

**Subject:** Re: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review  
**Date:** Tuesday, July 30, 2019 at 11:25:26 AM Pacific Daylight Time  
**From:** Hargreaves, Stephen GCPE:EX  
**To:** Perry, Alisma, MCF:EX, Gunn, Paula MCF:EX  
**CC:** Brown, Edena MCF:EX, Hardin, Karl GCPE:EX, Poorooshasb, Nammi GCPE:EX

Thanks Alisma!

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**From:** "Perry, Alisma, MCF:EX" <Alisma.Perry@gov.bc.ca>  
**Date:** Tuesday, July 30, 2019 at 10:55 AM  
**To:** "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>, "Gunn, Paula MCF:EX" <Paula.Gunn@gov.bc.ca>  
**Cc:** "Brown, Edena MCF:EX" <Edena.Brown@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>, "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>  
**Subject:** RE: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

Hi Stephen,  
s.22 but you are good to go with this video!  
Thanks,  
Alisma

Alisma Perry  
Ministerial Assistant  
Children and Family Development  
778-677-4408

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**From:** Hargreaves, Stephen GCPE:EX  
**Sent:** Tuesday, July 30, 2019 10:06 AM  
**To:** Gunn, Paula MCF:EX <Paula.Gunn@gov.bc.ca>  
**Cc:** Perry, Alisma, MCF:EX <Alisma.Perry@gov.bc.ca>; Brown, Edena MCF:EX <Edena.Brown@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>  
**Subject:** Re: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

Great, does that leave anyone else from your team to approve?

Thanks,  
Stephen

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**From:** "Gunn, Paula MCF:EX" <Paula.Gunn@gov.bc.ca>  
**Date:** Wednesday, July 24, 2019 at 2:48 PM  
**To:** "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>  
**Cc:** "Perry, Alisma, MCF:EX" <Alisma.Perry@gov.bc.ca>, "Brown, Edena MCF:EX" <Edena.Brown@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>, "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>  
**Subject:** Re: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

MKC has approved the video - she likes this version too s.22

Sent from my iPhone

On Jul 23, 2019, at 3:59 PM, Hargreaves, Stephen GCPE:EX <[Stephen.Hargreaves@gov.bc.ca](mailto:Stephen.Hargreaves@gov.bc.ca)> wrote:

Great, thanks Paula!

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**From:** "Gunn, Paula MCF:EX" <[Paula.Gunn@gov.bc.ca](mailto:Paula.Gunn@gov.bc.ca)>  
**Date:** Tuesday, July 23, 2019 at 3:15 PM  
**To:** "Hargreaves, Stephen GCPE:EX" <[Stephen.Hargreaves@gov.bc.ca](mailto:Stephen.Hargreaves@gov.bc.ca)>, "Perry, Alisma, MCF:EX" <[Alisma.Perry@gov.bc.ca](mailto:Alisma.Perry@gov.bc.ca)>, "Brown, Edena MCF:EX" <[Edena.Brown@gov.bc.ca](mailto:Edena.Brown@gov.bc.ca)>  
**Cc:** Karl Hardin <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>, "Poorooshasb, Nammi GCPE:EX" <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>  
**Subject:** RE: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

Thanks Stephen, I liked the last one and I like this one too – you had lots of good material to work with, don't envy you all the revision/editing work you had to do! I will send this to MKC and get her feedback.

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**From:** Hargreaves, Stephen GCPE:EX  
**Sent:** Tuesday, July 23, 2019 2:37 PM  
**To:** Perry, Alisma, MCF:EX <[Alisma.Perry@gov.bc.ca](mailto:Alisma.Perry@gov.bc.ca)>; Brown, Edena MCF:EX <[Edena.Brown@gov.bc.ca](mailto:Edena.Brown@gov.bc.ca)>; Gunn, Paula MCF:EX <[Paula.Gunn@gov.bc.ca](mailto:Paula.Gunn@gov.bc.ca)>  
**Cc:** Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>; Poorooshasb, Nammi GCPE:EX <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>  
**Subject:** Re: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

Hi everyone,

Here is a new version of the profile edit: <https://spaces.hightail.com/receive/SocGvS4aPt>

It's been shortened quite a bit and a key messages were changed.

Please let me know your thoughts!

