yes we will send you an email shortly after it's published.  
Theresa

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

From: Dunn, Monique <[monique.dunn@ballard.com](mailto:monique.dunn@ballard.com)>  
Sent: November 28, 2018 9:07 AM  
To: Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>; Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>  
Cc: Carswell, Emma JTT:EX <[Emma.Carswell@gov.bc.ca](mailto:Emma.Carswell@gov.bc.ca)>; Hanuman, Heron GCPE:EX <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>  
Subject: RE: Request to feature Ballard in B.C. Government publication

Stephanie, for sure you can use these for your social media content. Once the publication and the website are updated, could you please send me a link?

Monique

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

From: Ferguson, Stephanie GCPE:EX [<mailto:Stephanie.Ferguson@gov.bc.ca>]  
Sent: Tuesday, November 27, 2018 4:20 PM  
To: Dunn, Monique; Taaffe, Theresa ENV:EX  
Cc: Carswell, Emma JTT:EX; Hanuman, Heron GCPE:EX  
Subject: Re: Request to feature Ballard in B.C. Government publication

These are fantastic, thank you! The publication and website has been mentioned - is it ok if these appear in social media content on our BC government channels as well?

Stephanie

--

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

On 2018-11-27, 8:23 AM, "Dunn, Monique" <[monique.dunn@ballard.com](mailto:monique.dunn@ballard.com)> wrote:

Stephanie, attached are a few images that may work for you. Have a look and let me know.

Cheers,

Monique

- . . . -

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

From: Ferguson, Stephanie GCPE:EX [<mailto:Stephanie.Ferguson@gov.bc.ca>]  
Sent: November 26, 2018 4:04 PM  
To: Dunn, Monique; Taaffe, Theresa ENV:EX  
Cc: Carswell, Emma JTT:EX; Hanuman, Heron GCPE:EX  
Subject: Re: Request to feature Ballard in B.C. Government publication

Hi Monique,

We're interested in photos of your fuel cells and any workers engaged in the manufacturing process (with an eye towards diversity if possible!).

Thanks!  
Stephanie

--

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

From: "Dunn, Monique" <[monique.dunn@ballard.com](mailto:monique.dunn@ballard.com)>  
Date: Monday, November 26, 2018 at 3:59 PM  
To: "Taaffe, Theresa ENV:EX" <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>  
Cc: "Carswell, Emma JTT:EX" <[Emma.Carswell@gov.bc.ca](mailto:Emma.Carswell@gov.bc.ca)>, "Ferguson, Stephanie GCPE:EX" <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>, "Hanuman, Heron GCPE:EX" <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>  
Subject: RE: Request to feature Ballard in B.C. Government publication

We do have an extensive library of images that could work if you could give me an idea as to what you are looking for.

From: Taaffe, Theresa ENV:EX [<mailto:Theresa.Taaffe@gov.bc.ca>]  
Sent: November 26, 2018 2:27 PM  
To: Dunn, Monique  
Cc: Carswell, Emma JTT:EX; Ferguson, Stephanie GCPE:EX; Hanuman, Heron GCPE:EX  
Subject: RE: Request to feature Ballard in B.C. Government publication

Thank you Monique!

I'm connecting you with Stephanie and Heron of our GCPE office, who would like to follow up with you on possible stock photos or arrangements to take photos.

Thanks again,  
Theresa

From: Carswell, Emma JTT:EX  
Sent: November 26, 2018 2:05 PM  
To: Dunn, Monique <[monique.dunn@ballard.com](mailto:monique.dunn@ballard.com)>  
Cc: Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>; Williams, Jennifer JTT:EX <[Jennifer.Williams@gov.bc.ca](mailto:Jennifer.Williams@gov.bc.ca)>  
Subject: Re: Request to feature Ballard in B.C. Government publication

Great news! Will let Theresa take it from here

Great news! Will let Theresa take it from here.

Cheers,

Emma

Sent from my iPhone

On Nov 26, 2018, at 2:03 PM, Dunn, Monique

<[monique.dunn@ballard.com](mailto:monique.dunn@ballard.com)<<mailto:monique.dunn@ballard.com>>> wrote:

Emma, good news..... The information below regarding Ballard has been approved. With regards to the photo shoot, I am in the office Tuesday and Thursday this week. Hopefully that will work with the photographer.

