

PROJECT SPECIFIC
COMMUNICATIONS PLAN

COVID-19 COMMUNICATIONS UNIT
SUPPORT

SUBJECT: RETURN TO SCHOOL – DIGITAL AND EARNED MEDIA PLAN

Purpose:	<p>School districts and independent school associations are developing restart plans that outline their approach to providing full in-class instruction for all students in September. Special measures are being put in place to create safe schools and reduce the spread of COVID-19.</p> <p>Due to the fact these plans have never been implemented in a school setting before and the overall nature of COVID-19, there is growing anxiety from parents and teachers about returning to the classroom.</p> <p>The purpose of this media plan is to create a schedule of earned media opportunities and digital communication plans to help government better inform parents and teachers of the safety measures, learning groups and overall instruction guidelines that students will experience starting in September.</p> <p>By providing information via a variety of different visual platforms (social media, traditional media, government new releases), government will be able to share timely and accurate information on how schools will move forward with safe, in-class instruction in September.</p>
Background/ Context:	<p>In July 2020, government announced the plan for a safe return to in-class instruction at K-12 schools this fall during the COVID-19 pandemic. Students will be returning under Stage 2 of the province's five-stage plan – in class learning with learning group requirements.</p> <p>A steering committee made up of educators, parents, support workers, school leaders, trustees, Indigenous rights holders and public health experts worked to develop the plan and will continue to meet throughout the remainder of the summer to develop plans and provide solutions for any challenges that come up before the school year begins.</p> <p>In addition to the provincial framework, school districts are expected to have their safe return plans, which will include information on learning groups, bell schedules, enrolment and registration information, in place by Aug. 26. Funding of \$45 million has been invested throughout the province for new safety measures in schools, including enhanced cleaning, more hand-washing stations, and re-usable masks.</p>

	The plan has generated a significant amount of media attention and some concern from teachers and parents, including concerns brought forward by the BCTF.
Communication Objectives:	<ul style="list-style-type: none"> • Reiterate safety guidelines to parents and explain how learning groups will enhance safety and allow for a better overall learning experience. • Communicate a clear plan and strategy that will be implemented across the province for the 2020/21 school year. • Solicit broader public support, from parents and teachers. • Clarify the use of masks and how physical distancing will be implemented.
Audiences:	<p>Primary:</p> <ul style="list-style-type: none"> • Students • Parents • Teachers • School Districts • Principals • Children • Teenagers • British Columbians <p>Secondary:</p> <ul style="list-style-type: none"> • Media • Advanced Education
Stakeholders:	<ul style="list-style-type: none"> • BCTF • School trustees (BCSTA) • Principals and VPs (BCPVPA) • Parent Advisory Committees • Local School Districts
Ministries Affected:	<ul style="list-style-type: none"> • EDUC • Health
Vulnerabilities / Opportunities	<p>Opportunities:</p> <ul style="list-style-type: none"> • In-class instruction is vital for kids and their development. • Spending the next school year with their teachers and classmates is important to our kids' social, academic and mental development. • The first few days of school will be an adjustment period, but we need to take that important first step back and allow us to return to the new normal of providing safe education in this province.

Deleted: particularly from

	<p>Risks:</p> <ul style="list-style-type: none"> • Confusion, concerns over the need for mandatory masks • A potential outbreak at a school. • Overall skepticism and safety concerns due to recent spike in COVID cases • Conflicting messaging between PHO and other provinces and health officials relating to the use of mandatory masks. • s.13
Message Frame:	<p>Recently government announced BC's plan to a safe return to in-class instruction at most K-12 schools this fall. School will look a little different this year, but this plan will allow children to safely return to class.</p> <p>Spending the next school year with their teachers and classmates is vital to our kids' social, academic and mental development.</p> <p>We know that parents want to ensure their kids and staff are safe and protected. Safety is at the heart of our plan which builds on the knowledge gained and progress made during successful re-opening of schools in June.</p> <p>We have worked closely with a steering committee made up of educators, parents, support workers, school leaders, trustees, Indigenous rightsholders and public health experts to develop a plan that will ensure students can return to the classroom in September safely.</p>
Key Messages:	<ul style="list-style-type: none"> • We know how important schools are for kids and their development. • The safety of kids and staff is paramount, which is why we've worked with Dr. Bonnie Henry to put in place strict health and safety measures co-developed between public health officials, the stakeholder-led steering committee and ministry staff. • The Province is providing an additional \$45.6 million to school districts for enhanced cleaning, hand-washing stations, reusable masks and other safety measures. • We have worked closely with a steering committee made up of educators, parents, support workers, school leaders, trustees, Indigenous rightsholders and public health experts to develop a plan that will ensure students can return to the classroom in September safely. • Each school and school districts are now taking the plan that has been developed and applying it to their schools, ensuring the layers of protection are there from the first day to the last day of the school year.