Thanks,  
Stephen

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**From:** "Gunn, Paula MCF:EX" <[Paula.Gunn@gov.bc.ca](mailto:Paula.Gunn@gov.bc.ca)>  
**Date:** Monday, July 22, 2019 at 1:36 PM  
**To:** "Hargreaves, Stephen GCPE:EX" <[Stephen.Hargreaves@gov.bc.ca](mailto:Stephen.Hargreaves@gov.bc.ca)>  
**Cc:** "Perry, Alisma, MCF:EX" <[Alisma.Perry@gov.bc.ca](mailto:Alisma.Perry@gov.bc.ca)>, "Brown, Edena MCF:EX" <[Edena.Brown@gov.bc.ca](mailto:Edena.Brown@gov.bc.ca)>  
**Subject:** RE: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

Ok good to know – so please work with Alisma and/or Edena on that, as s.22

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**From:** Hargreaves, Stephen GCPE:EX

**From:** Hargreaves, Stephen GCPE:EX  
**Sent:** Monday, July 22, 2019 1:36 PM  
**To:** Gunn, Paula MCF:EX <[Paula.Gunn@gov.bc.ca](mailto:Paula.Gunn@gov.bc.ca)>  
**Cc:** Perry, Alisma, MCF:EX <[Alisma.Perry@gov.bc.ca](mailto:Alisma.Perry@gov.bc.ca)>; Brown, Edena MCF:EX <[Edena.Brown@gov.bc.ca](mailto:Edena.Brown@gov.bc.ca)>  
**Subject:** Re: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

Hi Paula,

Unfortunately we decided to go back to the edit for a rework, a few folks over here thought it was missing some elements.

I'm having to go through the initial interview more closely and it's still taking some time to get there.

My goal is to have a new edit to be reviewed by Friday.

Sorry for the delay, and thanks for your patience.

Stephen

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**From:** "Gunn, Paula MCF:EX" <[Paula.Gunn@gov.bc.ca](mailto:Paula.Gunn@gov.bc.ca)>  
**Date:** Monday, July 22, 2019 at 1:31 PM  
**To:** "Hargreaves, Stephen GCPE:EX" <[Stephen.Hargreaves@gov.bc.ca](mailto:Stephen.Hargreaves@gov.bc.ca)>  
**Cc:** "Perry, Alisma, MCF:EX" <[Alisma.Perry@gov.bc.ca](mailto:Alisma.Perry@gov.bc.ca)>, "Brown, Edena MCF:EX" <[Edena.Brown@gov.bc.ca](mailto:Edena.Brown@gov.bc.ca)>  
**Subject:** RE: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

Hi Stephen, MKC was asking me when the video will be ready – do you have an ETA? Including Edena and Alisma on this.s.22  
Paula

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**From:** Gunn, Paula MCF:EX  
**Sent:** Thursday, July 4, 2019 4:05 PM  
**To:** Hargreaves, Stephen GCPE:EX <[Stephen.Hargreaves@gov.bc.ca](mailto:Stephen.Hargreaves@gov.bc.ca)>  
**Subject:** RE: Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

MKC also wondering if there will be any taglines, for example for the old photos, s.22  
s.22

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**From:** Hargreaves, Stephen GCPE:EX  
**Sent:** Thursday, July 4, 2019 3:37 PM  
**To:** Gunn, Paula MCF:EX <[Paula.Gunn@gov.bc.ca](mailto:Paula.Gunn@gov.bc.ca)>; Perry, Alisma, MCF:EX <[Alisma.Perry@gov.bc.ca](mailto:Alisma.Perry@gov.bc.ca)>; Brown, Edena MCF:EX <[Edena.Brown@gov.bc.ca](mailto:Edena.Brown@gov.bc.ca)>  
**Cc:** Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>  
**Subject:** Minister Katrine Conroy Profile Piece - Rough Cut 1 - For Review

Hello everyone,

I've finally had the chance to finish up my first cut of the video.

Here is the link: <https://spaces.hightail.com/receive/xJkfxRBieq>

Please click the download button instead of trying to play it in your browser, as some may not have access to this feature.

I'm looking forward to your feedback and getting this project out there!

Thanks,  
Stephen

**Subject:** RE: Aug 14 - Min Simpson Video production  
**Date:** Monday, July 29, 2019 at 2:18:11 PM Pacific Daylight Time  
**From:** Thomas, Vivian P GCPE:EX  
**To:** Hanuman, Heron GCPE:EX, Stewart, Janet GCPE:EX  
**CC:** Hargreaves, Stephen GCPE:EX, GCPE Video Request GCPE:EX

Hi! We're still finalizing those details, but will likely be around noon and at the Belmont Building – 614 Humboldt Street.

