

Poorooshasb, Nammi GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: August 31, 2020 12:46 PM
To: Hold - 200928 - Thaw, Sara GCPE:EX
Cc: Poorooshasb, Nammi GCPE:EX; Hardin, Karl GCPE:EX
Subject: REVIEW: IN B2S
Attachments: IN - Back to School Information Campaign - HQ_KL_ update_ Aug. 31_1240.docx

Sara, please review 2nd page. ^{s.13}

^{s.13}

And also the second bullet on the first page....so it now mentions, ^{s.13}
Over to you. If this is updated, please send me the latest version, so I have it for our records!
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement

Kathryn.LeSueur@gov.bc.ca

Office: 778 698 8674

Mobile: 778 584 1256

Poorooshasb, Nammi GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: August 31, 2020 12:10 PM
To: Poorooshasb, Nammi GCPE:EX
Cc: Hold - 200928 - Thaw, Sara GCPE:EX; Hardin, Karl GCPE:EX
Subject: RUSH: Review updated IN for B2S
Attachments: IN - Back to School Information Campaign - DRAFT HQ Edits.docx

Importance: High

Please review the IN, in particular the 2nd page, which lists the budget and breakdown of costs.

FYI, ^{s.13}

^{s.13}

Kathryn

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

Poorooshasb, Nammi GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: August 25, 2020 3:35 PM
To: Poorooshasb, Nammi GCPE:EX
Subject: FW: Dr H School Spot | For Approval

Nammi,
Below is the link to the broadcast version of the Dr. Henry spot.
This is after the work of the post-production house.
Please review and let me know if the spot can be trafficked to stations.
Also, what about the rotation? I would suggest 50/50.
Let me know.
Kathryn

From: Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca>
Sent: August 25, 2020 2:01 PM
To: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>; Zuzalek, Karolinka GCPE:EX <Karolinka.Zuzalek@gov.bc.ca>
Subject: FW: Dr H School Spot | For Approval

Hi everyone,

Here is the spot back from the production house for approval. If it's good to go, we can traffic asap and likely on air within 48hours, but potentially sooner

<https://f.io/dyuw0Gcy>

Poorooshasb, Nammi GCPE:EX

From: Hardin, Karl GCPE:EX
Sent: August 24, 2020 8:43 AM
To: Zuzalek, Karolinka GCPE:EX; Hold - 200928 - Thaw, Sara GCPE:EX; Poorooshasb, Nammi GCPE:EX
Cc: Hold - 200928 - Hargreaves, Stephen GCPE:EX; Craig, Don GCPE:EX; Acton, Erin GCPE:EX; Kelly, Suzannah GCPE:EX; Ward, Allieren GCPE:EX
Subject: Re: FINAL REVIEW: 30 sec high res

You all are fantastic humans, and it's an absolute pleasure working with you. Amazing work on this piece to everyone involved, it looks great. An extra ration of grog to all hands.

--

Karl Hardin

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

From: "Zuzalek, Karolinka GCPE:EX" <Karolinka.Zuzalek@gov.bc.ca>
Date: Monday, August 24, 2020 at 8:36 AM
To: "Thaw, Sara GCPE:EX" <Sara.Thaw@gov.bc.ca>, "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Cc: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>, "Craig, Don GCPE:EX" <Don.Craig@gov.bc.ca>, "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>, "Kelly, Suzannah GCPE:EX" <Suzannah.Kelly@gov.bc.ca>, Allieren Ward <Allieren.Ward@gov.bc.ca>
Subject: Re: FINAL REVIEW: 30 sec high res

Thank you Nammi & Sara and to everyone for your brilliant work during production and in post.

Video has been sent to PostPro for closed captioning, time coding, countdowns, etc.

Happy Monday,

Karolinka

From: Thaw, Sara GCPE:EX
Sent: August 23, 2020 9:39:14 PM
To: Poorooshasb, Nammi GCPE:EX
Cc: Hardin, Karl GCPE:EX; Zuzalek, Karolinka GCPE:EX; Hargreaves, Stephen GCPE:EX; Craig, Don GCPE:EX;

Acton, Erin GCPE:EX; Kelly, Suzannah GCPE:EX; Ward, Allieren GCPE:EX

Subject: Re: FINAL REVIEW: 30 sec high res

Thanks for your kind words Nammi! And thank you everyone for your exceptional work!

This was a fun and meaningful project. And we've got the second chapter to start on ASAP.

Big shout-out to Karolinka for great editing.

Warmly,
Sara

Sent from my iPhone

On Aug 22, 2020, at 10:07 AM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

Wow! This has turned out so great!

Thank you all for the part you played in pulling this together. I'm very proud of the work we've done here.