- As children prepare for back to school, see their friends and continue learning, public health teams will be right there with them – in every school across the province.
- The steering committee will continue to meet throughout the summer to develop plans and provide solutions for any challenges that come up before the school year begins.
- Families will hear from local school districts throughout the summer about how they are implementing the health and safety guidelines outlined today, as well as how they are organizing cohorts, bell schedules, enrollment and registration.

Key Validating Facts:

- School supports children in acquiring the knowledge, skills and abilities they need for lifelong success. In-person learning, as a part of a child's education, supports social and emotional development as well as overall wellness. It also provides many children access to programs and services that are integral to their overall health and well-being.
- There is limited evidence of confirmed transmission of COVID-19 within school settings and children do not appear to be the primary drivers of COVID-19 spread in schools or in community settings.
- According to current worldwide data, COVID-19 has a very low infection rate in children 19 years and under, and especially low in children under 10. Serological tests have confirmed that in B.C., less than 1% of all children tested have been COVID-19 positive.
- Children who do get COVID-19 usually have milder symptoms, such as a low-grade fever, dry cough, and gastrointestinal issues.
- Schools and childcare facility closures have significant negative mental health and socioeconomic impacts on vulnerable children.
- An investment of over \$45 million has been made to ensure enhanced safety measures are taken in schools like learning groups (to lessen number of contacts), increased cleaning of high-contact surfaces, increased number of hand-hygiene stations and the availability of masks.
- Based on the current epidemiology of COVID-19 in B.C., and the fact that children are at a much lower risk of developing and transmitting COVID-

19, most K-12 schools in B.C. should be able to resume in-class instruction within the school environment, while supporting the health and safety of children and staff.

STRATEGIC APPROACH

Strategy Summary: A blend of earned and produced media and digital opportunities will be executed in the lead up to back to school in order to reach families and reinforce the safety of in-class learning and the plans that are in place to create a good learning experience.

ACTION PLAN: TACTICS AND TOOLS

Tactics Summary: News releases, media availabilities, Facebook live, digital campaigns, digital video.

Non-English Media:

- Core materials will be translated.

Local release:

Key Spokespeople:

- Minister Fleming
- Stephanie Higginson – B.C. School Trustees Association
- Premier Horgan

Other MLA spokespeople:

- ??

In language spokespeople:

- ??

Earned media opportunities:

Classroom/school walking tours with major TV outlets with Minister Fleming and Stephanie Higginson (BCSTA). Opportunity to show reporters and their viewers how classrooms will be designed for the upcoming school year.

Townhall Q/A's with Minister Fleming and local health authorities.

The following have shown interest in a townhall/Facebook live style story focused on back to school.

Global
CITY TV
CBC

Digital:	<ul style="list-style-type: none"> • Dr. Bonnie Henry Video with children in a classroom • New BC Government back to school website • Digital posts and marketing campaign directing parents to the website
Sustaining Activities:	<ul style="list-style-type: none"> • Regular progress reports through fall from EDUC/Minister Fleming on the return and the overall progress throughout B.C.