Cheers,

Vivian

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**From:** Hanuman, Heron GCPE:EX  
**Sent:** July 29, 2019 12:59 PM  
**To:** Stewart, Janet GCPE:EX <Janet.Stewart@gov.bc.ca>  
**Cc:** Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>; Hargreaves, Stephen GCPE:EX <Stephen.Hargreaves@gov.bc.ca>; GCPE Video Request GCPE:EX <videorequest@gov.bc.ca>  
**Subject:** Re: Aug 14 - Min Simpson Video production

Hi Janet,

Stephen Hargreaves would be able to do this for you. What time and location are you thinking?

H

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**From:** "Stewart, Janet GCPE:EX" <Janet.Stewart@gov.bc.ca>  
**Date:** Monday, July 29, 2019 at 11:48 AM  
**To:** "GCPE Video Request GCPE:EX" <videorequest@gov.bc.ca>  
**Cc:** "Thomas, Vivian P GCPE:EX" <Vivian.Thomas@gov.bc.ca>, "Stewart, Janet GCPE:EX" <Janet.Stewart@gov.bc.ca>  
**Subject:** Aug 14 - Min Simpson Video production

Hi folks,

We would like to request a videographer to tape Minister Simpson in Victoria on Wed. August 14<sup>th</sup>.

His teleprompter scrip is in development.

The short video clip is for the Accessibility Legislation website currently under development that goes live Sept. 16<sup>th</sup>.

Thanks for your help!

Cheers,  
Janet

Janet Stewart, ABC, MA  
Cell: 250-208-6154  
Government Communications and Public Engagement  
Ministry of Social Development and Poverty Reduction  
[Janet.Stewart@gov.bc.ca](mailto:Janet.Stewart@gov.bc.ca)

**Subject:** Re: New Equipment Update

**Date:** Tuesday, July 23, 2019 at 1:50:09 PM Pacific Daylight Time

**From:** Hargreaves, Stephen GCPE:EX

**To:** Franchuk, Ryan GCPE:EX

**CC:** Hanuman, Heron GCPE:EX, Hardin, Karl GCPE:EX, Zuzalek, Karolinka GCPE:EX

And a couple more:

- Canon Zoom Lens EF 16-35mm 1:2.8L III USM w caps, carry bag and hood (Serial number: 7530002836)
- Panasonic Lumix G 35-100mm f2.8 zoom lens w caps, hood and carry bag (serial number: JG9BA101400)
- DJI Ronin S Essentials Kit (serial numbers: 142XFC5 55209GZ, OEMDG4G00D004M)

Thanks,  
Stephen

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**From:** "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>

**Date:** Monday, July 22, 2019 at 4:40 PM

**To:** "Franchuk, Ryan GCPE:EX" <Ryan.Franchuk@gov.bc.ca>

**Cc:** Heron Hanuman <Heron.Hanuman@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>, Karolinka Zuzalek <Karolinka.Zuzalek@gov.bc.ca>

**Subject:** Re: New Equipment Update

A few more pieces:

- Manfrotto Tripod Kit w carry bag
  - Manfrotto Tripod Head - MVH500A (serial number: F2196167)
  - Manfrotto Tripod Legs - MVT502AM (serial number: R0237941)
- Panasonic Lumix 12-35mm f.28 lens (serial number: XT8KC101961)

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**From:** "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>

**Date:** Monday, July 22, 2019 at 11:30 AM

**To:** "Franchuk, Ryan GCPE:EX" <Ryan.Franchuk@gov.bc.ca>

**Cc:** Heron Hanuman <Heron.Hanuman@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>, Karolinka Zuzalek <Karolinka.Zuzalek@gov.bc.ca>

**Subject:** New Equipment Update

Hey Ryan,

We received some new gear. Here is the rundown:

- Panasonic GH5 camera with battery, charger, strap, USB cable (body serial number: WH9EF002817)
- Rode VideoMic Pro onboard microphone (serial number: CR0264944)
- Canon Zoom Lens EF 70-200mm 1:2.8 L IS III USM, with hood, caps, tripod mount, carry bag and strap (lens serial number: 7200000374)

Please let me know if you need any other tracking info from me.

Thanks,  
Stephen



**Subject:** Re: Questions about Adobe Suite

**Date:** Tuesday, July 23, 2019 at 9:54:40 AM Pacific Daylight Time

**From:** Hargreaves, Stephen GCPE:EX

**To:** Feracini, Katrina CITZ:EX

Hey Katrina,

Yeah, the Gov licences for Adobe products make downloading more of a challenge than it is with the cloud. If you have AE, you should be able to access Media Encoder via a separate install package.

