

From: [Horlor, Shannon GCPE:EX](#)
To: [McGregor, Cara GCPE:EX](#)
Subject: Accepted: Speech assignments (Sept/Oct/Nov)
Start: August 9, 2018 12:00:00 PM
End: August 9, 2018 1:00:00 PM
Location: cara's office

From: [Horlor, Shannon GCPE:EX](#)
To: [Kouri, Rosa GCPE:EX](#)
Subject: BC Artscape
Date: July 25, 2018 10:08:31 AM
Attachments: [20180729_SN_PJH_BCArtscape_V1_DRAFT_SH.docx](#)

Good morning Rosa!

Here is my first draft of the SNs. With only 3 minutes to work with, I've scaled back the KMs included. Your thoughts are most welcome.

Please let me know if you need me to look at the NR with Cara's notes at all. Otherwise, I'm moving on to the Q&As.

S.

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [McGregor, Cara GCPE:EX](#)
Cc: [Nash, Amber PREM:EX](#); [Oreck, Mira PREM:EX](#)
Subject: Business in BC Roundtable package
Date: July 24, 2018 3:21:28 PM
Attachments: [20180726_SN_PJH_Business in BC Roundtable_V2_DRAFT_SHCM.docx](#)
[20180726_BG_PJH_Business in BC Roundtable_DRAFT_SH.docx](#)
[20180726_QA_PJH_Business in BC Roundtable_DRAFT.docx](#)

Hello all.

Here are the speaking notes, Q&A, and background materials for the Business in BC Roundtable on the 26th.

Regards,
Shannon

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [McGregor, Cara GCPE:EX](#)
Subject: Business in BC Roundtable
Date: July 23, 2018 3:37:24 PM
Attachments: [20180726_SN_PJH_Business in BC Roundtable_V1_DRAFT_SH.docx](#)
[20180726_BG_Business in BC Roundtable_DRAFT_SH.docx](#)
[20180726_QA_PJH_Business in BC Roundtable_DRAFT.docx](#)

Hi Cara.

Here is my draft speaking notes for your comments. I'd love any feedback on the supporting docs as well, as this is my first time providing those.

Thanks,
Shannon

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [Dalzell, Danielle GCPE:EX](#)
Subject: Business in BC Roundtable
Date: July 25, 2018 3:47:06 PM
Attachments: [20180726_SN_PJH_Business in BC Roundtable_V3_SH.docx](#)

Here is an updated version coming from my discussion with Sage.