If you need any further assistance, just let me know.

Cheers,

Monique Dunn | Senior Corporate Communications Analyst BALLARD POWER SYSTEMS INC. | 9000 Glenlyon Parkway | Burnaby BC Canada V5J 5J8 T +1.604.412.4753

| [monique.dunn@ballard.com](mailto:monique.dunn@ballard.com)<<mailto:monique.dunn@ballard.com>> | [www.ballard.com](http://www.ballard.com)<<http://www.ballard.com/>>

Follow us on: Twitter<[https://twitter.com/intent/user?screen\\_name=BallardPwr](https://twitter.com/intent/user?screen_name=BallardPwr)> |

LinkedIn<<http://www.linkedin.com/company/ballard-power-systems>> |

Facebook<<http://www.facebook.com/#!/pages/Ballard-Power-Systems/205546066131866>>

Visit Ballard's YouTube page to view the 'We Are Ballard' video: <http://ow.ly/OOfHn> \*\*Please note that I do not work on Fridays\*\*

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#### Confidentiality Notice

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Please consider the environment before printing this email.

From: Carswell, Emma JTT:EX [<mailto:Emma.Carswell@gov.bc.ca>]

Sent: November 26, 2018 1:15 PM

To: Dunn, Monique

Cc: Taaffe, Theresa ENV:EX; Williams, Jennifer JTT:EX

Subject: FW: Request to feature Ballard in B.C. Government publication

Importance: High

Hi Monique,

Nice to meet you over the phone. Following up from our conversation just now, see the information below. Please note we are on very tight timelines, so hoping for a response from you today.

Thank you,

Emma



From: Carswell, Emma JTT:EX  
Sent: Thursday, November 22, 2018 1:57 PM  
To: 'randy.macewen@ballard.com'<<mailto:randy.macewen@ballard.com>>'  
Cc: Williams, Jennifer JTT:EX; Taaffe, Theresa ENV:EX  
Subject: Request to feature Ballard in B.C. Government publication  
Importance: High

Hello Randall,

I'm with the Technology and Innovation Branch at BC's Ministry of Jobs, Trade and Technology, and we would like to feature your company in a short story in our publications/websites.

An initial draft is below for your review. Would you be available for a brief call today to discuss?

If you agree, we would also like to obtain your written approval, and ask you to reply all to this email ASAP to confirm the following:

- Your organization provides consent for the BC Government to profile Ballard in a BC government publication or website; APPROVED
- Your organization approves the vignette copy below, with any corrections if required, as the general phrasing to be included in the publication/website. APPROVED

If you agree, we would also like to arrange a photographer to take photos within next few days.

Thank you in advance and hope to hear from you soon.

Regards,

Emma

Emma Carswell | A/Director, Knowledge Transfer and Commercialization | Technology & Innovation | Investment, Innovation & Technology Division | Ministry of Jobs, Trade and Technology | 778 698-3448 | [Emma.Carswell@gov.bc.ca](mailto:Emma.Carswell@gov.bc.ca)<<mailto:Emma.Carswell@gov.bc.ca>>

#### Clean tech companies leading the way

Led by Ballard Power Systems, a global innovator in fuel cell technology, B.C. companies are developing new clean energy solutions for everything from portable electronics to transit bus applications. Ballard has designed and shipped over 400 megawatts of fuel cell technology to date. That's roughly equal to the annual energy needs of 80,000 homes.

In Burnaby, Corinex Communications develops and manufactures solutions for smart metering and smart grid infrastructure projects, while Neurio offers industry leading energy monitoring, control technology and sophisticated analytics to manage energy usage at home.

Ostara has developed game changing technology that harvests nutrients from waste water and transforms them into a pure, eco-friendly fertilizer. Meantime D-Wave is the only company in the world to have sold a quantum computer. It's using the power of quantum mechanics to dramatically reduce the amount of energy needed to analyze and store data.

In the Kootenays, Metal Tech Alley brings together partners from Trail, Rossland, Fruitvale, Montrose and Warfield to make new advances in digital fabrication and advanced materials, industrial recycling and the circular economy, which is designed to eliminate waste.

All of these advances are fueling our economy while helping us reduce greenhouse gas emissions.