As for the workaround, opening AE projects in Premier is still going to be awfully slow compared to rendering out directly from AE, even if you must export it as a full resolution Animation Quicktime file, which you could then bring in to Premiere and export as a .h264 file for web.

My colleague David O told me he recommended you try Handbrake to transcode the full resolution file rendered out of AE, this is also a good option that doesn't require AME. If you are planning to use Handbrake, I would go with these settings: mp4 export, using .h264 (1920x1080, VBR 1 pass, Target bitrate: 10Mbps)

Hope that helps! Good luck.

Stephen

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**From:** "Feracini, Katrina CITZ:EX" <Katrina.Feracini@gov.bc.ca>

**Date:** Tuesday, July 23, 2019 at 9:31 AM

**To:** "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>

**Subject:** RE: Questions about Adobe Suite

Hello Stephen,

Thank you for taking the time to send these tips – much appreciated. We are currently using mp4 format (using h.264) which has been working well except for the odd minor glitch that comes up when we publish.

Currently we don't have access to the Adobe Media Encoder, which is why we are using this roundabout way of processing. I suspect it's because we are working with AE but don't have CC. Based on my research we should have gotten Adobe Media Encoder when AE was purchased as a standalone product so I'm not sure why it's not available. But based on your feedback it confirms that the Media Encoder is the route to go.

Thanks again for taking time out of your schedule. Have a great day,

**Katrina Feracini** | Learning Specialist | 236 478-0228

Government Records Service | Ministry of Citizens' Services

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**From:** Hargreaves, Stephen GCPE:EX  
**Sent:** July 22, 2019 12:21 PM  
**To:** Feracini, Katrina CITZ:EX <Katrina.Feracini@gov.bc.ca>  
**Cc:** Pratt, Andrew GCPE:EX <Andrew.Pratt@gov.bc.ca>; Zuzalek, Karolinka GCPE:EX <Karolinka.Zuzalek@gov.bc.ca>  
**Subject:** Re: Questions about Adobe Suite

Hi Katrina,

I've got a few quick pointers for you that might help.

1. Don't open the project from AE in Premiere Pro, that process isn't integrated very well and takes FOREVER
2. Export directly from AE using the built in render engine (see this link: <https://www.youtube.com/watch?v=iXXROg1YW34>)
3. I would use mp4 export, using .h264 (1920x1080, VBR 1 pass, Target bitrate: 10Mbps)

I hope that helps. If you want some further info, let me know.

Thanks,  
**Stephen Hargreaves**  
Video Producer | Digital Communications  
Government Communications and Public Engagement  
Province of British Columbia  
250.886.7687

---

**From:** "Pratt, Andrew GCPE:EX" <Andrew.Pratt@gov.bc.ca>  
**Date:** Tuesday, July 16, 2019 at 2:56 PM  
**To:** "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>, Karolinka Zuzalek <Karolinka.Zuzalek@gov.bc.ca>  
**Subject:** FW: Questions about Adobe Suite

Hi there,

I received a question regarding After Effects and Premier, batch processing for export to Adobe Captivate as MP4s. Captivate isn't the concern, but whether she can improve the process regarding AE and Premier is. I wonder if you may have had some experience to share?

Thanks!  
Andrew

.....  
**Andrew Pratt**  
Director, Graphic Communications  
Government Communications and Public Engagement  
4th floor, 617 Government Street, Victoria, BC V8W 9V1  
T: 250 356-8120

[BC Visual Identity Program Guidelines](#)  
[Graphic Design Requests](#)

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**From:** "Feracini, Katrina CITZ:EX" <[Katrina.Feracini@gov.bc.ca](mailto:Katrina.Feracini@gov.bc.ca)>

**Date:** Tuesday, July 16, 2019 at 9:49 AM

**To:** GDU Pratt <[Andrew.Pratt@gov.bc.ca](mailto:Andrew.Pratt@gov.bc.ca)>

**Subject:** Questions about Adobe Suite

Hello Andrew,

I was referred your name to ask a couple Adobe Suite questions. I am a Learning Specialist working for the Learning Team for Government Records Services. We create eLearning courses using the Adobe Suite. I was wondering if I could ask a few questions about the graphic design processes the Graphic Communications uses. Please let me know if there is a more suitable person I could be contacting.