Sara, you've got the green light 🟢

Nammi

From: Sara Thaw <Sara.Thaw@gov.bc.ca>

Date: Saturday, August 22, 2020 at 9:28 AM

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

Subject: FINAL REVIEW: 30 sec high res

Hi folks,

This is ready for post-production. Nammi, can you give it the final green light?

<https://spaces.hightail.com/receive/CahqWWoXsi/c2FyYS50aGF3QGdvdj5iYy5jYQ==>

thank you!

Sara Thaw

Manager, Strategic Content

Strategic Communications | Government Communications & Public Engagement

Government of British Columbia

sara.thaw@gov.bc.ca | +1 250 883 0374

Poorooshasb, Nammi GCPE:EX

From: Fillion, Corinna GCPE:EX
Sent: August 20, 2020 6:42 PM
To: Poorooshasb, Nammi GCPE:EX
Cc: Hold - 200921 - Harrison, Veronica EDUC:EX; Hold - 200921 - Farrance, Melissa EDUC:EX
Subject: Re: Dr. Henry 30

Thanks Nammi, appreciate it

Sent from my iPhone

On Aug 20, 2020, at 6:03 PM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

Hi all,

We've heard from Dr. H and she is also feeling good about the spot. I would just ask that the DM share this latest version: <https://spaces.hightail.com/receive/nrplJYjXy2>

This version will still undergo some minor tweaks, so it should be described as a draft. And ideally, the ad will be played via some sort of screen share or in person, and not by sharing the link.

Hope all that works for you guys!

Nammi

From: "Fillion, Corinna GCPE:EX" <Corinna.Fillion@gov.bc.ca>
Date: Thursday, August 20, 2020 at 8:52 AM
To: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Cc: Veronica Harrison <Veronica.Harrison@gov.bc.ca>, "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>
Subject: Re: Dr. Henry 30

Hi Nammi, Education DM is meeting with superintendents on Friday and is wondering if he can show this video to them - is that ok?

Sent from my iPhone

On Aug 19, 2020, at 5:42 PM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

Apologies. Resending with Veronica Harrison and will reach out to Megan Harris (who is totally awesome) and ask her to disregard.

From: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Date: Wednesday, August 19, 2020 at 5:40 PM
To: "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>, "Harris, Megan AG:EX" <Megan.Harris@gov.bc.ca>, "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>, "Finn, Heather GCPE:EX" <Heather.Finn@gov.bc.ca>
Cc: Sara Thaw <Sara.Thaw@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>
Subject: Dr. Henry 30

Hi team,

As I mentioned to Melissa on the phone, the animated spot that you've all seen will start on TV by tomorrow. We had the opportunity to get it going sooner and seized on it so thanks for all your support getting that thing together.

As you also know, Karl and Sara's team did a shoot with Dr. H last week — her answering questions from kids. The shoot went really well and the team is working away at it those individual videos but we also have what we think is a really excellent 30 second spot that we think we could cycle in alongside the animated ad.

At the link below are two assemblies of the ad. They both still need a little tweaking but I think they're looking pretty great and are very topical. Please let us know what you think. There are two different options for music, so open to advice on that too. We'll also be sharing with Dr. H for her approval.

<https://spaces.hightail.com/receive/6W5QCfBrUh>

Nammi

Poorooshasb, Nammi GCPE:EX

From: Hold - 200921 - Farrance, Melissa EDUC:EX
Sent: August 20, 2020 8:46 AM
To: Fillion, Corinna GCPE:EX; Poorooshasb, Nammi GCPE:EX
Cc: Hold - 200928 - Finn, Heather GCPE:EX; Hold - 200921 - Harrison, Veronica EDUC:EX; Hold - 200928 - Thaw, Sara GCPE:EX; Hardin, Karl GCPE:EX
Subject: RE: Dr. Henry 30

Also agree with the team. Just chiming in to note she is wearing her shoes! Nice!

Thanks all!

From: Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>
Sent: August 19, 2020 9:09 PM
To: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Cc: Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Finn, Heather GCPE:EX <Heather.Finn@gov.bc.ca>; Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: Re: Dr. Henry 30

Hi Nammi, thanks for the update. The Dr Henry ad looks great!! Personally, I prefer the music in the second one - it's less intrusive to my ears and has a natural crescendo that's fits well.

C

Sent from my iPhone

On Aug 19, 2020, at 5:42 PM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

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Cc: Sara Thaw <Sara.Thaw@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>
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Nammi

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To: Fillion, Corinna GCPE:EX
Cc: Poorooshasb, Nammi GCPE:EX; Hold - 200921 - Farrance, Melissa EDUC:EX; Hold - 200928 - Finn, Heather GCPE:EX; Hold - 200928 - Thaw, Sara GCPE:EX; Hardin, Karl GCPE:EX
Subject: Re: Dr. Henry 30

Hi Nammi,

Cute kids! I agree with Corinna, the second one is best.