**Subject:** Re: For Govt Comms: Kwadacha project contact  
**Date:** Thursday, November 29, 2018 at 10:20:26 AM Pacific Standard Time  
**From:** Ferguson, Stephanie GCPE:EX  
**To:** Williams, Haley ENV:EX, Hardin, Karl GCPE:EX  
**CC:** Taaffe, Theresa ENV:EX

Hi Haley,

If the story of the Kwadacha project is approved and used in the report I would include the second photo for possible inclusion in the report, but otherwise I don't think we'd use it.

Stephanie

--

**Stephanie Ferguson**

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

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**From:** "Williams, Haley ENV:EX" <Haley.Williams@gov.bc.ca>  
**Date:** Thursday, November 29, 2018 at 9:19 AM  
**To:** Karl Hardin <Karl.Hardin@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>  
**Cc:** "Taaffe, Theresa ENV:EX" <Theresa.Taaffe@gov.bc.ca>  
**Subject:** RE: For Govt Comms: Kwadacha project contact

Hello Karl and Stephanie,

Are you using a photo from Carolyn and has it been run past Chief Somer?

Thanks,  
Haley

---

**From:** Williams, Haley ENV:EX  
**Sent:** November 23, 2018 12:07 PM  
**To:** 'Carolyn.Stock@bchydro.com' <Carolyn.Stock@bchydro.com>  
**Cc:** Taaffe, Theresa ENV:EX <Theresa.Taaffe@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Hanuman, Heron GCPE:EX <Heron.Hanuman@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>  
**Subject:** FW: For Govt Comms: Kwadacha project contact

Thanks! I've cc'd the team that is making arrangements for the photos and they may be in contact with you.

I'm still waiting on confirmation from Chief Van Somer for permission to use the Kwadacha story.

Kind regards,  
Haley

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**From:** Stock, Carolyn <[Carolyn.Stock@bchydro.com](mailto:Carolyn.Stock@bchydro.com)>  
**Sent:** November 23, 2018 12:00 PM  
**To:** Williams, Haley ENV:EX <[Haley.Williams@gov.bc.ca](mailto:Haley.Williams@gov.bc.ca)>  
**Cc:** Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>  
**Subject:** RE: For Govt Comms: Kwadacha project contact

Not sure if these help. I have a lot of photos but all with people in them!

---

**From:** Williams, Haley ENV:EX [<mailto:Haley.Williams@gov.bc.ca>]  
**Sent:** 2018, November 23 11:50 AM  
**To:** Stock, Carolyn  
**Cc:** Taaffe, Theresa ENV:EX  
**Subject:** RE: For Govt Comms: Kwadacha project contact

Hello Carolyn,

Do you have any high-resolution photos that we could use?

Thanks,  
Haley

**Subject:** Re: Feature story on Mine Sense 2

**Date:** Thursday, November 29, 2018 at 10:32:23 AM Pacific Standard Time

**From:** Ferguson, Stephanie GCPE:EX

**To:** Alejandra Najera, Taaffe, Theresa ENV:EX

**CC:** Hanuman, Heron GCPE:EX

Hi Alejandra,

We're interested in using photos 2, 4, 5, and 7, plus the one labelled BC Emerging Economy Taskforce.

I think 2 and 5 don't really need releases as the workers in the photos have their faces almost completely obscured.

Thanks,  
Stephanie

--

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

On 2018-11-29, 9:45 AM, "Alejandra Najera" <[anajera@minesense.com](mailto:anajera@minesense.com)> wrote:

Thank you Stephanie.

Do not hesitate to contact us in case you need further information.

Best regards,

Alejandra Najera  
Human Resources & Corporate Records Administrator  
Minesense Technologies Ltd.

Tel. +(604)449.3780 – Ext. 140

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

From: Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>

Sent: November 29, 2018 9:29 AM

To: Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>; Alejandra Najera <[anajera@minesense.com](mailto:anajera@minesense.com)>

Cc: Hanuman, Heron GCPE:EX <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>

Subject: Re: Feature story on Mine Sense 2

Yes, thanks Alejandra, we got the photos. I'll confirm which ones we'd like to use shortly and follow up about photo releases.

--

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

On 2018-11-29, 9:11 AM, "Taaffe, Theresa ENV:EX" <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)> wrote:

Thanks Alejandara for these!