Our team currently uses Adobe Captivate to build the eLearning modules. Animated clips ranging from approximately 10 – 60 seconds are created in After Effects and then imported into Captivate. We do not currently have Creative Cloud. I have found that our process for exporting clips from After Effects into Captivate is very long... we open the After Effects File in Premiere Pro and then export it as an H.264 file (medium bitrate) which saves it as an MP4. The MP4 can then be imported into Captivate. Any changes to the original file and we need to repeat the process. We used to use AVI format and found the files to be large and slow.

Would you have any suggestions for a more efficient way to export files from After Effects into Captivate? What format is suggested? Would it be worth it to for our team to invest in CC in order to have access to the Adobe Media Encoder Queue?

Thank you in advance for your time,

**Katrina Feracini | Learning Specialist | 236 478-0228**

Government Records Service | Ministry of Citizens' Services

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**Subject:** Re: BC Housing - Susan's Story - New Edit for Review  
**Date:** Monday, July 22, 2019 at 12:44:41 PM Pacific Daylight Time  
**From:** Hargreaves, Stephen GCPE:EX  
**To:** D'souza, Pamela GCPE:EX  
**CC:** Leslie, Lisa GCPE:EX, Hardin, Karl GCPE:EX, Poorooshasb, Nammi GCPE:EX

Great, thanks

Sent from my iPhone

On Jul 22, 2019, at 12:44 PM, D'souza, Pamela GCPE:EX <[Pamela.Dsouza@gov.bc.ca](mailto:Pamela.Dsouza@gov.bc.ca)> wrote:

No worries and I don't think BC Housing has footage of the camp, but I'll ask.

Thanks

Pam

Pamela D'souza | A/manager  
Ministry of Municipal Affairs and Housing  
Government Communications and Public Engagement  
Desk: 778.698.8228 | Mobile: 250.896.3755

---

**From:** Hargreaves, Stephen GCPE:EX  
**Sent:** July 22, 2019 12:43 PM  
**To:** D'souza, Pamela GCPE:EX <[Pamela.Dsouza@gov.bc.ca](mailto:Pamela.Dsouza@gov.bc.ca)>  
**Cc:** Leslie, Lisa GCPE:EX <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>; Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>; Poorooshasb, Nammi GCPE:EX <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>  
**Subject:** Re: BC Housing - Susan's Story - New Edit for Review

Hey Pamela,

No problem, just trying to keep the ball rolling.

And sorry, I wasn't aware that you were hoping for an actual visual of the tent city to be included. I can try to fit something in.

Do you know if BC Housing has any material that we could use?

Thanks,  
Stephen

Sent from my iPhone

On Jul 22, 2019, at 12:37 PM, D'souza, Pamela GCPE:EX <[Pamela.Dsouza@gov.bc.ca](mailto:Pamela.Dsouza@gov.bc.ca)>

wrote:

Hi Stephen,

I'm waiting for Craig's return (senior MA in the MO) before I can send feedback as the there were specific changes requested by him.

One thing I noticed is that we don't have the tent city image in the full-length video as we had discussed (to show the contrast between where Susan was as compared to where she is now).

Other than that, I am fine with the video, but need final OK from Craig who is back on Thursday the 25<sup>th</sup> (but may have a lot of catching up to do before he gets to the video).

Thank you for the nudge and I will circle back either end of this week or early next week with MO feedback.

Hope that works.

Pam

Pamela D'souza | A/manager  
Ministry of Municipal Affairs and Housing  
Government Communications and Public Engagement  
Desk: 778.698.8228 | Mobile: 250.896.3755

---

**From:** Hargreaves, Stephen GCPE:EX  
**Sent:** July 22, 2019 12:26 PM  
**To:** D'souza, Pamela GCPE:EX <[Pamela.Dsouza@gov.bc.ca](mailto:Pamela.Dsouza@gov.bc.ca)>; Leslie, Lisa GCPE:EX <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>  
**Cc:** Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>; Poorooshasb, Nammi GCPE:EX <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>  
**Subject:** Re: BC Housing - Susan's Story - New Edit for Review

Hi Pamela and Lisa,

Any update on approvals or notes this video?