DETAILED ROLL-OUT

Digital/GDX
Earned Media
Education Release

Target Date	Action	Description	Team responsible	Status
08/12	Digital Video featuring Dr. Bonnie Henry and school aged children.	Q/A discussion with Dr. Henry and 7 children about how school will look this year and what children can do to help stay safe. s.13	Digital Comms, Ministry of Health	In progress
08/12	New return to school website landing page launched	Includes Details: <ul style="list-style-type: none"> • What parents need to know • COVID-19 and children • Screening Procedures • In the classroom 	GDX/Digital	In progress
08/14	Education IB – K-12 and new expectation for first week and masks in school	Update on expectations for teachers and parents during the first week back to school. Potential reframing of what the first week will look like (opportunity for teachers to	Ministry of Education	In progress

s.13

Target Date	Action	Description	Team responsible	Status
		get acclimatized to new classroom setups) and clarification		
08/15-30	Back to school marketing campaign	Broadcast, radio and digital creative that will communicate what going back to school will look like this fall.	HQ	In development
08/17	Release of K-12 Operating Guidelines for COVID-19 and final Steering Committee materials		Ministry of Education	In progress
08/19	Digital video with Dr. Bonnie Henry and school aged children released on government social media channels		Digital Comms	
08/21-25	Ministry reviews Restart Plans and confirms approach	The Ministry will send a letter to districts once review is completed. School districts communicate information to parents once Ministry review is complete	Education	
08/26	NR: School districts communicate information to parents on Stage 2 Plans no later than August 26.	Final versions to be posted online.	Education	
08/26	Earned Media: TV Classroom Walking tour with Minister Fleming	Show and tell of a classroom/school in the Victoria region that has taken steps to increase physical distancing and improve hygiene stations throughout the school. Could also include local	Education	

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

(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? 	s.13
<ul style="list-style-type: none"> • What is a learning group? 	

	s.13
<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"> What happens if someone in my school gets COVID-19? 	
<ul style="list-style-type: none"> Can I still play with my 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: s.13
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	s.13; s.22

Subject: Re: FOR REVIEW: email to parents re video shoot
Date: Monday, August 10, 2020 at 21:42:42 Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Thaw, Sara GCPE:EX, Acton, Erin GCPE:EX
CC: Kelly, Suzannah GCPE:EX
Attachments: image001.png

Looks good, thanks!

--

Karl Hardin

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

From: "Thaw, Sara GCPE:EX" <Sara.Thaw@gov.bc.ca>
Date: Monday, August 10, 2020 at 8:28 PM
To: "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Cc: "Kelly, Suzannah GCPE:EX" <Suzannah.Kelly@gov.bc.ca>
Subject: Re: FOR REVIEW: email to parents re video shoot

Hi Erin,

Thanks for drafting this. Please see my additions in yellow. If Karl agrees, this is good to go!

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: "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>
Date: Monday, August 10, 2020 at 5:49 PM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, Sara Thaw <Sara.Thaw@gov.bc.ca>
Cc: "Kelly, Suzannah GCPE:EX" <Suzannah.Kelly@gov.bc.ca>
Subject: FOR REVIEW: email to parents re video shoot

Hi Karl and Sara,

Dear _name_,

We're excited to have your child join us for this week's video shoot with Dr. Bonnie Henry.

Please do a health check and make sure your child is not sick (at all)s. If your child is sick, please keep them home --- no exceptions. If either of the parents is sick, please make sure to have the healthy one do the drop

off and pick-up. Thank you for your understanding.

Where and when

1. Eagle View Elementary
2. 97 Talcott Rd, Victoria, BC <https://goo.gl/maps/SdmYKGbhx3yZQPf26>
3. s.13
4. Meet at front doors to sign in.
5. Pick-up: 11:30 a.m

Please set aside 10 minutes to review and sign a couple of forms.

There is ample on-site parking for parents who would like to stay. Note: if you are staying, there is a separate room with a screen so that you can view what's happening. Due to space and physical distancing guidelines, parents are unable to be in the room with the children during filming.