We did receive them, and will leave it to Stephanie to get back to you once they decided on the ones they'll use.

Stephanie, once you've decided on specific photos, suggest you follow up to obtain approval to use these on our websites etc; and if people's faces are showing, will also need a photo release signed by each of them. Have provided this to Karl earlier.

Cheers,  
Theresa

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

From: Alejandra Najera <[anajera@minesense.com](mailto:anajera@minesense.com)>  
Sent: November 28, 2018 4:50 PM  
To: Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
Cc: Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>  
Subject: RE: Feature story on Mine Sense 2  
Importance: High

As per my previous email please confirm as received.

Alejandra Najera  
Human Resources & Corporate Records Administrator Minesense Technologies Ltd.

Tel. +(604)449.3780 – Ext. 140

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

From: Alejandra Najera  
Sent: November 28, 2018 4:40 PM  
To: 'Ferguson, Stephanie GCPE:EX' <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
Subject: FW: Feature story on Mine Sense

Hello Stephanie.

Please see attached a zip folder containing a selection of photos.  
If you would like different options please let me know.  
Thank you.

Best regards.

Alejandra Najera  
Human Resources & Corporate Records Administrator Minesense Technologies Ltd.

Tel. +(604)449.3780 – Ext. 140

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

From: Alejandra Najera  
Sent: November 23, 2018 12:00 PM

To: Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>; Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>; Jeff More <[jmore@minesense.com](mailto:jmore@minesense.com)>  
Cc: Hanuman, Heron GCPE:EX <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>  
Subject: RE: Feature story on Mine Sense

Hello Stephanie

I will send a selection shortly.

Best regards.

Alejandra Najera  
Human Resources & Corporate Records Administrator Minesense Technologies Ltd.

Tel. +(604)449.3780 – Ext. 140

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

From: Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
Sent: November 23, 2018 11:28 AM  
To: Alejandra Najera <[anajera@minesense.com](mailto:anajera@minesense.com)>; Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>; Jeff More <[jmore@minesense.com](mailto:jmore@minesense.com)>  
Cc: Hanuman, Heron GCPE:EX <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>  
Subject: Re: Feature story on Mine Sense

Hi Alejandra,

I'll jump in here to answer that question. We're looking for photos of people/workers primarily, and/or your technology in use. If you have any high-quality promotional photos that you typically use, that would be helpful.

Cheers,  
Stephanie

--

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

From: Alejandra Najera <[anajera@minesense.com](mailto:anajera@minesense.com)>  
Date: Friday, November 23, 2018 at 11:18 AM  
To: "Taaffe, Theresa ENV:EX" <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>, Jeff More <[jmore@minesense.com](mailto:jmore@minesense.com)>  
Cc: "Hanuman, Heron GCPE:EX" <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>, "Ferguson, Stephanie GCPE:EX" <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
Subject: RE: Feature story on Mine Sense

Hello Theresa.

It will be my pleasure to assist you. Feel free to contact me for any information needed.  
For instance, could you tell me what kind of pictures would you need?

Thank you.

. . . . .

Alejandra Najera  
Human Resources & Corporate Records Administrator Minesense Technologies Ltd.

[cid:image001.png@01D4831E.3EA204D0]

Tel. +(604)449.3780 – Ext. 140

From: Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)>  
Sent: November 23, 2018 10:48 AM  
To: Jeff More <[jmore@minesense.com](mailto:jmore@minesense.com)>  
Cc: Alejandra Najera <[anajera@minesense.com](mailto:anajera@minesense.com)>; Hanuman, Heron GCPE:EX <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>;  
Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
Subject: RE: Feature story on Mine Sense

Hi Jeff,

Thanks very much for letting us profile your story.

I'm connecting you to colleagues at our Government Communications (CC'd here) to arrange time for photos, but late next week could be too late. If so, they may also be able to use stock photos, as a back up option. However, I'll leave that with them. As you're away, would Alejandra be available to help on these questions?

Thanks again for the info, we will make that edit. We plan to use the vignette bellow in our new strategy for a clean growth future [please keep confidential]. We will notify you once the material is published.