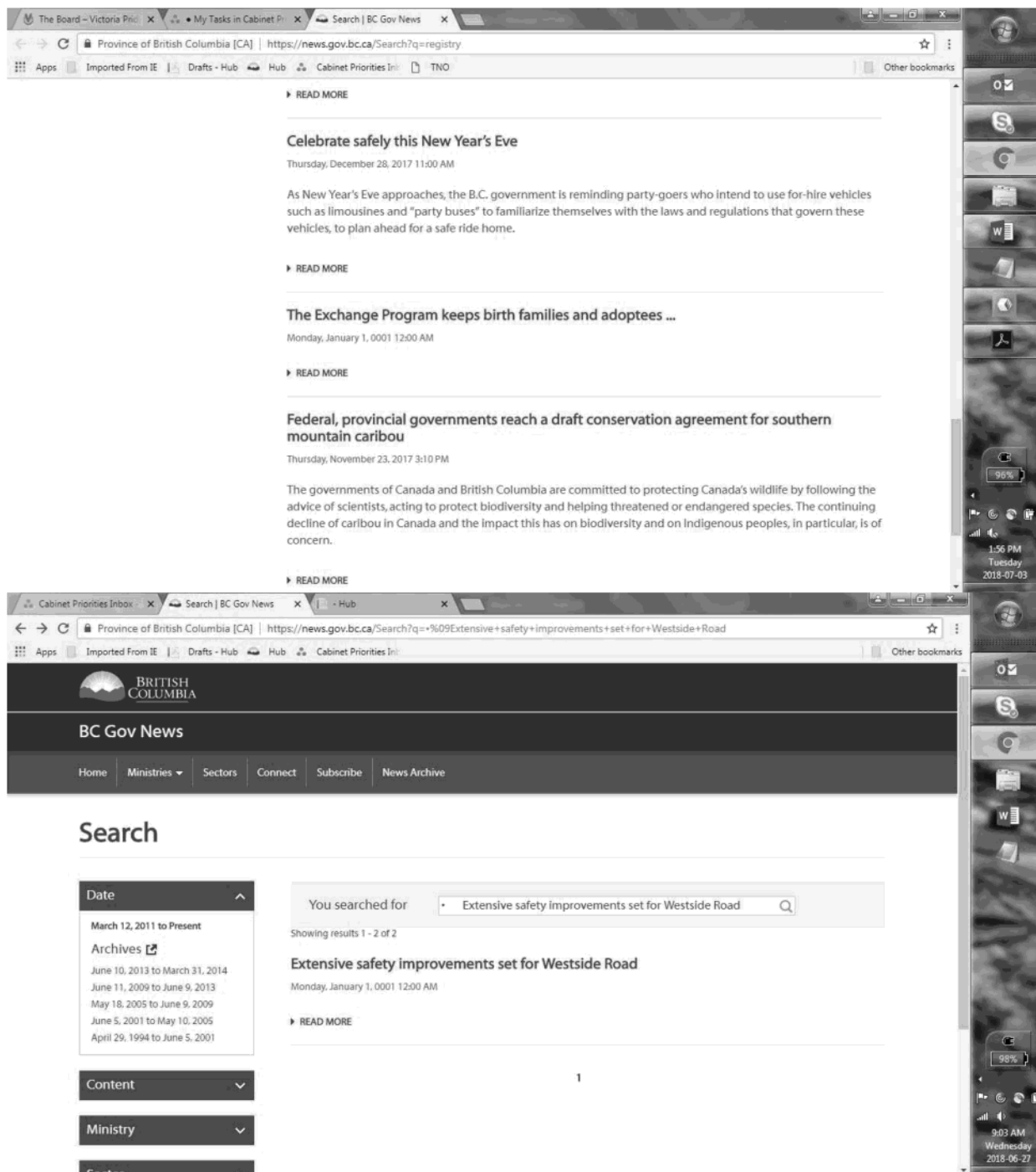
S.

Shannon Horlor

Writer | Writing and Content Strategy
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From: Horlor, Shannon GCP-EX
To: Krutzmann, Anne GCP-EX
Subject: Empty date line entries
Date: July 3, 2018 2:54:38 PM
Attachments: image001.png
image002.png

A couple examples in the screenshots for you, as requested.



Shannon Horlor
Writer | Writing and Content Strategy
Government Communications and Public Engagement
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From: [Horlor, Shannon GCPE:EX](#)
To: [Aaron, Sage PREM:EX](#)
Cc: [McGregor, Cara GCPE:EX](#); [Dalzell, Danielle GCPE:EX](#)
Subject: FINALS FOR APPROVAL: Business in BC Roundtable
Date: July 25, 2018 4:41:31 PM
Attachments: [20180726_SN_PJH_Business in BC Roundtable_V3_SH_DD.docx](#)
[20180726_BG_PJH_Business in BC Roundtable_V2_SH.docx](#)
[20180726_QA_PJH_Business in BC Roundtable_DRAFT.docx](#)

Hi Sage,

Here is the package for Business in BC Roundtable. Changes/revisions have been made (with Danielle's help) to only the SNs and BG. Let me know if these changes work for you.

Thanks,
Shannon

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [McGregor, Cara GCPE:EX](#)
Cc: [Thaw, Sara GCPE:EX](#)
Subject: FOR REVIEW: Labour Day SN
Date: August 28, 2018 9:20:01 AM
Attachments: [20180903 SN PJH Labour Day DRAFT V3 SH.docx](#)

Hi Cara

Here are my draft notes for the Labour Day event for your review.