What your child should wear

1. Solid colours. We'd love to see blue or yellow.
2. Avoid orange, white and black. Black pants/shorts are fine but completely avoid orange and white.
3. Avoid prints like plaid, tie-dye or stripes
4. Avoid brand logos (e.g. Nike)
5. Avoid trademarked characters (e.g. Disney princess, Marvel superhero)

What your child should pack

We'll have nut-free snacks, water, masks and hand sanitizer available. There are sinks and hand soap on site and we'll wash our hands lots. We may break outside,

1. A hat
2. Please have sunscreen already applied
3. Bring a book, colouring materials, or other individual, quiet activity in case there is some downtime.

What your child should prepare

Don't worry about needing to prepare questions in advance. Your child's natural curiosity will suffice. If you have been preparing questions, that's totally fine too. Please let your child know that we will also have a question for them to ask.

Anything we should know about?

Does your child have any medical history or other condition that you're aware of that might impact your child's ability to participate?

Let me know what other questions you have.

We're excited to see you Wednesday morning.

Cheers,
Erin

Erin Acton
Digital Communications Officer
Government Communications and Public Engagement
236-478-2011

250-812-0915 (cell)







Subject: Almost there! Dr. Henry - 30 SEC
Date: Wednesday, August 19, 2020 at 17:59:43 Pacific Daylight Time
From: Thaw, Sara GCPE:EX
To: LeSueur, Kathryn GCPE:EX
CC: Finn, Heather GCPE:EX, Poorooshasb, Nammi GCPE:EX, Hardin, Karl GCPE:EX
Category: Back to school

Hi Kathryn,

Thanks for the chat! As discussed, we've got a few loose ends to wrap up to get the ad to the finish line.

- A. ASC APPROVAL: Below is transcript for the Dr. Henry Ad. Please send through ASC approvals. Heather is going to keep an eye on this process and help poke us if needed.

s.13

- B. Post-production: We will work with Karolinka to get a locked and approved picture to you by midday tomorrow. Please line-up your post-production folks.

C) Latest cut: please see here: <https://spaces.hightail.com/receive/6W5QCfBrUh>

D) Music: please review the 2 x ALTS I sent you and vote for a favourite – there's no bad vote.

E) Sign-offs: I will get Dr. Henry's approval on the final cut and send the video to the families who were involved in the shoot.

Is there anything else I'm missing? Thanks again for all your help!

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

Subject: Re: CommPlan_Back to school COVID-19 draft_edits
Date: Tuesday, August 11, 2020 at 10:28:21 Pacific Daylight Time
From: Thaw, Sara GCPE:EX
To: Grieve, Chandler GCPE:EX
Category: Back to school
Attachments: CommPlan_Back to school COVID-19 draft_edits_ST.docx

Hey Chandler,

Sorry I got pulled into a bunch of different things. See attached.

Be at the office in 15.

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: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Date: Tuesday, August 11, 2020 at 9:25 AM
To: Sara Thaw <Sara.Thaw@gov.bc.ca>
Subject: CommPlan_Back to school COVID-19 draft_edits

Hey,

Can you take a quick look at the attached and let me know if any of the digital comms plans needs tweaking/adjusting.

This is rough but I wanted to get a Comms plan on paper to help shape education's plans over the next two weeks.

Will send to Jason as well.

thanks,

Chandler

Subject: MORE DETAILS: Education video shoot with Dr. Henry (video brief)
Date: Tuesday, August 11, 2020 at 07:23:38 Pacific Daylight Time
From: Thaw, Sara GCPE:EX
To: Greg Bartels
CC: Hardin, Karl GCPE:EX, Hargreaves, Stephen GCPE:EX, Zuzalek, Karolinka GCPE:EX
Category: Back to school
Attachments: EDU_VideoBrief_DRH_DRAFT.docx

Good morning Greg,

Here is some more information on the video shoot tomorrow. We are really excited you are joining us! The script and questions for Dr. Henry might still change, as might the timing.

Please let me know if you have any questions.