Thanks,  
Stephen

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**From:** "Hargreaves, Stephen GCPE:EX" <[Stephen.Hargreaves@gov.bc.ca](mailto:Stephen.Hargreaves@gov.bc.ca)>  
**Date:** Thursday, July 11, 2019 at 2:58 PM  
**To:** "D'souza, Pamela GCPE:EX" <[Pamela.Dsouza@gov.bc.ca](mailto:Pamela.Dsouza@gov.bc.ca)>, "Leslie, Lisa GCPE:EX" <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>  
**Cc:** Karl Hardin <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>, "Poorooshasb, Nammi GCPE:EX" <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>

**Subject:** Re: BC Housing - Susan's Story - New Edit for Review

Hi Pamela,

Sorry about this, I sent it over a couple days ago, but I had the wrong Pam.

Here is the link to the updated full version of the piece:

<https://spaces.hightail.com/receive/sUTF6qNXsY>

Please let me know if you have any notes.

Thanks,  
Stephen

---

**From:** "D'souza, Pamela GCPE:EX" <[Pamela.Dsouza@gov.bc.ca](mailto:Pamela.Dsouza@gov.bc.ca)>

**Date:** Thursday, July 11, 2019 at 2:43 PM

**To:** "Hargreaves, Stephen GCPE:EX" <[Stephen.Hargreaves@gov.bc.ca](mailto:Stephen.Hargreaves@gov.bc.ca)>, "Leslie, Lisa GCPE:EX" <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>

**Cc:** Karl Hardin <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>, "Poorooshasb, Nammi GCPE:EX" <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>

**Subject:** RE: BC Housing - Susan's Story - New Edit for Review

Hi Stephen,

This looks great and sounds like a good fit for Instagram. I will have to run it by MO (and may not get their feedback for the next couple of weeks)

Any luck on the full piece? Maybe I can send both up at the same time if the other piece will be ready in the next week and a bit?

Thanks

Pam

Pamela D'souza | A/manager  
Ministry of Municipal Affairs and Housing  
Government Communications and Public Engagement  
Desk: 778.698.8228 | Mobile: 250.896.3755

---

**From:** Hargreaves, Stephen GCPE:EX

**Sent:** July 11, 2019 2:02 PM

**To:** Leslie, Lisa GCPE:EX <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>

**Cc:** D'souza, Pamela GCPE:EX <[Pamela.Dsouza@gov.bc.ca](mailto:Pamela.Dsouza@gov.bc.ca)>; Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>; Poorooshasb, Nammi GCPE:EX <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>

**Subject:** Re: BC Housing - Susan's Story - New Edit for Review

Excellent, I'm looking forward to everyone's feedback.

Sent from my iPhone

On Jul 11, 2019, at 12:58 PM, Leslie, Lisa GCPE:EX <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)> wrote:

Thank, Stephen! I am going to ask Pamela to review as she did the initial review and discussed with the MO. And Instagram – yesss. (Thanks, Pam!)

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**From:** Hargreaves, Stephen GCPE:EX  
**Sent:** July 11, 2019 12:41 PM  
**To:** Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>; Poorooshasb, Nammi GCPE:EX <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>; Roth, Pamela GCPE:EX <[Pamela.Roth@gov.bc.ca](mailto:Pamela.Roth@gov.bc.ca)>; Leslie, Lisa GCPE:EX <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>  
**Subject:** Re: BC Housing - Susan's Story - New Edit for Review

Hi all,

I just wanted to include another version of the piece we've made to post on Instagram through stories and on Facebook. It's 50sec long and formatted specifically for those platforms.

I should note that this version will include large, baked-in captions.

Here is the download link:  
<https://spaces.hightail.com/receive/iAsYjKjKmb/c3RlcGhlbi5oYXJncmVhdmVzQGdvdi5iYy5jYQ==>

Looking forward to your thoughts.

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**From:** "Hargreaves, Stephen GCPE:EX" <[Stephen.Hargreaves@gov.bc.ca](mailto:Stephen.Hargreaves@gov.bc.ca)>  
**Date:** Wednesday, July 10, 2019 at 2:07 PM  
**To:** Karl Hardin <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>, "Poorooshasb, Nammi GCPE:EX" <[Nammi.Poorooshasb@gov.bc.ca](mailto:Nammi.Poorooshasb@gov.bc.ca)>, "Roth, Pamela GCPE:EX" <[Pamela.Roth@gov.bc.ca](mailto:Pamela.Roth@gov.bc.ca)>, "Leslie, Lisa GCPE:EX" <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>  
**Subject:** BC Housing - Susan's Story - New Edit for Review

Hi everyone,

Here is a link to the latest cut of Susan's story:  
<https://spaces.hightail.com/receive/sUTF6qNXsY>

Please let me know if you have any notes.