Thanks for this.

Veronica

On Aug 19, 2020, at 9:08 PM, Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca> wrote:

Hi Nammi, thanks for the update. The Dr Henry ad looks great!! Personally, I prefer the music in the second one - it's less intrusive to my ears and has a natural crescendo that's fits well.

C

Sent from my iPhone

On Aug 19, 2020, at 5:42 PM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

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From: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Date: Wednesday, August 19, 2020 at 5:40 PM
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Cc: Sara Thaw <Sara.Thaw@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>
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<https://spaces.hightail.com/receive/6W5QCfBrUh>

Nammi

From: [Prevost, Jean-Marc GCPE:EX](#)
To: [Henry, Bonnie HLTH:EX](#); [Thompson, Laurel HLTH:EX](#)
Subject: BRIEF/SCRIPT: Education video shoot with Dr. Henry
Date: August 11, 2020 8:30:20 AM
Attachments: [EDU_VideoBrief_DRH_DRAFT.docx](#)

As discussed, attached is the video brief to go over with Dr. Henry this morning.

The brief includes the following key information:

- Video approach (two-fold): (1) Dr. Henry PSA to students (2) Students ask Dr. Henry questions
- Draft script + questions
- Video shoot schedule
- Crew

-

As discussed, we have kept a focus on the public health lens of returning to school, and our desire is to have Dr. Henry speak to the health and safety measures at school (hand-washing, learning groups, don't share personal items) to reassure students that it is safe to return to school.

From: [Prevost, Jean-Marc GCPE:EX](#)
To: [Corneil, Trevor HLTH:EX](#)
Subject: FW: Any changes? EDU VIDEO SHOOT - near final brief
Date: August 11, 2020 5:38:46 PM
Attachments: [EDU_VideoBrief_DRH_NEAR-FINAL.dotx](#)

JMP

Desk: 236-478-0302
Cell: 250-886-2154

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Sent: August 11, 2020 4:50 PM
To: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>
Cc: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Subject: Any changes? EDU VIDEO SHOOT - near final brief

Hi Jean-Marc,

Please see the attached video script. We incorporated all your edits and feedback, we have a 45 sec and a 30 sec. We also appreciate all the work you spent on the questions section.

Are there any changes you want to make before this becomes final and loaded into a teleprompter? Please review.

Thank you kindly!

Warmly,

Sara Thaw

Manager, Strategic Content
Strategic Communications | Government Communications & Public Engagement
Government of British Columbia
sara.thaw@gov.bc.ca | +1 250 883 0374

From: [Prevost, Jean-Marc GCPE:EX](#)
To: [Thaw, Sara GCPE:EX](#)
Cc: [Hardin, Karl GCPE:EX](#); [Poorooshasb, Nammi GCPE:EX](#); [Grieve, Chandler GCPE:EX](#)
Subject: RE: BRIEF/SCRIPT: Education video shoot with Dr. Henry
Date: August 11, 2020 10:57:03 AM
Attachments: [EDU_VideoBrief_DRH_DRAFT \(jmp\).docx](#)

Updated script and Q&A attached.

JMP

Desk: 236-478-0302
Cell: 250-886-2154

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Sent: August 11, 2020 7:15 AM
To: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>
Cc: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>; Grieve, Chandler GCPE:EX <Chandler.Grieve@gov.bc.ca>
Subject: BRIEF/SCRIPT: Education video shoot with Dr. Henry

Hi Jean-Marc,

As discussed, attached is the video brief to go over with Dr. Henry this morning.

The brief includes the following key information:

- Video approach (two-fold): (1) Dr. Henry PSA to students (2) Students ask Dr. Henry questions
- Draft script + questions
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- Crew

Can you review all? Please make any edits to script or questions to put it into Dr.Henry's voice.

As discussed, we have kept a focus on the public health lens of returning to school, and our desire is to have Dr. Henry speak to the health and safety measures at school (hand-washing, learning groups, don't share personal items) to reassure students that it is safe to return to school.

Last thing: I am confirming that I will be responsible for making sure there is a tech and office set-up for Dr. Henry's meeting (9:30-10:30) and will coordinate with Sage on timing.

I will follow-up on this shortly.

Warmly,

Sara Thaw

Manager, Strategic Content
Strategic Communications | Government Communications & Public Engagement
Government of British Columbia
sara.thaw@gov.bc.ca | +1 250 883 0374

From: [Prevost, Jean-Marc GCPE:EX](#)
To: [Henry, Bonnie HLTH:EX](#); [Thompson, Laurel HLTH:EX](#)
Subject: BRIEF/SCRIPT: Education video shoot with Dr. Henry
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-

As discussed, we have kept a focus on the public health lens of returning to school, and our desire is to have Dr. Henry speak to the health and safety measures at school (hand-washing, learning groups, don't share personal items) to reassure students that it is safe to return to school.