Thanks,
Shannon

Shannon Horlor

Writer | Writing and Content Strategy | Cabinet Priorities
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [Dalzell, Danielle GCPE:EX](#); [Thaw, Sara GCPE:EX](#)
Subject: FOR REVIEW: Sooke Fall Fair
Date: August 31, 2018 9:48:24 AM
Attachments: [20180908_SN_PJH_Sooke Fall Fair_DRAFT_V1.docx](#)

Morning!

Here is my draft ready for your edits.

S.

Shannon Horlor

Writer | Writing and Content Strategy | Cabinet Priorities
Government Communications and Public Engagement
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From: [Horlor, Shannon GCPE:EX](#)
To: [Dalzell, Danielle GCPE:EX](#); [Thaw, Sara GCPE:EX](#)
Subject: FOR REVIEW: Vancouver Pride Statement
Date: July 26, 2018 2:02:47 PM
Attachments: [20180805_STM_Vancouver Pride_DRAFT_SH.docx](#)

Hi Danielle and Sara

Here is my first draft of the Vancouver Pride statement. I'm still waiting to hear back from Robyn on whether I'm okay to steal the Friday BC Day slot and move that one to Saturday.

Thanks,
S.

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
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From: [Horlor, Shannon GCPE:EX](#)
To: [Aaron, Sage PREM:EX](#)
Cc: [McGregor, Cara GCPE:EX](#); [Dalzell, Danielle GCPE:EX](#)
Subject: FOR SIGNOFF: Japanese Condolence Letter
Date: July 11, 2018 3:46:59 PM
Attachments: [20180711 Condolence Letter to Japanese CG PJH DRAFT CM.docx](#)

Hi Sage,

Here is my revised version of the condolence letter Kim sent you, which was also edited by Cara.

Please let me know if you'd like any changes.

Shannon

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [Copeland, Kimberly GCPE:EX](#); [Cox, Michael GCPE:EX](#); [Croft, Robyn J GCPE:EX](#); [McGregor, Cara GCPE:EX](#)
Subject: Labour Day Statement PREM-89357
Date: August 27, 2018 11:13:30 AM

Hello all.

I'm looking for a time for the Premier's statement for Labour Day to go out on Friday, Aug. 31.

Thanks,
Shannon

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [Emerson, Kim GCPE:EX](#)
Subject: Order of B.C. ceremony
Date: August 1, 2018 9:41:53 AM

Good morning, Kim.

I'm hoping you can the embargoed list of recipients for the Order of B.C. Any other draft materials you have for this would also be appreciated. I'll be working on the speaking notes package for the Premier and I'm trying to get a head start, if possible, ^{s.22}

s.22

Thanks,
Shannon

Shannon Horlor
Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [Dalzell, Danielle GCPE:EX](#)
Subject: Plain language resources
Date: August 15, 2018 10:16:12 AM

This is the very sparse plain language guide for web writing for all of government:
<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide>

With examples:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide/examples>

And tools and resources:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide/plain-language-tools>

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
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From: [Horlor, Shannon GCPE:EX](#)
To: [GCPE Editors](#)
Cc: [Thaw, Sara GCPE:EX](#)
Subject: PREM-88946 Premier's statement on Vancouver Pride
Date: August 2, 2018 9:24:57 AM
Attachments: [20180801_STM_Vancouver Pride_DRAFT.docx](#)

Good morning editors.

Here is the Premier's statement on Vancouver Pride (CC# 88946) that is scheduled to go at 8 a.m. tomorrow (8/3).

Thanks all.

Shannon

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [GCPE Editors](#)
Cc: [Dalzell, Danielle GCPE:EX](#)
Subject: Premier's Statement on Labour Day
Date: August 29, 2018 9:25:55 AM
Attachments: [20180831_STM_Labour Day_FINAL.docx](#)

Hello editors.

Can you set up this statement from the Premier to go provincewide for Friday, Aug. 31 at 8 a.m. (CC# 89357) please?

Thank you!
Shannon

Shannon Horlor

Writer | Writing and Content Strategy | Cabinet Priorities
Government Communications and Public Engagement
p. 250.812.6623

From: [Horlor, Shannon GCPE:EX](#)
To: [McGregor, Cara GCPE:EX](#); [Kouri, Rosa GCPE:EX](#)
Subject: RE: Artscape materials
Date: July 25, 2018 3:45:33 PM
Attachments: [20180729_QA_PJH_BCArtscape_DRAFT3.docx](#)
[20180729_SN_PJH_BCArtscape_DRAFT3.docx](#)

Clean copies for all.