Thanks,

Stephen

**Subject:** FW: REVIEW: CleanBC TV AD

**Date:** Monday, July 22, 2019 at 12:42:28 PM Pacific Daylight Time

**From:** Kouri, Rosa GCPE:EX

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

Please note this is a draft file in the link and not to be distributed. Thanks!

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

**Date:** July 19, 2019 at 1:44:56 PM PDT

**To:** "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>

**Subject:** REVIEW: CleanBC TV AD

Nammi,

See below to the link to the revised CleanBC EV TV commercial.

A few things to note:

- There are two versions of the ad included in the link
- Version V25B includes a wider shot of the guy at the coffee shop
- This is a rough cut! Once approved, we move into the fine cut where the following are improved - picture colour, transitions, sound effects and the voice-over.
- The person who currently voiced the ad is an editor! A professional actor will voice the ad.
- Logos at the end need to be reversed (BC logo on left and larger and the CleanBC on Right)
- Timing – ad to air mid-September for 3 weeks

Kathryn

Link to ad:

[https://ppm.screenlight.tv/shares/e6LBXaTSVCbeGuodJXdKz4c9EvGdkVM7?\\_id=1563565124462](https://ppm.screenlight.tv/shares/e6LBXaTSVCbeGuodJXdKz4c9EvGdkVM7?_id=1563565124462)

GCPE\_NaturallyConnected30\_v25b

-Wide shot of coffee dude

GCPE\_NaturallyConnected30\_v26

-Original CU of coffee dude

For approval:

- all imagery and the actual cut (so picture can be locked)
- supers: content, placement & size

To be worked on next week:

- picture colour
- transitions
- drone shadow
- audio: SFX and VO



**Subject:** RE: EVs - website discussion  
**Date:** Friday, July 19, 2019 at 5:19:41 PM Pacific Daylight Time  
**From:** Ianniciello, Christina EMPR:EX  
**To:** Hardin, Karl GCPE:EX, McRae, Meghan GCPE:EX, Kouri, Rosa GCPE:EX, Ferguson, Stephanie GCPE:EX, Ward, Allieren GCPE:EX, Hanuman, Heron GCPE:EX, Hargreaves, Stephen GCPE:EX  
**Attachments:** CEV website background.docx, Customer Journey flow chart - CEVforBC.pptx, Home and workplace Customer Journey flow chart 3.0.pptx, Commercial Vehicle Customer Journey flow chart.pptx

Hi everyone,

Attached is some background material on the CleanBC CEV programming and sample customer journeys for the provincial incentive programs, that I touched on today.

I'll send our background survey / studies data and Emotive content in separate emails.

Have a good weekend / vacations,

Christina

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Christina Ianniciello

Director, Clean Transportation Branch

British Columbia Ministry of Energy, Mines and Petroleum Resources

Office: 250-952-2613 | Cell: 250-858-4958

*Energizing BC - clean, sustainable and productive*



Rethink Reduce Reuse Repair Recycle

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

**From:** Hardin, Karl GCPE:EX

**Sent:** July 19, 2019 8:32 AM

**To:** Hardin, Karl GCPE:EX; Ianniciello, Christina EMPR:EX; McRae, Meghan GCPE:EX; Kouri, Rosa GCPE:EX; Ferguson, Stephanie GCPE:EX; Ward, Allieren GCPE:EX

**Subject:** EVs - website discussion

**When:** July 19, 2019 3:00 PM-4:00 PM (UTC-08:00) Pacific Time (US & Canada).

**Where:** On the phone, or if in person, S424, GCPE, 617 Government Street

Purpose:

Make sure EVs website project scope is clearly defined

Define roles and responsibilities

Outcome:

A project plan for the EVs website

Join by Phone  
s.15,s.17

**Subject:** FW: BC Hydro EV Content  
**Date:** Friday, July 19, 2019 at 5:05:18 PM Pacific Daylight Time  
**From:** Hardin, Karl GCPE:EX  
**To:** Ward, Allieren GCPE:EX, Kouri, Rosa GCPE:EX, Ferguson, Stephanie GCPE:EX, Hargreaves, Stephen GCPE:EX  
**CC:** Hanuman, Heron GCPE:EX, McRae, Meghan GCPE:EX  
**Attachments:** BCH EV Content Strategy v3.pdf

Send along the slide deck that formed the basis of the presentation I received from Hydro earlier this week. To help inform the EV campaign.