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

Subject: UPDATED: VIDEO BRIEF/SCRIPT: Education video shoot with Dr. Henry
Date: Tuesday, August 11, 2020 at 07:21:27 Pacific Daylight Time
From: Thaw, Sara GCPE:EX
To: Hargreaves, Stephen GCPE:EX, Zuzalek, Karolinka GCPE:EX, Acton, Erin GCPE:EX, Kelly, Suzannah GCPE:EX, Hardin, Karl GCPE:EX, Craig, Don GCPE:EX
Category: Back to school
Attachments: EDU_VideoBrief_DRH_DRAFT.docx

Hi team,

Sharing the updated brief. I've cleaned things up to share with Jean-Marc's team. I'll keep you updated if things change. Karolinka/Stephen can you send me a call-sheet (with phone numbers) by 11AM this morning. Let's start a group-text for the shoot.

I will share with Greg Bartel and copy video folks.

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

Subject: Re: SD61 - Dr. Henry Video Shoot
Date: Monday, August 10, 2020 at 21:10:38 Pacific Daylight Time
From: Thaw, Sara GCPE:EX
To: McPhail, Lisa, Taylor, Justin
CC: Prevost, Jean-Marc GCPE:EX, Hardin, Karl GCPE:EX, Zuzalek, Karolinka GCPE:EX, Fillion, Corinna GCPE:EX, Kelly, Suzannah GCPE:EX
Priority: High
Category: Back to school

Hi Lisa & Justin,

Thank you for your help so far. We are looking forward to filming the shoot with Dr. Henry on Wednesday August 12th.

Can you confirm that we can get access to the school at 7:00AM on Wednesday?

We also need help with a few more details:

- (1) Is there an office Dr. Henry could use for a 30 minute phone call/presentation?
- (2) Do you have wifi available on site?
- (3) Can someone from the school (an administrator or the Principal) join us on Wednesday morning between 7:45 - 8:15 AM?

We want to make sure the set-up we have for the video shoot is exactly how it will look in the fall. For example, we don't want to set-up the kids on a reading mat if those are no longer allowed.

- (4) Our desire is to be on site until about 12:30PM. Does that work for you?

Thank you for all your help and flexibility --- we really appreciate it. Please let me know if you have any questions or concerns. I'm available to chat tomorrow if you'd like to go over any details.

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

On 2020-08-07, 3:20 PM, "McPhail, Lisa" <lmcp@mail@sd61.bc.ca> wrote:

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hi Sara,

I am in a back to school planning session then so I've arranged for Justin Taylor, our Manager of Building Maintenance to meet you on-site.

GCPE WALKTHROUGH

WHEN: Monday, August 10 @ 8:30 a.m.

WHERE: Eagle View, Elementary - Front entrance of school

Let me know if any further questions.

Thanks!

Lisa McPhail
Communications & Community Engagement
Greater Victoria School District No. 61
Office: 250.475.4103
Cell: 778.679.5049
www.sd61.bc.ca | @sd61schools

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

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>
Sent: Friday, August 7, 2020 3:01 PM
To: McPhail, Lisa <lmcp@mail.sd61.bc.ca>
Cc: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Zuzalek, Karolinka GCPE:EX <Karolinka.Zuzalek@gov.bc.ca>; Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>
Subject: Re: SD61 - Dr. Henry Video Shoot

CAUTION: External email. DO NOT click links or open attachments unless you are confident about the source.

Hi Lisa,

Thanks so much for your help and for sending photos around! Is there any way we can do a walk-through at 8:30 AM on Monday? It's important that we recreate the conditions for Wednesday, and it will help us plan for the light in the classroom.

Please let me know if this is at all possible, or if someone else would be available to meet us at that time.

Thank you kindly for your help!

Warmly,

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

From: "McPhail, Lisa" <lmcp@mail.sd61.bc.ca>
Date: Friday, August 7, 2020 at 8:26 AM
To: "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>, Sara Thaw <Sara.Thaw@gov.bc.ca>
Cc: "Prevost, Jean-Marc GCPE:EX" <Jean-Marc.Prevost@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Zuzalek, Karolinka GCPE:EX" <Karolinka.Zuzalek@gov.bc.ca>

Subject: RE: SD61 - Dr. Henry Video Shoot

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Thanks Corinna!