Theresa

From: Jeff More <[jmore@minesense.com](mailto:jmore@minesense.com)<<mailto:jmore@minesense.com>>>  
Sent: November 22, 2018 5:06 PM  
To: Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)<<mailto:Theresa.Taaffe@gov.bc.ca>>>  
Cc: Alejandra Najera <[anajera@minesense.com](mailto:anajera@minesense.com)<<mailto:anajera@minesense.com>>>  
Subject: RE: Feature story on Mine Sense

Hi Theresa,

In terms of connecting by phone today, just saw your email now – apologies.

We would be happy to be included in your publications/websites. I have approved below, with one minor edit to the Story.

In terms of the photos, I am out of the office on business tomorrow through to next Wednesday. But am available November 29/30 and the following week.

Regards,  
Jeff

Jeff More  
President & CEO  
Office: +1 604.449.3780  
Cell: +1 416.807.5873  
Email: [jmore@minesense.com](mailto:jmore@minesense.com)<<mailto:jmore@minesense.com>>

[cid:image002.png@01D4831E.3EA204D0]



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From: Taaffe, Theresa ENV:EX <[Theresa.Taaffe@gov.bc.ca](mailto:Theresa.Taaffe@gov.bc.ca)<<mailto:Theresa.Taaffe@gov.bc.ca>>>  
Sent: November 22, 2018 11:39 AM  
To: Jeff More <[jmore@minesense.com](mailto:jmore@minesense.com)<<mailto:jmore@minesense.com>>>  
Subject: Feature story on Mine Sense

Hi Jeff,

I'm with Climate Action Secretariat at BC's ministry of environment, and we would like to feature a short story on your company in our publications/websites.

An initial draft is below for your review. Would you be available for a brief call today to discuss? (I will follow up with call as well)

If you agree, we would also like to:

1. arrange a photographer to take photos within next few days
2. obtain your written approval, and ask you to reply to this email asap to confirm the following:

- Your organization provides consent for the BC Government to profile MineSense in a BC government publication or website; [Approve]

- Your organization approves the vignette copy below, with any corrections if required, as the general phrasing to be included in publication/website. [Approve with edit below]

Thank you in advance and hope to hear from you soon.

Regards,  
Theresa

#### Vignette Story

MineSense, a pioneer BC technology company, is creating digital mining solutions that provide real-time, sensor-based ore sorting for large-scale mines. They concentrate ore through superior ore-waste classification to increase revenue from higher recoveries and reduce costs spent on processing waste. MineSense was recently named to the Global Cleantech 100 and has offices and field personnel in South America, Australia and Africa and works with mining customers around the world.

Theresa Taaffe  
Manager, Strategic Partnerships and Engagement Climate Action Secretariat  
250-516-0385

**Subject:** Re: UNBC photograph  
**Date:** Thursday, November 29, 2018 at 9:54:21 AM Pacific Standard Time  
**From:** Ferguson, Stephanie GCPE:EX  
**To:** Harriet Midgley  
**CC:** Stephanie Holmes, Taaffe, Theresa ENV:EX

Excellent, thank you so much!

Theresa, would you be able to add Harriet to our list of people to update once everything is live?

Thanks,  
Stephanie

--

**Stephanie Ferguson**

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

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**From:** Harriet Midgley <h.midgley@hcma.ca>  
**Date:** Wednesday, November 28, 2018 at 4:50 PM  
**To:** "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>  
**Cc:** Stephanie Holmes <s.holmes@hcma.ca>  
**Subject:** UNBC photograph

Hi Stephanie,

Thanks for reaching out about the UNBC photograph. Feel free to use it and credit it as 'UNBC Bioenergy Plant by HCMA Architecture + Design'. It was taken by a former member of staff not a professional photographer.

I've attached our largest size of the photograph. Let me know if you need anything else and please let us know when you've shared it online, I'd love to read more about what you're working on.

Thank you!

—

**HARRIET MIDGLEY**

*Digital and Communications Specialist*

**HCMA Architecture + Design**  
604.732.6620 x246 [hcma.ca](http://hcma.ca)

**Subject:** RE: Photo Permissions - Final Questions

**Date:** Friday, November 30, 2018 at 11:19:17 AM Pacific Standard Time

**From:** Taaffe, Theresa ENV:EX

**To:** Ferguson, Stephanie GCPE:EX

**CC:** Williams, Haley ENV:EX, Hanuman, Heron GCPE:EX, Kouri, Rosa GCPE:EX

Hi Stephanie, ...see below.

