

From: Shaw, Rob
To: [Holmwood, Jen](#) PREM:EX
Subject: Re: ads
Date: Wednesday, September 27, 2017 10:15:56 AM

Who in gov can speak to this on day 2?

Particularly the idea of merit-based hiring and the NDP's previous promises to work with the auditor general to make sure advertising was non-partisan. Is that still happening, etc?

From: Jen Holmwood <Jen.Holmwood@gov.bc.ca>
Date: Wednesday, September 27, 2017 at 8:07 AM
To: Postmedia Inc <rshaw@postmedia.com>
Subject: RE: ads

A correction, though it may be a little late now: The people in the videos were not actors – those were people with authentic stories.

From: Shaw, Rob [<mailto:rshaw@postmedia.com>]
Sent: Tuesday, September 26, 2017 3:10 PM
To: Holmwood, Jen PREM:EX
Subject: Re: ads

Ok thanks.

The lawyer thing would be relevant to include I guess if the government was hiring her as, you know, a lawyer.

From: Jen Holmwood <Jen.Holmwood@gov.bc.ca>
Date: Tuesday, September 26, 2017 at 2:32 PM
To: Postmedia Inc <rshaw@postmedia.com>
Subject: RE: ads

Yes. Niki Sharma, the highly qualified lawyer, social justice advocate and former Vancouver parks board chair.

From: Shaw, Rob [<mailto:rshaw@postmedia.com>]
Sent: Tuesday, September 26, 2017 2:25 PM
To: Holmwood, Jen PREM:EX
Subject: Re: ads

And one more thing, the Niki Sharma listed as hired as an MA, she's the former Vision parks board chair, right?

ROB SHAW
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From: Jen Holmwood <Jen.Holmwood@gov.bc.ca>
Date: Tuesday, September 26, 2017 at 1:54 PM
To: Postmedia Inc <rshaw@postmedia.com>
Subject: RE: ads

You're welcome to use that line. And you're correct that GCPE staff did produce the video.

From: Shaw, Rob [<mailto:rshaw@postmedia.com>]
Sent: Tuesday, September 26, 2017 1:33 PM
To: Holmwood, Jen PREM:EX
Subject: Re: ads

Hmmmm... okay thanks.

But that statement is god awful.

My story is shaping up to be a mix of both the website, with a larger look at how many partisan staffers are hired to positions in GCPE, MA, etc etc. Including the failed 2013 candidate, and Horgan's comments in 2013 on the issue of governments using taxpayer money to pay for failed candidates.

This is the only usable line I could see in it

- It is both normal and necessary to hire staff who share the government's vision and can implement its commitments. Our government has been fully transparent about its staff appointments, including salaries.

Do we know who produced the video on the BetterBC website? Because the gov hired the NDP party videographer guy, Stephen Hargreaves, as a video producer in GCPE, my assumption is that he did it.

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From: Jen Holmwood <Jen.Holmwood@gov.bc.ca>
Date: Tuesday, September 26, 2017 at 1:12 PM
To: Postmedia Inc <rshaw@postmedia.com>
Subject: RE: ads

Hi again,
Everyone is occupied at UBCM, but I can give you this in response to your questions:

Background:

<!--[if !supportLists]--> <!--[endif]-->No money has been spent promoting the video or site.
They are intended to highlight the major changes in policy and funding in the Budget Update.

<!--[if !supportLists]--> <!--[endif]-->Our government remains committed to strengthening advertising standards to ensure confidence that public funds are being used responsibly.

<!--[if !supportLists]--> <!--[endif]-->It is both normal and necessary to hire staff who share the government's vision and can implement its commitments. Our government has been fully transparent about its staff appointments, including salaries.

And a statement from me as spokesperson if needed:

"The BC NDP made a commitment to build a better BC and make government work for people again. Our Budget Update took first steps to follow through on this commitment, and this website highlights progress on our commitments to make life more affordable, improve services, and build a strong, sustainable economy. We have hired a diverse and skilled team of staff that will work every day to move forward on the promises we made to British Columbians. We are extremely proud of the strong staff team we have assembled to support our elected officials as they work to make life better for people."

From: Holmwood, Jen PREM:EX
Sent: Tuesday, September 26, 2017 12:54 PM

To: 'Shaw, Rob'
Subject: RE: ads

Hey Rob,

Sorry – I've been stuck in back to back meetings all morning. Will have something for you very shortly.

Jen

From: Shaw, Rob [<mailto:rshaw@postmedia.com>]
Sent: Tuesday, September 26, 2017 9:15 AM
To: Holmwood, Jen PREM:EX
Subject: ads

Hey Jen,

I'd like to talk to someone about the BetterBC website, the quasi-campaign ad masquerading as a government video, and also about the hiring practices of the government.

I've been analyzing the OICs, and maybe one of the reasons the Gov ads look like NDP party ads is because the NDPgov hired the party's campaign videographer to GCPE, along with a bunch of other party hacks (digital folks, campaigners, party employees, financial agents, a failed candidate, some Vision people, and a whole whack of constituency assistants to NDP MLAs).

Who would you recommend?

Rob

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