Cheers!  
k

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

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**From:** "Bates, Samantha" <Samantha.Bates@bchydro.com>  
**Date:** Friday, July 19, 2019 at 4:07 PM  
**To:** "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>  
**Cc:** "Curll, Cynthia" <Cynthia.Curll@bchydro.com>, "Abutaleb, Leila" <Leila.Abutaleb@bchydro.com>, "Watt, Chelsea" <Chelsea.Watt@bchydro.com>, "Young, Brandon" <Brandon.Young@bchydro.com>  
**Subject:** BC Hydro EV Content

Hi Karl,

It was nice to meet you on Monday and chat about EV plans for the fall. Cynthia mentioned that you asked for some of the slides we shared related to the web content. Please see the attached PDF for these.

Have a great weekend!

Thank you,

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**Samantha Bates** | Digital Content Specialist, Digital Communications

**BC Hydro**  
333 Dunsmuir St, 15th floor  
Vancouver, BC V6B 5R3

**P** 604 699 7329  
**M** 236 885 8365  
**E** [samantha.bates@bchydro.com](mailto:samantha.bates@bchydro.com)

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**Subject:** Fwd: Government Communications and Stakeholder Engagement - Fiscal 2019/20 capital budget requests  
**Date:** Friday, July 12, 2019 at 5:56:15 PM Pacific Daylight Time  
**From:** Hanuman, Heron GCPE:EX  
**To:** Hardin, Karl GCPE:EX, Hargreaves, Stephen GCPE:EX, Craig, Don GCPE:EX, Zuzalek, Karolinka GCPE:EX  
**Attachments:** photo camera equipment + video camera equipment\_capital requests (19-20).xlsx, ATT00001.htm

**Heron Hanuman**

Manager | Digital Communications  
Government Communications and Public Engagement  
Mobile: [778-584-0705](tel:778-584-0705)

Begin forwarded message:

**From:** "Soo, Rosilyn L GCPE:EX" <[Rosilyn.Soo@gov.bc.ca](mailto:Rosilyn.Soo@gov.bc.ca)>  
**Date:** July 12, 2019 at 16:12:00 PDT  
**To:** "Hanuman, Heron GCPE:EX" <[Heron.Hanuman@gov.bc.ca](mailto:Heron.Hanuman@gov.bc.ca)>  
**Cc:** "Davison, Maurina GCPE:EX" <[Maurina.Davison@gov.bc.ca](mailto:Maurina.Davison@gov.bc.ca)>  
**Subject:** FW: Government Communications and Stakeholder Engagement - Fiscal 2019/20 capital budget requests

Hi Heron,

I went to your office to see you but was told you had just left.

The capital request for the camera and video equipment was approved today.

Attached is the capital portion of your request so you are approved for up to \$21K for this fiscal year.

The other items that were part of your submission were non-capital items (lens < \$1K, batteries, case, etc.) and those can be paid from your branch's operating budget.

Thanks,  
Ros

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**From:** Ngo, Dawn FIN:EX

**Sent:** July 12, 2019 3:42 PM

**To:** Soo, Rosilyn L GCPE:EX <[Rosilyn.Soo@gov.bc.ca](mailto:Rosilyn.Soo@gov.bc.ca)>

**Cc:** Butler, Jason FIN:EX <[Jason.Butler@gov.bc.ca](mailto:Jason.Butler@gov.bc.ca)>

**Subject:** FW: Government Communications and Stakeholder Engagement - Fiscal 2019/20 capital budget requests

Hi Rosilyn,

We can provide GPCE with access to \$21K of Ministry of Finance capital funds in 2019/20 for the purchase of photo and video camera equipment presented in the attached request.

Can you please let me know when the purchases are made and the amounts (for tracking purposes and CPS updates)?

Thank you,

Dawn

**Subject:** LR Walkthrough

**Date:** Friday, July 12, 2019 at 9:38:05 AM Pacific Daylight Time

**From:** Hargreaves, Stephen GCPE:EX

**To:** Devereux, Rick GCPE:EX

I'm free anytime before 1:30 today. Just drop by.

**Subject:** Details about releases

**Date:** Friday, July 5, 2019 at 9:49:23 AM Pacific Daylight Time

**From:** Hardin, Karl GCPE:EX

**To:** Hargreaves, Stephen GCPE:EX

Signed releases from the Nk'Mip pre school and daycare centre: <http://www.inkameepdaycare.com/>

A minister tour with MSKC.

This was the centre with the language holder interviewed via iPhone by Karl Hardin in Oliver on June 26.

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**Karl Hardin**

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251