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**From:** Ferguson, Stephanie GCPE:EX

**Sent:** November 29, 2018 11:52 AM

**To:** Taaffe, Theresa ENV:EX <Theresa.Taaffe@gov.bc.ca>

**Cc:** Williams, Haley ENV:EX <Haley.Williams@gov.bc.ca>; Hanuman, Heron GCPE:EX  
<Heron.Hanuman@gov.bc.ca>

**Subject:** Photo Permissions - Final Questions

Hi Theresa,

I'm getting very close to finishing up compiling our photo assets. They're available to view and download here:

<https://ln.sync.com/dl/77fc8cf50/vhisvp6z-fh6asa2v-gqm3i86x-4fct5pe4>

I just have a couple of outstanding questions that hopefully you can answer and hopefully I haven't missed somewhere in my inbox!

1. Carbon Engineering – we have a lovely photo of two of their workers, and I believe we were just waiting on permission from the workers. Was that secured? Yes
2. D-Wave – We have some really great photos from D-Wave when we needed them for the BC Tech Summit, but thought we should check on using them for the climate plan. Do you have a contact there you could reach out to? If not we might be able to. Warren Wall, s.22
3. YVR – We're hoping they have some photos of their energy efficiency projects. Do you have a contact there? s.22
4. Did Parkland ever send us the high-res versions of those two photos? If not I can follow up.- just receiving now, will forward

We're shooting with Corvus Energy and the Surrey Biofuel Facility today, Heron says they're getting some great stuff!

Thanks for all your help with this, almost there!

Stephanie

--

**Stephanie Ferguson**

Digital Communications Officer | Digital Communications  
Government Communications and Public Engagement



**Subject:** RE: False Creek - BC Gov social media  
**Date:** Friday, November 2, 2018 at 3:48:01 PM Pacific Daylight Time  
**From:** Harbord, Darren GCPE:EX  
**To:** Ferguson, Stephanie GCPE:EX

Confirmed – no social media for this one.

Thanks  
Darren

---

**From:** Ferguson, Stephanie GCPE:EX  
**Sent:** Friday, November 2, 2018 1:14 PM  
**To:** Harbord, Darren GCPE:EX  
**Subject:** Re: False Creek - BC Gov social media

No worries, holding off.

---

**From:** "Harbord, Darren GCPE:EX" <Darren.Harbord@gov.bc.ca>  
**Date:** Friday, November 2, 2018 at 1:12 PM  
**To:** "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>  
**Subject:** Re: False Creek - BC Gov social media

Please hold off. I'll give you a call - just in a meeting.

Sent from my iPhone

On Nov 2, 2018, at 1:04 PM, Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)> wrote:

FYI, here is the tweet I propose putting out as soon as possible:

Nearly 650 much-needed affordable rental homes are on their way to False Creek North, thanks to an agreement between the [@CityofVancouver](#), [@BC\\_Housing](#) and [@Concord\\_Pacific](#).  
<http://dailyhive.com/vancouver/vancouver-concord-pacific-yaletown-affordable-housing-sites>

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

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**From:** "Harbord, Darren GCPE:EX" <[Darren.Harbord@gov.bc.ca](mailto:Darren.Harbord@gov.bc.ca)>  
**Date:** Thursday, November 1, 2018 at 4:01 PM  
**To:** "Ferguson, Stephanie GCPE:EX" <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
**Subject:** RE: False Creek - BC Gov social media

Hey Stephanie, we have prepared anything, but I've attached the latest draft news release and here are the KMs:

- Years of inaction have left too many people in B.C. unable to find an affordable home to rent or buy.
- These sites have been stranded and underutilized for more than two decades.
- This agreement frees up space to build approximately 650 much-needed affordable rental homes in Vancouver.
- The Province will provide capital funding to build these homes so that more people can enjoy the peace of mind that comes with affordable housing.
- We will continue to work in partnership to make housing more affordable for people, as we work toward our commitment to create 114,000 homes over the next 10 years.