GCPE Return to School video with Dr. Bonnie Henry

Objective: communicate that school is a safe place for students and staff to return to on September 8, 2020 in a simple and accessible way.

Audience:

- Primary: K-12 students
- Secondary: parents

Participants:

- Dr. Bonnie Henry, Provincial Health Officer
- 5-7 children (Ages 7-9)

Location:

- [Eagle View Elementary School - 97 Talcott Rd, Victoria, BC V9B 6L4](#)

Crew:

- Nammi Poorooshab (Executive Producer)
- Karl Hardin (Director)
- Suzannah Kelly (Assistant Director/Field Producer)
- Erin Acton (Field Producer/ Children's Manager)
- Sara Thaw (Script writer/Producer)
- Jean-Marc Prevost (Script writer/Production Assistant)
- Karolinka Zuzalek (Videographer)
- Stephen Hargreaves (Videographer)
- Greg Bartel (Videographer)
- Don Craig (Photographer)
- Sound recordist
- Justin Taylor (Location Manager - Manager of Building Maintenance)

Video treatment (two-parts):

(1) Dr. Henry sends a message to students about return-to-school in September

Approach:

- 2-3 times natural read
- 3-5 times teleprompter read

Set-up:

- Dr. Henry in front of the classroom
- Children in desks, adequately spaced
- Dr. Henry reads straight to first camera (with teleprompter behind), second camera films side angle with students in view

DRAFT script – Dr. Henry

- It is time to go back to school!
- Time to make new friends...
- And learn new and interesting things.
- Your classroom will look a bit different this year:
- ... you will have to wear masks sometimes.
- ... and if you feel sick, you'll have to stay home.
- ... you will have new hand-cleaning stations – you'll need to clean your hands a lot!
- ... you will have more space between your desks.
- ... and you'll have more activities outside with the same group of kids and teachers.
- These changes are for now – not forever... and I know you will continue to enjoy learning and being with your friends.
- Thank-you for doing your part – you're helping keep us all safe!

(2) Dr. Henry answers questions from school children

Approach:

- Students ask Dr. Henry a question. Estimated 3 takes needed per question.
- Dr. Henry gives simple and succinct answers to students. Estimated 3 takes per answer.
- Students are sitting at desks and raise hands to ask the question; Dr. Henry is in front of the classroom.
- Sound recordist uses boom microphone for students.
- Dr. Henry can ask students questions to warm them up and get comfortable (ex. "did anyone go back to school in June? What was your favourite thing about the return to school? What are you most excited about?")
- **School representative will confirm classroom set-up is aligned with school safety protocols.

Examples:

- https://www.youtube.com/watch?v=zv5Y_N4r_sw
- <https://www.youtube.com/watch?v=SMXvd63yeMU>

Questions for kids to ask Dr. Henry	Key messages/Answers
<ul style="list-style-type: none"> • Why do I have to go back to school? 	<ul style="list-style-type: none"> • There is a lot more to school than books. • School is a place for us to be with our friends and teachers. • It's going to look a little different this year – but you are still going to learn interesting and important things. • You can help keep everyone safe by following the new rules in your classroom.
<ul style="list-style-type: none"> • What is a learning group? 	<ul style="list-style-type: none"> • Like every year – you will spend most of your time with the same students and teacher in your own class. • When you are out of class ... at recess, breaks or lunch ... there is small number of other students you might share that time with, those kids are your "learning group."

	<ul style="list-style-type: none"> Small learning groups keep your school safer ... and make it easier for my team to help your friends, teachers, and parents if someone gets sick.
<ul style="list-style-type: none"> My parents watch the news and they get scared about me going back to school. <i>Is it safe for me to go back to school?</i> 	<ul style="list-style-type: none"> I understand, and it is OK they are scared. This is new for all of us. For most kids COVID-19 is like a cold. Kids can keep their immune systems strong by eating well, exercising and getting enough sleep. And we have done a good job in B.C. looking out for each other and keeping each other safe. We can continue to do that. Each of us can. You help keep us safe when you follow the rules ... and your teachers, principals and doctors like me are here to help.
<ul style="list-style-type: none"> What happens if someone in my school gets COVID-19? 	<ul style="list-style-type: none"> If anyone your class gets sick, we have a special room for them to stay until their parents pick them up. Then they'll get a test to see if they have the virus. If they have it, doctors and nurses will call your parents to let them know. Some students in your class might have to stay home for two weeks ... so more people don't get sick. But they can keep learning at home.
<ul style="list-style-type: none"> Can I still eat lunch with my friends and play with my friends? 	<ul style="list-style-type: none"> Yes – you will need to keep your hands to yourself and you might play more outside! But you can still play with your friends. You can also eat lunch together – but no sharing drinks or snacks.
Dr. Henry to ask kids:	How are you feeling about going back to school?
	What are you most looking forward to?
	Did anyone go back to school in June? What was your favourite thing?

