

## RE: Media outreach

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From: Yeung, Lucinda HLTH:EX <Lucinda.Yeung@gov.bc.ca>  
To: Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca>  
Cc: Nicola PHO Lambrechts <nicola@nlkstrategies.ca>, Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>, nicola@nlkstrategies.ca, Greer, Shannon GCPE:EX <Shannon.Greer@gov.bc.ca>, Lawrie, Hannah GCPE:EX <Hannah.Lawrie@gov.bc.ca>, MacDonald, Alex LBR:EX <Alex.MacDonald@gov.bc.ca>, 'nicola@nlkstrategies.ca', MacDonald, Alex HLTH:EX  
Sent: September 10, 2020 9:01:49 PM PDT

Hi Laurel,

Thank you for your assistance with this. I have confirmed the phone line below for tomorrow's call with Minister Dix and Chinese language media – can you add to Bonnie's calendar? We'll begin at 10:30 am. Shannon will help moderate the Q&A portion of the call.

I spoke to them today and will write down the themes/potential q's in a separate email.

Dial-in Phone Numbers:

s.15; s.17 Toll Free - North America

**Participant Conference ID:** s.15; s.17

**Moderator Conference ID:**

With warmth and thanks,  
Lucinda

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

From: Yeung, Lucinda HLTH:EX <Lucinda.Yeung@gov.bc.ca>  
Sent: September 10, 2020 2:53 PM  
To: Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca>  
Cc: Nicola PHO Lambrechts <nicola@nlkstrategies.ca>; Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>; Greer, Shannon GCPE:EX <Shannon.Greer@gov.bc.ca>; Lawrie, Hannah GCPE:EX <Hannah.Lawrie@gov.bc.ca>; MacDonald, Alex LBR:EX <Alex.MacDonald@gov.bc.ca>  
Subject: Re: Media outreach

Thank you Bonnie and Laurel. MD's commitments have moved around so we can work with a 10:30 to 10:45 am start and will be clear well before the 11:30 time

Warmly,  
Lucinda

Sent from my iPhone

> On Sep 10, 2020, at 9:06 AM, Thompson, Laurel HLTH:EX <Laurel.Thompson@gov.bc.ca> wrote:

>

> Hi Lucinda,

>

> Bonnie can be available during that time, however 11:30-12:30pm is less desirable.

>

> Thank you,

>

> Laurel Thompson | Executive Coordinator Office of the Provincial

> Health Officer, Ministry of Health

>

> -----Original Message-----

> From: Yeung, Lucinda HLTH:EX <Lucinda.Yeung@gov.bc.ca>

> Sent: September 10, 2020 9:00 AM  
> To: Nicola PHO Lambrechts <nicola@nlkstrategies.ca>; Henry, Bonnie  
> HLTH:EX <Bonnie.Henry@gov.bc.ca>; Thompson, Laurel HLTH:EX  
> <Laurel.Thompson@gov.bc.ca>; Greer, Shannon GCPE:EX  
> <Shannon.Greer@gov.bc.ca>; Lawrie, Hannah GCPE:EX  
> <Hannah.Lawrie@gov.bc.ca>; MacDonald, Alex LBR:EX  
> <Alex.MacDonald@gov.bc.ca>  
> Subject: Media outreach  
>  
> Good morning team,  
>  
> Further to my text — with the release of our preparedness plan yesterday it's a good opportunity to do a round of outreach to Chinese language media.  
>  
> Spoke to MD and I'll be setting up a 30-45 min. phone avail tomorrow morning (possible window of opportunity is a slot between 10 am to 1pm).  
>  
> Bonnie, will your schedule permit you to join MD? If not, we can schedule a few 10 min interviews with the 4-6 main outlets over the course of next weeks. They're very respectful of time and it'll go a long way.  
>  
> Thanks and happy day!  
>  
> Lucinda  
>  
> Sent from my iPhone

## Chinese language media phone avail

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From: Yeung, Lucinda HLTH:EX <Lucinda.Yeung@gov.bc.ca>  
To: Nicola PHO Lambrechts <nicola@nlkstrategies.ca>, Henry, Bonnie HLTH:EX <Bonnie.Henry@gov.bc.ca>, nicola@nlkstrategies.ca, Greer, Shannon GCPE:EX <Shannon.Greer@gov.bc.ca>, Lawrie, Hannah GCPE:EX <Hannah.Lawrie@gov.bc.ca>, MacDonald, Alex LBR:EX <Alex.MacDonald@gov.bc.ca>, Dix, Adrian HLTH:EX <Adrian.Dix@gov.bc.ca>, 'nicola@nlkstrategies.ca', MacDonald, Alex HLTH:EX  
Sent: September 10, 2020 9:36:33 PM PDT  
Hi Minister, Bonnie & team:

Re: tomorrow's phone availability with Chinese language media

### Logistics:

- We'll be using an open teleconference line, similar to what Minister has used in our farmers market nutrition coupon program announcements.
- You can both begin with short remarks, followed by a moderated Q&A session. Shannon will moderate.
- Media have been told that they'll have opportunity to ask a question, and time permitting, a follow-up as well. Would be good if we can give them each 2 questions.

### Themes/Potential Q's:

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**SingTao** – Cambie legal decision, fall & winter preparedness plan, comment on Chinese-Canadian community's response to pandemic (geographic map over time has shown Richmond has lowest infection rate)

**MingPao** – We're seeing increasing numbers. Is this the 3<sup>rd</sup> wave? Are there measures/lessons from other countries that can be applied in BC?

**OmniTV** – School restart; As pandemic continues, and health care/COVID-19 response requires funding. How will government manage need for spending and challenge of economic recession?; for Dr. Henry – 139 cases today, what are considerations for going back to Phase 2?

**AM1320** – School restart; comparing BC's approach to other (read Asian) countries. Measures like controls at the airport: testing every traveler upon arrival, contact tracing on planes, tracking compliance with self-isolation using smartbands and fines. Why is BC's approach so laidback?

Bonnie, as usual you may expect questions about mandatory masks in schools and 1m physical distancing.

Thanks all!  
Lucinda