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**From:** Ferguson, Stephanie GCPE:EX  
**Sent:** Thursday, November 1, 2018 2:37 PM  
**To:** Harbord, Darren GCPE:EX  
**Subject:** False Creek - BC Gov social media

Hi Darren,

I'm attempting to plan ahead tomorrow's social posts for our BC Government Facebook and Twitter channels. I'm wondering if you plan on supplying us with any sample posts, or alternatively, if you have any materials relating to the MOU signing re: lands in Northeast False Creek that could help me draft something? I know the City of Vancouver will be issuing the NR, but if you have any key messages it would be great to have those ahead of time.

Thanks,  
Stephanie

--

**Stephanie Ferguson**

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

**Subject:** Re: Women and Girls in STEAM Week

**Date:** Monday, November 5, 2018 at 10:43:33 AM Pacific Standard Time

**From:** Thind, Herman GCPE:EX

**To:** Cascaden, Lori R GCPE:EX, Ferguson, Stephanie GCPE:EX, Patrick, Andrew GCPE:EX

Sweet! It was a great story!

---

**From:** "Cascaden, Lori R GCPE:EX" <Lori.Cascaden@gov.bc.ca>

**Date:** Monday, November 5, 2018 at 10:39 AM

**To:** "Ferguson, Gcpe:Ex" <Stephanie.Ferguson@gov.bc.ca>, "Patrick, Andrew GCPE:EX" <Andrew.Patrick@gov.bc.ca>

**Cc:** "Thind, Herman GCPE:EX" <Herman.Thind@gov.bc.ca>

**Subject:** RE: Women and Girls in STEAM Week

That is such amazing news. Needed that uplift today!

Lori

---

**From:** Ferguson, Stephanie GCPE:EX

**Sent:** Monday, November 5, 2018 10:33 AM

**To:** Patrick, Andrew GCPE:EX; Cascaden, Lori R GCPE:EX

**Cc:** Thind, Herman GCPE:EX

**Subject:** Re: Women and Girls in STEAM Week

Wanted to loop back around and let you know that your tweet on Women and Girls in STEAM is one of our best performing out of the last month with 60 retweets and over 17,000 impressions!

<https://twitter.com/BCGovNews/status/1058805867548684288>

Great work!

--

**Stephanie Ferguson**

Digital Communications Officer | Digital Communications

Government Communications and Public Engagement

Province of British Columbia

250-889-3745

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**From:** "Patrick, Andrew GCPE:EX" <Andrew.Patrick@gov.bc.ca>

**Date:** Friday, November 2, 2018 at 1:28 PM

**To:** "Cascaden, Lori R GCPE:EX" <Lori.Cascaden@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

**Cc:** "Thind, Herman GCPE:EX" <Herman.Thind@gov.bc.ca>

**Subject:** RE: Women and Girls in STEAM Week

Will do, thanks!

---

**From:** Cascaden, Lori R GCPE:EX

**Sent:** Friday, November 2, 2018 1:21 PM  
**To:** Ferguson, Stephanie GCPE:EX; Patrick, Andrew GCPE:EX  
**Cc:** Thind, Herman GCPE:EX  
**Subject:** RE: Women and Girls in STEAM Week

Thanks Stephanie.

Andrew – please send a note to the photographer letting him know.

Lori

---

**From:** Ferguson, Stephanie GCPE:EX  
**Sent:** Friday, November 2, 2018 1:16 PM  
**To:** Patrick, Andrew GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX; Thind, Herman GCPE:EX  
**Subject:** Re: Women and Girls in STEAM Week

Thanks Andrew, these are great! Herman is the person on-call for Digital this weekend, so he's your guy for sending photos.

Stephanie

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**Stephanie Ferguson**

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

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**From:** "Patrick, Andrew GCPE:EX" <Andrew.Patrick@gov.bc.ca>  
**Date:** Friday, November 2, 2018 at 12:34 PM  
**To:** "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>  
**Cc:** "Cascaden, Lori R GCPE:EX" <Lori.Cascaden@gov.bc.ca>  
**Subject:** RE: Women and Girls in STEAM Week

Hi Stephanie,

Sorry for the delay getting back to you with these sample tweets.

I've attached a couple sample drafts for the BC govt account (also included are drafts for Min. Ralston).

Hopefully this help!

Also: can you let me know who is the best person for the event photographer to send the pics to on Saturday in your shop?