VIDEO SHOOT SCHEDULE

7:00 AM	Crew arrives at Eagle View Elementary for set-up
7:30-8:00 AM	Parents drop off kids. Field producers manage greeting and sign-in & sign-out
8:15 AM	Kids in place in classroom <ul style="list-style-type: none"> B-roll Kids practice their question Read a story so they are all listening intently Look through the box of books Wash their hands

8:30 AM	Dr. Henry arrives
8:35 AM	Dr. Henry briefing and make-up
8:40 AM	Start shooting - Dr. Henry walks into school
8:45 AM	Walks down hallway into classroom
8:45 AM	PART 1 – Dr. Henry PSA to students (a) Dr. Henry does 2-4 natural reads
9:00 AM	(b) Dr. Henry does 2-4 teleprompter reads
9:00 AM	KIDS BREAK (snacks, bathroom, handwashing)
9:15 AM	Kids back in place at desks
9:15 - 9:30 AM	PART 2 – Students ask Dr. Henry questions Student asks question #1 (3 times)
9:30 - 9:45 AM	Student asks question #2 (3 times)
TBC	BREAK: Dr. Henry to join MS Teams Meeting in Principal's office
9:45 – 10:00 AM	Student asks question #3 (3 times)
10:00 AM	KIDS BREAK (snacks, bathroom, handwashing)
10:15-10:30 AM	Student asks question #4
10:30-10:45 AM	Student asks question #5
10:45-11:20 AM	B-roll Kids playing on the playground
11:20 AM	WRAP - kids sign-out and picked up by parents
11:25 AM	Dr. Henry departs by cab/Jean-Marc and joins scheduled meeting by phone.

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Crew:

- Nammi Poorooshab (Executive Producer)
- Karl Hardin (Director)
- Suzannah Kelly (Assistant Director/Field Producer)
- Erin Acton (Field Producer/ Children's Manager)
- Sara Thaw (Script writer/Producer)
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- Stephen Hargreaves (Videographer)
- Greg Bartel (Videographer)
- Don Craig (Photographer)
- Sound recordist
- Justin Taylor (Location Manager - Manager of Building Maintenance)

Video treatment (two-parts):

(1) Dr. Henry sends a message to students about return-to-school in September

Approach:

- 2-3 times natural read
- 3-5 times teleprompter read

Set-up:

- Dr. Henry in front of the classroom
- Children in desks, adequately spaced
- Dr. Henry reads straight to first camera (with teleprompter behind), second camera films side angle with students in view

DRAFT script – Dr. Henry

- A new school year is here!
- I've done my homework and made some rules to make sure school is safe -- for everyone.
- Things will look a bit different this year...
- ... you'll have to clean your hands, a lot.
- ... you can't share your snacks or art supplies
- ... you'll have to always keep a healthy space around you
- ... you'll spend most of your time with the same group of kids and teachers
- and if you feel unwell, you'll have to stay home.
- But you'll still have a lot of fun
- You'll make new friends
- And learn new and interesting things.
- We all need to be extra flexible this year ..
- Because you -- students -- and your parents, teachers and staff are all learning how to do things a little differently.
- It takes practice, but we will all get it right.
- When you go back to school remember to be kind, be calm, and be safe.
- Have a wonderful school year!

(2) Dr. Henry answers questions from school children

Approach:

- Students ask Dr. Henry a question. Estimated 3 takes needed per question.
- Dr. Henry gives simple and succinct answers to students. Estimated 3 takes per answer.
- Students are sitting at desks and raise hands to ask the question; Dr. Henry is in front of the classroom.
- Sound recordist uses boom microphone for students.
- Dr. Henry can ask students questions to warm them up and get comfortable (ex. "did anyone go back to school in June? What was your favourite thing about the return to school? What are you most excited about?")
- **School representative will confirm classroom set-up is aligned with school safety protocols.