Shannon
250.812.6623

From: McGregor, Cara GCPE:EX
Sent: Wednesday, July 25, 2018 2:52 PM
To: Kouri, Rosa GCPE:EX <Rosa.Kouri@gov.bc.ca>
Cc: Horlor, Shannon GCPE:EX <Shannon.Horlor@gov.bc.ca>
Subject: RE: Artscape materials

Hi,

I like the direction these SN are going. A few suggestions from me in redline.

No further changes to NR.

A few quick comments on QA – some fonts need to be corrected and draft markers removed.

Thanks,
Cara

From: Kouri, Rosa GCPE:EX
Sent: Wednesday, July 25, 2018 12:01 PM
To: McGregor, Cara GCPE:EX
Cc: Horlor, Shannon GCPE:EX
Subject: Artscape materials

Hi Cara,

Here are Artscape materials for review: an SN, Q&A, and the NR that you have already seen.

Thanks,
Rosa

Rosa Kouri
Director, Cabinet Priorities | Strategic Communications Division | Government Communications and
Public Engagement

Rosa.Kouri@gov.bc.ca | Office: 778-974-2241 | Mobile: 778-676-1218

Page 19 to/à Page 21

Withheld pursuant to/removed as

s.14

From: [Horlor, Shannon GCPE:EX](#)
To: [McKill, Colin GCPE:EX](#)
Cc: [Thaw, Sara GCPE:EX](#); [GCPE Editorial Services](#)
Subject: RE: For approval - STMT/PO - FW: DRAFT: Premier John Horgan's statement on Vancouver Pride
Date: August 2, 2018 1:03:55 PM

Hi Colin.

Approved! Thank you!

S.

Shannon
250.812.6623

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

From: McKill, Colin GCPE:EX
Sent: Thursday, August 2, 2018 9:56 AM
To: Horlor, Shannon GCPE:EX <Shannon.Horlor@gov.bc.ca>
Cc: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>; GCPE Editorial Services <GCPEWES@Victoria1.gov.bc.ca>
Subject: For approval - STMT/PO - FW: DRAFT: Premier John Horgan's statement on Vancouver Pride

Hello Shannon,

Draft copy of tomorrow's statement is attached. We'll have it out provincewide on approval at 8 a.m.

Nothing major edit-wise, other than the removal of a few Oxford commas.

In the spirit of professionalism,

Colin
250 893-0294

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

From: McKill, Colin GCPE:EX [<mailto:Colin.McKill@gov.bc.ca>]
Sent: Thursday, August 2, 2018 9:55 AM
To: McKill, Colin GCPE:EX
Subject: DRAFT: Premier John Horgan's statement on Vancouver Pride

Please refer to the files attached to this email. The following is the summary of the News Release

NR Number: Not Approved
NR Type: Statement
State: Planned
Planned Release Date: August 3, 2018 at 8:00 am
Media Distribution Lists: ETHALL_ALL ETHNIC, LEGIS_PRESS GALLERY, MEDIA, PROVI_PROVINCE WIDE
No Lead Organization
Headline: Premier John Horgan's statement on Vancouver Pride

This email was auto-generated.

Not Approved

Aug. 3, 2018

Office of the Premier

STATEMENT

Premier John Horgan's statement on Vancouver Pride

VICTORIA - Premier John Horgan has issued the following statement in celebration of Vancouver Pride:

"Pride is a celebration - and a protest. For 40 years, queer and trans communities have rallied together with allies and marched through the streets of Vancouver to advocate for the rights of LGBTQAI2S+ people.

"During Pride, we celebrate the important gains queer and trans communities have made over the last decade - equal marriage, access to adoption and legal protections against discrimination. And we celebrate the strength, resilience and activism of LGBTQAI2S+ communities in B.C. and beyond our borders.

"We also recognize we have more work to do to make our communities and province better for queer and trans people.