It's very nice to meet you, Sara. Please see attached photos of the classroom at Eagle View.

What time did you want to do a walk through on Monday? I am free from 10:15-11:00 a.m. or any time after 1:30 p.m.

Kind regards,

Lisa McPhail

Communications & Community Engagement Manager Greater Victoria School District No. 61

Office: 250.475.4103

Cell: 778.679.5049

[cid:image001.png@01D66CCB.8D4E2D00]<<https://www.sd61.bc.ca/>>www.sd61.bc.ca<<http://www.sd61.bc.ca/>>

| [cid:image002.png@01D66CCB.8D4E2D00] <<https://www.facebook.com/SD61schools/>>

[cid:image003.png@01D66CCB.8D4E2D00] <<https://twitter.com/sd61schools?lang=en>> @sd61schools
[https://www.sd61.bc.ca/wp-content/uploads/sites/91/2019/10/image2_transparent.png]

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From: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>

Sent: Thursday, August 6, 2020 3:36 PM

To: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>; McPhail, Lisa <lmcpfail@sd61.bc.ca>

Cc: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>;
Zuzalek, Karolinka GCPE:EX <Karolinka.Zuzalek@gov.bc.ca>

Subject: RE: SD61 - Dr. Henry Video Shoot

CAUTION: External email. DO NOT click links or open attachments unless you are confident about the source.

Hi Lisa, thanks so much for offering up Eagle View for the video next week – appreciate your support! By way of this email meet Sara Thaw who can work with you direct on coordinating details for the shoot. Sara meet Lisa

Thank you !

C

From: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca<<mailto:Sara.Thaw@gov.bc.ca>>>

Sent: August 6, 2020 3:18 PM

To: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca<<mailto:Corinna.Filion@gov.bc.ca>>>

Cc: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca<<mailto:Jean-Marc.Prevost@gov.bc.ca>>>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca<<mailto:Karl.Hardin@gov.bc.ca>>>; Zuzalek, Karolinka GCPE:EX <Karolinka.Zuzalek@gov.bc.ca<<mailto:Karolinka.Zuzalek@gov.bc.ca>>>

Subject: Re: SD61 - Dr. Henry Video Shoot

Hi Corinna,

Can you book Eagle view elementary school for Wednesday August 12th . We will need access from 7AM in order to be ready for Dr.Henry at 8:30AM.

If it is easier, we can connect directly with someone from the school to ask our questions. We'd also like to do a walk-through on Monday, if possible.

Thanks for your help!

Warmly,

Sara Thaw

Manager, Strategic Content

Strategic Communications | Government Communications & Public Engagement Government of British Columbia
sara.thaw@gov.bc.ca <<mailto:sara.thaw@gov.bc.ca>> | +1 250 883 0374

Subject: Schedule enclosed Re: EDU video shoot
Date: Monday, August 10, 2020 at 14:46:49 Pacific Daylight Time
From: Thaw, Sara GCPE:EX
To: Hardin, Karl GCPE:EX, Kelly, Suzannah GCPE:EX, Zuzalek, Karolinka GCPE:EX, Hargreaves, Stephen GCPE:EX, Acton, Erin GCPE:EX
Category: Back to school
Attachments: VideoShootSchedule_V1.docx

Hi all,

Draft schedule as discussed – lots of time for snacks, handwashing, bathroom breaks. Please adjust as needed

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: Sara Thaw <Sara.Thaw@gov.bc.ca>
Date: Monday, August 10, 2020 at 12:44 PM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Kelly, Suzannah GCPE:EX" <Suzannah.Kelly@gov.bc.ca>, "Zuzalek, Karolinka GCPE:EX" <Karolinka.Zuzalek@gov.bc.ca>, "Hargreaves, Stephen GCPE:EX" <Stephen.Hargreaves@gov.bc.ca>, "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>
Subject: EDU video shoot

Agenda:

- Location/school update
- Update: participants
- Update: script/questions
- Update: approach/blocking
- Loose-ends (for example):
 - Call-sheet
 - Equipment list
 - Consent forms
 - Snacks
 - Make-up
- Other things