Examples:

- https://www.youtube.com/watch?v=zv5Y_N4r_sw
- <https://www.youtube.com/watch?v=SMXvd63yeMU>

Questions for kids to ask Dr. Henry	Key messages/Answers
<ul style="list-style-type: none"> • Is it safe for me to go back to school? 	<ul style="list-style-type: none"> • Right now, I believe it's really important for you to be in school -- and I believe that if the rules to keep you safe -- like hand-washing and staying home if you are sick -- are followed, it's safe. • I have made some rules for your school to follow to help keep you safe. And your school is going to come up with a special plan on what that will look like.
<ul style="list-style-type: none"> • What is a learning group? 	<ul style="list-style-type: none"> • A learning group is a group of students and teachers that will spend most of their time together. For elementary and

	<p>middle-school it will be 60 kids. And for secondary school it will be 120 people.</p> <ul style="list-style-type: none"> • The learning group is important because if someone gets sick, my team call their friends, teachers, and parents and make sure more people don't get sick. • From science research, we know that you are safer when you are in regular contact with the same people. • Your school will decide how much time you will spend with your learning group. But it might mean having a special recess or lunch time so you can be together with the same people.
<ul style="list-style-type: none"> • My parents watch the news and they get scared about me going back to school. <i>Is it safe for me to go back to school?</i> 	<ul style="list-style-type: none"> • I understand, it is OK they are scared. This is a new situation and we are always learning new things about this virus. • My job is to keep people in BC safe. So I am reading and paying attention to all the research on the virus, and I am making recommendations. If the research changes, so will my recommendations.
<ul style="list-style-type: none"> • What happens if someone in my school gets COVID-19? 	<ul style="list-style-type: none"> • If anyone your class gets sick, they will go to the sick room and their parents will be called to come pick them up. • They'll be sent for a special test to see if they have the virus. • And if they have it, people who work with me in public health will call your parents to let them know. • They'll work closely with your teacher and the school and make a plan. • Some students in your class might have to stay home for two weeks. • But they can keep learning at home. • If anyone gets sick, my team is ready to help to make sure more people don't get sick.
<ul style="list-style-type: none"> • Can I still play with my friends? 	<ul style="list-style-type: none"> • Yes! You will have to keep a healthy space with your friends and the types of games you will play might change. But you can definitely still play with your friends.
Dr. Henry to ask kids:	How are you feeling about going back to school?
	What are you most looking forward to?
	Did anyone go back to school in June? What was your favourite thing?

VIDEO SHOOT SCHEDULE

7:00 AM	Crew arrives at Eagle View Elementary for set-up
7:30-8:00 AM	Parents drop off kids. Field producers manage greeting and sign-in & sign-out

8:15 AM	Kids in place in classroom <ul style="list-style-type: none"> • B-roll • Kids practice their question • Read a story so they are all listening intently • Look through the box of books • Wash their hands
8:30 AM	Dr. Henry arrives
8:35 AM	Dr. Henry briefing and make-up
8:40 AM	Start shooting - Dr. Henry walks into school
8:45 AM	Walks down hallway into classroom
8:45 AM	PART 1 – Dr. Henry PSA to students (a) Dr. Henry does 2-4 natural reads
9:00 AM	(b) Dr. Henry does 2-4 teleprompter reads
9:00 AM	KIDS BREAK (snacks, bathroom, handwashing)
9:15 AM	Kids back in place at desks
9:15 - 9:30 AM	PART 2 – Students ask Dr. Henry questions Student asks question #1 (3 times)
9:30 - 9:45 AM	Student asks question #2 (3 times)
TBC	BREAK: Dr. Henry to join MS Teams Meeting in Principal's office
9:45 – 10:00 AM	Student asks question #3 (3 times)
10:00 AM	KIDS BREAK (snacks, bathroom, handwashing)
10:15-10:30 AM	Student asks question #4
10:30-10:45 AM	Student asks question #5
10:45-11:20 AM	B-roll Kids playing on the playground
11:20 AM	WRAP - kids sign-out and picked up by parents
11:25 AM	Dr. Henry departs by cab/Jean-Marc and joins scheduled meeting by phone.

GCPE Return to School video with Dr. Bonnie Henry

Objective: communicate that school is a safe place for students and staff to return to on September 8, 2020 in a simple and accessible way.

Audience:

- Primary: K-12 students
- Secondary: parents

Participants:

- Dr. Bonnie Henry, Provincial Health Officer
- 5-7 children (Ages 7-9)

Location:

- [Eagle View Elementary School - 97 Talcott Rd, Victoria, BC V9B 6L4](#)

Crew:

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- Justin Taylor (Location Manager - Manager of Building Maintenance)

Video treatment (two-parts):

(1) Dr. Henry sends a message to students about return-to-school in September

Approach:

- 2-3 times natural read
- 3-5 times teleprompter read

Set-up:

- Dr. Henry in front of the classroom
- Children in desks, adequately spaced
- Dr. Henry reads straight to first camera (with teleprompter behind), second camera films side angle with students in view

DRAFT script – Dr. Henry

- It is time to go back to school!
- Time to make new friends...
- And learn new and interesting things.
- Your classroom will look a bit different this year:
 - ... you will have to wear masks sometimes.
 - ... and if you feel sick, you'll have to stay home.
 - ... you will have new hand-cleaning stations – you'll need to clean your hands a lot!
 - ... you will have more space between your desks.
 - ... and you'll have more activities outside with the same group of kids and teachers.
- These changes are for now – not forever... and I know you will continue to enjoy learning and being with your friends.
- Thank-you for doing your part – you're helping keep us all safe!