"We must recommit to making our province a place where people of all sexual orientations and gender identities can live without fear, violence or discrimination.

"Let's march together to show that love is love and hate has no place in our society. Let's march to make it clear that everyone deserves safety, respect and dignity.

"Together, let's build a better British Columbia that welcomes everyone, regardless of who they love or how they express themselves.

"To all those taking part in Sunday's parade and celebrations: Happy Pride!"

Contact:

Jen Holmwood
Deputy Communications Director
Office of the Premier
250 818-4881

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>

From: [Horlor, Shannon GCPE:EX](#)
To: [Johnson, Nicholas IIT:EX](#)
Cc: [Richards, Pamela IIT:EX](#); [Thaw, Sara GCPE:EX](#); [Dalzell, Danielle GCPE:EX](#)
Subject: RE: GCPE plain language training?
Date: August 15, 2018 10:35:09 AM

Hi Nicholas

I wanted to provide you with a couple of resources that already exist in relation to plain language for the web to get you started.

Overarching plain language guide for web writing for government:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide>

Some examples:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide/examples>

And tools and resources:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide/plain-language-tools>

And a self-directed course here:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide/plain-language-course>

There are also links to style and content guides here:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web>

And finally, ^{s.22}

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

I'm unaware of any other high-level training on plain language in government at this time. Generally, our unit provides support to the GCPE communications shops on writing and content. That being said, we will continue to look into this.

Hope this helps as a starting point.

Shannon.

Shannon Horlor

Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623

From: Johnson, Nicholas IIT:EX**Sent:** Wednesday, August 15, 2018 8:52 AM**To:** Dalzell, Danielle GCPE:EX <Danielle.Dalzell@gov.bc.ca>**Cc:** Richards, Pamela IIT:EX <Pamela.Richards@gov.bc.ca>; Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>; Horlor, Shannon GCPE:EX <Shannon.Horlor@gov.bc.ca>**Subject:** RE: GCPE plain language training?

Hi Danielle,

I haven't spoken to Karl on this no, we've only briefly met over email but I'm somewhat familiar with the area he oversees. What sort of support would that team be able to offer?

We've been in contact with Tara (Kerner) and she's done some review work for our team and the website that's been underway – and our FLNRORD CD (Vivian Thomas) has been kept up to date, and advised, as we've moved forward. Oh! And Brooke Finnigan is just a few doors down from our team at the dev lab too 😊 So we've definitely had some GCPE awareness/influence.

Really what we're looking for is if there's any high-level training that we can easily point staff in the regions too, as they'll be updating content onto the website somewhat regularly and we want to ensure that content is meeting the standards and the style recommends of the BC Govt.

It may be just keeping those staff aware of the plain language web guide, but if there's a basic learning session or something we can point them to that GCPE may offer, that'd be a great resource too.

Nicholas Johnson

Team Lead & Senior Communications and Engagement Strategist

Information, Innovation & Technology Division

Phone: 250.896.8280 | Fax: 250. 952.0821

Email: nicholas.johnson@gov.bc.ca

Learn more: [Natural Resource Permitting Project](#)

From: Dalzell, Danielle GCPE:EX**Sent:** Monday, August 13, 2018 5:10 PM

To: Johnson, Nicholas IIT:EX
Cc: Richards, Pamela IIT:EX; Thaw, Sara GCPE:EX; Horlor, Shannon GCPE:EX
Subject: RE: GCPE plain language training?

No problem! I'm looping in Shannon in our shop. She will also help with this.

Have you approached Karl Hardin? His team has been providing some support for things like this as well.

Danielle Dalzell
Director of Writing and Content Strategy | Cabinet Priorities | Government Communications and Public Engagement
Danielle.Dalzell@gov.bc.ca | 250-893-2096

From: Johnson, Nicholas NRTS:EX
Sent: Tuesday, July 31, 2018 3:10 PM
To: Dalzell, Danielle GCPE:EX <Danielle.Dalzell@gov.bc.ca>
Cc: Richards, Pamela NRTS:EX <Pamela.Richards@gov.bc.ca>; Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Subject: RE: GCPE plain language training?