[Join online meeting.](#)

Trouble Joining? [Try Skype Web App](#)

Join by Phone

s.15

[Find a local number](#)

Conference ID: s 15

[Forgot your dial-in PIN?](#) | [First online meeting?](#)

Subject: FW: SD61 - Dr. Henry Video Shoot
Date: Friday, August 7, 2020 at 14:15:23 Pacific Daylight Time
From: Thaw, Sara GCPE:EX
To: Hargreaves, Stephen GCPE:EX, Acton, Erin GCPE:EX
Category: Back to school
Attachments: image001.png, image002.png, image003.png, image004.png, EV1.jpg, EV2.jpg, EV3.jpg

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: "McPhail, Lisa" <lmcp@mail@sd61.bc.ca>
Date: Friday, August 7, 2020 at 8:26 AM
To: "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>, Sara Thaw <Sara.Thaw@gov.bc.ca>
Cc: "Prevost, Jean-Marc GCPE:EX" <Jean-Marc.Prevost@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Zuzalek, Karolinka GCPE:EX" <Karolinka.Zuzalek@gov.bc.ca>
Subject: RE: SD61 - Dr. Henry Video Shoot

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Thanks Corinna!

It's very nice to meet you, Sara. Please see attached photos of the classroom at Eagle View.

What time did you want to do a walk through on Monday? I am free from 10:15-11:00 a.m. or any time after 1:30 p.m.

Kind regards,

Lisa McPhail

Communications & Community Engagement Manager
Greater Victoria School District No. 61
Office: 250.475.4103
Cell: 778.679.5049

www.sd61.bc.ca | [@sd61schools](https://www.instagram.com/sd61schools)

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please destroy and notify the sender immediately.

From: Filion, Corinna GCPE:EX <Corinna.Filion@gov.bc.ca>
Sent: Thursday, August 6, 2020 3:36 PM
To: Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>; McPhail, Lisa <lmcp@mail@sd61.bc.ca>
Cc: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Zuzalek, Karolinka GCPE:EX <Karolinka.Zuzalek@gov.bc.ca>
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Warmly,

Sara Thaw

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

Emergency Information

This form is designed to have information that would be required in case of an emergency.

Child's Name:	Birth date:
---------------	-------------

Parent/Guardian Information

Parent #1/Guardian:		
Home Phone:	Work Phone:	Cell Phone:
Parent #2/Guardian:		
Home Phone:	Work Phone:	Cell Phone:
Emergency Contact:		
Relationship:	Phone:	Cell Phone:

Medical Information

Medical insurance/Care Card Number:			
Allergies/Conditions:			
<input type="checkbox"/> Asthma	<input type="checkbox"/> Allergies	<input type="checkbox"/> Diabetes	Other: _____
Notes:			

Other individuals who may pick up my child are

Name:	Phone:	Relationship to Child:
Name:	Phone:	Relationship to Child:

Your personal information is being collected under Section 26 of the Freedom of Information and Protection of Privacy Act for the purposes described above. If you have any questions regarding the collection of personal information under this Agreement, please contact

Name & Title	Business Address:	Phone:
--------------	-------------------	--------

WEDNESDAY AUGUST 14 – VIDEO SHOOT SCHEDULE

7:00AM	Crew arrives for set-up
7:30-8:00AM	Parents drop off kids Sign-in & sign-out Suzannah and Erin
8:15 AM	Kids in place in classroom (Erin & Suzannah) <ul style="list-style-type: none"> • B-roll • Scenes where kids practice their question • s.13 • Look through the box of books • Wash their hands
8:30 AM	Dr. Henry arrives
8:35 AM	Dr. Henry briefing and make-up (ST + JMP)
8:40 AM	Start shooting - Dr. Henry walks into school
8:45 AM	Walks down hallway into classroom
8:45	<p>Treatment #2:</p> <ul style="list-style-type: none"> • Scripted by teleprompter, still looks like it could be cut out • Hands controlling teleprompter (PS4 controller) - KH. • Looks directly to camera • Camera shooting off to the side (so she's not looking at the camera) <p>Dr. Henry reads:</p> <ul style="list-style-type: none"> • 2-4 x natural <p>Dr. Henry script:</p> <p>.. School is going to look different this year</p> <p>..</p> <p>..</p> <p>..</p>
9:00	Teleprompter reads
9:00	Kids on-break (Erin/Suzannah snacks & aerobics & bathrooms)
9:15	Kids back in place for take #2
9:15 - 9:30	Kid asks question #1 (3 times)
9:30 - 9:45	Kid asks question #2 (3 times)
9:45 - 10	Kid asks question #3 (3 times)