(2) Dr. Henry answers questions from school children

Approach:

- Students ask Dr. Henry a question. Estimated 3 takes needed per question.
- Dr. Henry gives simple and succinct answers to students. Estimated 3 takes per answer.
- Students are sitting at desks and raise hands to ask the question; Dr. Henry is in front of the classroom.
- Sound recordist uses boom microphone for students.
- Dr. Henry can ask students questions to warm them up and get comfortable (ex. "did anyone go back to school in June? What was your favourite thing about the return to school? What are you most excited about?")
- **School representative will confirm classroom set-up is aligned with school safety protocols.

Examples:

- https://www.youtube.com/watch?v=zv5Y_N4r_sw
- <https://www.youtube.com/watch?v=SMXvd63yeMU>

Questions for kids to ask Dr. Henry	Key messages/Answers
<ul style="list-style-type: none"> • Why do I have to go back to school? 	<ul style="list-style-type: none"> • There is a lot more to school than books. • School is a place for us to be with our friends and teachers. • It's going to look a little different this year – but you are still going to learn interesting and important things. • You can help keep everyone safe by following the new rules in your classroom.
<ul style="list-style-type: none"> • What is a learning group? 	<ul style="list-style-type: none"> • Like every year – you will spend most of your time with the same students and teacher in your own class. • When you are out of class ... at recess, breaks or lunch ... there is small number of other students you might share that time with, those kids are your "learning group."

	<ul style="list-style-type: none"> Small learning groups keep your school safer ... and make it easier for my team to help your friends, teachers, and parents if someone gets sick.
<ul style="list-style-type: none"> My parents watch the news and they get scared about me going back to school. <i>Is it safe for me to go back to school?</i> 	<ul style="list-style-type: none"> I understand, and it is OK they are scared. This is new for all of us. For most kids COVID-19 is like a cold. Kids can keep their immune systems strong by eating well, exercising and getting enough sleep. And we have done a good job in B.C. looking out for each other and keeping each other safe. We can continue to do that. Each of us can. You help keep us safe when you follow the rules ... and your teachers, principals and doctors like me are here to help.
<ul style="list-style-type: none"> What happens if someone in my school gets COVID-19? 	<ul style="list-style-type: none"> If anyone your class gets sick, we have a special room for them to stay until their parents pick them up. Then they'll get a test to see if they have the virus. If they have it, doctors and nurses will call your parents to let them know. Some students in your class might have to stay home for two weeks ... so more people don't get sick. But they can keep learning at home.
<ul style="list-style-type: none"> Can I still eat lunch with my friends and play with my friends? 	<ul style="list-style-type: none"> Yes – you will need to keep your hands to yourself and you might play more outside! But you can still play with your friends. You can also eat lunch together – but no sharing drinks or snacks.
Dr. Henry to ask kids:	How are you feeling about going back to school?
	What are you most looking forward to?
	Did anyone go back to school in June? What was your favourite thing?

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- I've done my homework and made some rules to make sure school is safe -- for everyone.
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- But you'll still have a lot of fun
- You'll make new friends
- And learn new and interesting things.
- We all need to be extra flexible this year ..
- Because you -- students -- and your parents, teachers and staff are all learning how to do things a little differently.
- It takes practice, but we will all get it right.
- When you go back to school remember to be kind, be calm, and be safe.
- Have a wonderful school year!

(2) Dr. Henry answers questions from school children

Approach:

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<ul style="list-style-type: none"> • Can I still play with my friends? 	<ul style="list-style-type: none"> • Yes! You will have to keep a healthy space with your friends and the types of games you will play might change. But you can definitely still play with your friends.
Dr. Henry to ask kids:	How are you feeling about going back to school?
	What are you most looking forward to?
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- Sara Thaw (Assistant Director + Script supervisor)
- Suzannah Kelly (Talent Manager)
- Erin Acton (Talent Manager)
- Jean-Marc Prevost (Assistant to Dr. Henry)
- Karolinka Zuzalek (Camera operator)
- Stephen Hargreaves (Camera operator)
- Don Craig (Photographer)
- Eric Lamontagne (Sound recordist)
- Justin Taylor (Location Manager - Manager of Building Maintenance)
- Jana Relf (School principal)

Video treatment (two-parts):

(1) Dr. Henry sends a message to students about return-to-school in September

Approach:

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Set-up:

- Dr. Henry in front of the classroom
- Children in desks, adequately spaced
- Dr. Henry reads straight to first camera (with teleprompter behind), second camera films side angle with students in view