Hi Danielle,

Sorry for the radio silence – our team got amalgamated with another group into a new division, so things have been a little logistically crazy.

I'd like to digitally introduce you to Pamela Richards – she's leading the comms for a project our group is working on called Public Review and Comment. There's a need for the business area staff, who will be regularly updating the website associated with this project, to have some basic plain language training.

I see you've got an out-of-office one but hopefully Pamela and you can connect when you're back to see if there's something we can work out.

Thanks!

Nicholas Johnson

Team Lead & Senior Communications and Engagement Strategist

Information, Innovation & Technology Division

Phone: 250.896.8280 | Fax: 250. 952.0821

Email: nicholas.johnson@gov.bc.ca

Learn more: [Natural Resource Permitting Project](#)

From: Dalzell, Danielle GCPE:EX
Sent: Tuesday, July 24, 2018 9:04 AM

To: Johnson, Nicholas NRTS:EX
Cc: Kerr, Grant GCPE:EX
Subject: RE: GCPE plain language training?

Hi Nicholas,

Feel free to give me a call anytime. I'm happy to provide support.

Best,
Danielle

Danielle Dalzell
Director of Writing and Content Strategy | Cabinet Priorities | Government Communications and Public Engagement
Danielle.Dalzell@gov.bc.ca | 250-893-2096

From: Kerr, Grant GCPE:EX
Sent: Tuesday, July 24, 2018 9:03 AM
To: Johnson, Nicholas NRTS:EX <Nicholas.Johnson@gov.bc.ca>
Cc: Dalzell, Danielle GCPE:EX <Danielle.Dalzell@gov.bc.ca>
Subject: RE: GCPE plain language training?

Hi Nick,

Before I back away respectfully, here are some brief tips that I tell folks who want to improve their plain language skills.

- Use short sentences. But vary your sentence structure with short ones and longer ones, to keep the reader's interest.
- How would you explain the program/issue to a 10-year-old? Our rule of thumb in Editorial is write it/edit for a Grade 6 level.
- Think about plain language as an elevator pitch. Going with the above theme, how would you explain it to someone who knew nothing about the topic? Plain language is not about dumbing down language but using language that accessible to everyone.

This is a good resource, which I'm sure you have seen:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide>

This is really good too:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/web-content-development-guides/writing-for-the-web/plain-language-guide/examples>

OK, over to you, Danielle.
Thanks for reading.
Best of luck!
Grant

From: [Horlor, Shannon GCPE:EX](#)
To: [Copeland, Kimberly GCPE:EX](#)
Cc: [Cox, Michael GCPE:EX](#); [Croft, Robyn J GCPE:EX](#); [McGregor, Cara GCPE:EX](#)
Subject: RE: Labour Day Statement PREM-89357
Date: August 27, 2018 11:16:04 AM

That would be fabulous! Thank you!

Shannon
250.812.6623

From: Copeland, Kimberly GCPE:EX
Sent: Monday, August 27, 2018 11:16 AM
To: Horlor, Shannon GCPE:EX <Shannon.Horlor@gov.bc.ca>
Cc: Cox, Michael GCPE:EX <Michael.Cox@gov.bc.ca>; Croft, Robyn J GCPE:EX <Robyn.Croft@gov.bc.ca>; McGregor, Cara GCPE:EX <Cara.McGregor@gov.bc.ca>
Subject: RE: Labour Day Statement PREM-89357

Good morning Shannon!

Might I suggest 8:00am on Friday for the Premier's statement?

Thanks,

Kim Copeland

From: Horlor, Shannon GCPE:EX
Sent: Monday, August 27, 2018 11:13 AM
To: Copeland, Kimberly GCPE:EX; Cox, Michael GCPE:EX; Croft, Robyn J GCPE:EX; McGregor, Cara GCPE:EX
Subject: Labour Day Statement PREM-89357

Hello all.

I'm looking for a time for the Premier's statement for Labour Day to go out on Friday, Aug. 31.

Thanks,
Shannon

Shannon Horlor
Writer | Writing and Content Strategy
Government Communications and Public Engagement
p. 250.812.6623