Thanks!

Andrew



**From:** Ferguson, Stephanie GCPE:EX  
**Sent:** Wednesday, October 31, 2018 11:02 AM  
**To:** Patrick, Andrew GCPE:EX  
**Subject:** Women and Girls in STEAM Week

Hi Andrew,

I noticed in the Corp Cal that there is an event coming up this Saturday relating to the proclamation of women and girls in science, tech, engineering, art and design, and math week.

Since we don't have a news release of our own for this one, would you like us to cover this on the BC Government social media channels? As you know we have a photographer going to the event Saturday so we'd have access to some visual assets. Would you be able to provide me with a couple of sample tweets?

Stephanie

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**Stephanie Ferguson**

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

**Subject:** RE: Feedback from Virtual Office Hours  
**Date:** Tuesday, November 6, 2018 at 3:35:19 PM Pacific Standard Time  
**From:** Kerrigan, Andrea GCPE:EX  
**To:** Ferguson, Stephanie GCPE:EX  
**Attachments:** image002.jpg, image003.jpg

Excellent! Yes, good advice moving forward about trouble shooting the tech side. I am sure some language exists on the online resources for Lync and Skype that we can draft up and send out in advance of our sessions.

I appreciate your willingness and positivity around this new learning platform for our org! I know our folks appreciate the ability to participate from their desks 😊

Take care and I'll be in touch re December offerings.

Andrea

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**Andrea Kerrigan**

Strategic Talent Services and Engagement Officer  
Government Communications and Public Engagement  
Direct | 250.812.3564 Email | [andrea.kerrigan@gov.bc.ca](mailto:andrea.kerrigan@gov.bc.ca)



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**From:** Ferguson, Stephanie GCPE:EX  
**Sent:** November 6, 2018 2:38 PM  
**To:** Kerrigan, Andrea GCPE:EX <[Andrea.Kerrigan@gov.bc.ca](mailto:Andrea.Kerrigan@gov.bc.ca)>  
**Subject:** Re: Feedback from Virtual Office Hours

Thanks Andrea! Feeling better about the online format with one under my belt. All definitely great feedback about the lag, I felt like I was going super slow, but now I know I'll have to slow it down even more.

It might be worth telling people when they get the link that we encourage them to test it before the session so they can trouble shoot early, there was really nothing at all I could do to help Lindsey log on.

I think Janice was sending out the feedback forms, I don't think I have them on my computer.

Good to share this info with other presenters.

Thanks! Was fun, I'm happy to do this again soon.

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**Stephanie Ferguson**

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

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**From:** "Kerrigan, Andrea GCPE:EX" <[Andrea.Kerrigan@gov.bc.ca](mailto:Andrea.Kerrigan@gov.bc.ca)>  
**Date:** Tuesday, November 6, 2018 at 2:24 PM  
**To:** "Ferguson, Stephanie GCPE:EX" <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
**Subject:** Feedback from Virtual Office HOURS

Hi Stephanie – a couple of observations from your workshop today...

First, it was great! You really did a great job demonstrating the good work and why it was good! I learned quite a bit from listening in 😊

- Great audio and your video was clean and clear
- A large lag on the online sites (20 seconds) when loading...watch for your cursor moving between sites or opened programs. It chops up the screen due to the lag
- A reminder to close/sign off any alerts or email pop-ups – you noted this in the session, so I know you were aware of it 😊
- Cursor moving around on the web page didn't lag
- Lag with scrolling about 3-5 seconds
- Folks can press \*6 on their cell phone to mute their phone mic (I could hear Lindsey on the line) – folks often forget to mute their phones
- Lag (choppy) with animation, but not with audio in the animation - not awful though

Were you or Janice sending out the feedback forms? Kim Emerson shared with Melissa that he enjoyed the session!

I will share this kind of info with the rest of the virtual presenters. I think there is value in knowing what the view/perspective is like as an attendee. Is that ok with you?

Great job and I think this is going to be a great in-house series!

Andrea

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**Andrea Kerrigan**

Strategic Talent Services and Engagement Officer

Government Communications and Public Engagement

Direct | 250.812.3564 Email | [andrea.kerrigan@gov.bc.ca](mailto:andrea.kerrigan@gov.bc.ca)