10:00 AM	BREAK: snack, bathroom, hand-washing
10:15-10:30AM	Kid asks question #4
10:30-10:45 AM	Kid asks question #5
10:45-11:20 AM	B-roll Kids playing on the playground
11:20 AM	Shoot over - kids sign-out
11:30 AM	Dr. Henry on a call s.22

s.13

Hierarchy of controls?

s.13

s.13

Education Content
15 posts.

s.13

Desire for graphics to look like
the creative \Rightarrow chalk-drawn look.

s.13

Mining \Rightarrow looking for content?
looking thru. ?

Health & Safety ~~document~~ PDF
C19 Protocols

- what happens to cohort \Rightarrow down heading
- needs to be more specific

▫ Outside the classroom.

Send to Kaitlyn so she can
clean & populate.

▫ Need ppl to send the livestream emails.

Dr. Henry vids.

Teachers

Parents

Students

3 hrs w, Dr. Henry

Tues. Aug. 11 or 12.

Treatment

grade school students ask Qs

Dr. Henry answer them.

▫ Find kids

- Email

s.13

Eagle View Elem.

Key takeaway?

Audience:

What messages will this vid share?

W

Reasoning the students

What school yr will look like

Yes to high school kids.
Multiple ages.

s.22

Healthy distance
learning group vs. cohort

✓ Quote graphic DBH return to school
"layers of protection"

▷ HOBc which next one

✓ Time is booked. When? 8:30-10 W & R.

- No orange → yellow & black
colours, ^{no} logos. is great
- What to wear →
 - Colouring sheets
 - Sanitize felts / pencil crayons
 - Bring own snacks & water bottles.
 - Bring own felts / pencil crayons
 - Address & details for kids.
 - Masks
 - When to arrive
 - # of ppl in a space.

Thw. In Person Research (modelling)

Date

s.22

- Follow up w, [redacted]
 - ✓ □ Livestream reminder Tweet *Sched*
 - Daily Summary.
 - ✓ □ BCEBW post ASAP
 - Prep content for kids.
 - Schedule livestream posts for wed.
 - Prep ~~flow~~ flow for students.
- Suzannah → cotton pad.
Kids in room by 815 am.

7a - crew for setup.
730 - parents start drop off
815 kids in classroom

9a - brk for kids.
915 - back in class.

How to manage bathroom
brks btwn

1045 - 11?

- ~~Water~~ water bottles?
- Granola bars x 12.
- Piece of fruit x 12
- Hand sanitizer
- Hand wipes?

- Grocery bags x 2
- Forms □ Sign In □ Release □ Med info
- Clip boards
- Foldable table
- Pens x 6
- Tissues
- Laptop & chargers
- Phones
-

EDU Content posts

Can authenticate w/ Hootsuite using corp. network credentials. Security Assertion Markup Language (SAML)

Host Enterprise Account Mgr.

16 reels. Clone of Tik Tok
15s to music
Filters. Effects.

New options for education.
coming out from ministry.

s.13

- We've heard from ^{lot} parents who have questions about return to school. \Rightarrow Review posts w, that lens.
- ✓ Near final. Want to show you before we go live. FYI \Rightarrow want you to see it first.

Will be broadcast on TV next wk.

This is the first of a couple of pieces. Nxt ones

Dr. Henry really loved meeting your child. She appreciated getting to see them, and has shared that w, us.