DRAFT script – Dr. Henry

- School is more than just books.
- It's a safe place for you to learn, grow, and make connections with friends and teachers.
- School will look a bit different this year:
- ... you'll need to clean your hands --- a lot!
- ... and if you feel sick, you'll have to stay home.
- You'll have more space between your desks
- And you might have to wear masks sometimes.
- You'll also do more activities outside and you'll be with the same kids and teachers.
- These changes will keep you safe at school.
- They are for now – not forever...
- So as you go back to school, please remember ..
- We all need to be calm, be kind calm, and be safe.
- Have a wonderful school year! (optional)

30 sec broadcast option

- School is more than just books.
- It's a safe place for you to learn, grow, and connect with others
- School will look a bit different this year:
- ... you'll need to clean your hands --- a lot!
- ... and if you feel sick, you'll have to stay home.
- ... You might have to wear masks sometimes.
- ... and you'll be with the same kids and teachers
- These changes will keep you safe at school.
- They are for now – not forever...
- This September, please remember ..
- We all need to be calm, be kind calm, and be safe.

(2) Dr. Henry answers questions from school children

Approach:

- Students ask Dr. Henry a question. Estimated 3 takes needed per question.
- Dr. Henry gives simple and succinct answers to students. Estimated 3 takes per answer.
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<ul style="list-style-type: none"> • Why do I have to go back to school? 	<ul style="list-style-type: none"> • There is a lot more to school than books • School is a place for us to be with our friends and teachers. • For some kids, it's where they get extra care and support. • School is going to look a little different this year – but you are still going to learn interesting and important things.
<ul style="list-style-type: none"> • What is a learning group? • What is the big difference this year when I go back? • What else will have changed? 	<ul style="list-style-type: none"> • Like every year – you will spend most of your time with the same students and teacher in your own class. • When you are out of class ... at recess, breaks or lunch ... there is small number of other students you might share that time with, those kids are your “learning group.” • Small learning groups keep your school safer ... and make it easier for my team to help your friends, teachers, and parents if someone gets sick.
<ul style="list-style-type: none"> • Is it safe for me to go back to school? • I wasn't allowed to go back to school, is it safe for me to go back. 	<ul style="list-style-type: none"> • I know it's something some of your parents are worried about. • For most kids COVID-19 is like a cold. Kids can keep their immune systems strong by eating well, exercising and getting enough sleep. • And we have done a good job in B.C. looking out for each other and keeping each other safe. • We can continue to do that. Each of us can. You help keep us safe when you follow the rules ... and your teachers, principals and doctors like me are here to help.
<ul style="list-style-type: none"> • What happens if someone in my school gets COVID-19? 	<ul style="list-style-type: none"> • If anyone in your class gets sick, we have a special room for them to stay until their parents pick them up. • Then they'll get a test to see if they have the virus. • If they have it, doctors and nurses will call your parents to let them know. • Some students in your class might have to stay home for two weeks ... so more people don't get sick. But they can keep learning at home.
<ul style="list-style-type: none"> • Can I still eat lunch with my friends and play with my friends? 	<ul style="list-style-type: none"> • You can still eat lunch and play with your friends from your learning group – you will need to keep your hands to yourself and you might play more outside! Remember no sharing drinks or snacks.
<p>My parents say I need to stay an elephant away from other people. Do I still need to do that at school?</p>	<ul style="list-style-type: none"> • It's not always going to be possible .. an elephant won't fit between your desks or in the hallways. But you'll need to try to give each other some healthy space. And you might have to wear masks in the hallways or on the school bus.
Dr. Henry to ask kids:	How are you feeling about going back to school?
	What are you most looking forward to?

	Did anyone go back to school in June? What was your favourite thing?

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8:30 AM	Dr. Henry arrives
8:35 AM	Dr. Henry briefing and make-up
8:40 AM	Start shooting - Dr. Henry walks into school
8:45 AM	Walks down hallway into classroom
8:45 AM	INTRO Dr. Henry connects with students. Asks them a few questions.
9:00-9:15 AM	KIDS BREAK (snacks, bathroom, handwashing)
9:00 AM	PART 1 – Dr. Henry PSA to students Dr. Henry does 2-4 natural reads
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10:30-10:45 AM	Student asks question #5 (3 times)
11:00 – 11:20 AM	EXTRA -- Teleprompter reads Dr. Henry
11:00 -- 11:30 AM	B-roll Kids playing on the playground.
11:30 AM	WRAP - kids sign-out and depart.
11:25 AM	Dr. Henry departs by cab/Jean-Marc and joins scheduled meeting by phone.
11:30 AM – 12:30 PM	B-roll opportunities

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Withheld pursuant to/removed as

s.13