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2940 Virtual Way  
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T 604 270 0649  
www.bclc.com

VIA EMAIL

February 4, 2020

[applicant information]

Dear

Re: Request for Records: BCLC File 20-009

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British Columbia Lottery Corporation (BCLC) writes further to your January 8, 2020 request under B.C.'s *Freedom of Information and Protection of Privacy Act* (FIPPA), BCLC's letter dated January 9, 2020 (sent via e-mail on January 22, 2020) and an email exchange between you and BCLC on January 10, 2020.

Your original request was for:

"Regarding the Jan. 6, 2020 BCLC animated Tweet: "Suspicious transactions at B.C. casinos have dramatically declined..."

A copy of the business case and procurement report for the video (including justification for sole-sourcing, if there was no competitive process); the list of contractors and subcontractors and the amounts they were each paid to write, shoot, edit and produce the video; the script and production notes; and records about publishing to social media and other channels."

You clarified this request via email on January 10, 2020 to be for:

"Regarding the Jan. 6, 2020 BCLC animated Tweet: "Suspicious transactions at B.C. casinos have dramatically declined..."

A copy of the business case and procurement report for the video (including justification for sole-sourcing, if there was no competitive process); the list of contractors and subcontractors and the amounts they were each paid to write, shoot, edit and produce the video; the script and production notes; and correspondence about the conception, creation, editing, production and approvals of the content on social media and other channels."

In response to your request for the business case, the procurement report and a list of the contractors and subcontractors and the amounts paid to them, BCLC has no records because the project was performed in-house at BCLC.

BCLC is providing 56 pages of records in response to your request for the script, production notes and correspondence about the conception, creation, editing, production and approvals of the content on social media and other channels. Some information has been withheld from disclosure under sections 13, 17 and 22 of FIPPA.

An additional 15 pages have been withheld in their entirety under section 13 of FIPPA.

Below are the reasons for withholding information under each of the exceptions to disclosure noted.

**Section 13 (policy advice or recommendations)**

The information withheld under this section constitutes advice and recommendations by BCLC staff and others to BCLC decision makers. Specifically, the records contain draft versions of final records that have been provided in BCLC's response.

**Section 17 (harm to the financial or economic interests of BCLC)**

The information withheld under this section is harmful to BCLC's financial or economic interests because disclosure would reveal the private cell phone numbers of several BCLC employees, which could necessitate changing the numbers with an associated cost to BCLC.

**Section 22 (harm to personal privacy)**

The information withheld under this section consists of the personal information of BCLC employees. It would be an unreasonable invasion of personal privacy if disclosed.

The full text of sections 13, 17 and 22 can be found at:  
[http://www.bclaws.ca/Recon/document/ID/freeside/96165\\_00](http://www.bclaws.ca/Recon/document/ID/freeside/96165_00)

These records will be published a minimum of five business days after release at:  
<https://corporate.bclc.com/who-we-are/corporate-reports/reports-disclosures.html>

If you have any questions or concerns regarding BCLC's processing of your request, please contact me at [ksimcoe@bclc.com](mailto:ksimcoe@bclc.com), via mail or at (250) 852-5228.

Additionally, under section 52 of FIPPA, you may ask the Information and Privacy Commissioner to review this reply to your request for information. You have 30 business days from the receipt of this notice to request a review by writing to:

Office of the Information and Privacy Commissioner for British Columbia  
P.O. Box 9038, Station Provincial Government  
Victoria, BC V8W 9A4

T (250) 387-5629 F (250) 387-1696  
Email [info@oipc.bc.ca](mailto:info@oipc.bc.ca) Online [www.oipc.bc.ca](http://www.oipc.bc.ca)

Sincerely,  
[original signed by]

Kevin Simcoe  
Senior Freedom of Information Analyst

Enclosure

You can have confidence in BC Casinos, because BCLC and others who have a stake in protecting our system continue to combat money laundering.

For starters, we ban hundreds of people linked to criminals. Because they don't belong anywhere near our casinos, players or staff...

We also know our players - particularly those making transactions of \$10 thousand dollars or more... they cannot remain anonymous...

...And we require bank-level proof of funds for buy-ins of \$10 thousand dollars or more.

For players who win, or wish to cash out, we impose strict rules regarding how cheques are issued to them and when.

We also have layers of security and surveillance...

...And detect and report criminal or suspicious behaviour to police and regulators.

BCLC is one of many organizations working to prevent money laundering in casinos.

Our role in this effort is to identify and report certain transactions.

We collaborate with our casino operators, provincial and federal regulators, and police – which has the power to investigate.

As a result of BCLC's actions, suspicious transactions have dramatically declined over the past several years.

In fact, yearly independent reviews continue to confirm our work's effectiveness in meeting all requirements.

Although suspicious transactions remain low, we continue to work hard to ensure that BC casinos remain fun and safe for all British Columbians.

That's our commitment.

Interested in learning more? Please visit [bclc dot com](http://bclc.com).

## Kevin Simcoe

---

**Subject:** AML animation

**Start:** Thu 08/08/2019 10:00 AM  
**End:** Thu 08/08/2019 10:30 AM  
**Show Time As:** Tentative

**Recurrence:** (none)

**Meeting Status:** Not yet responded

**Organizer:** Lara Gerrits  
**Required Attendees:** Tyler Roy; Miko Pozzobon

Hi Guys,

I have some feedback from Jim and the AML steering committee regarding your wonderful storyboard! Hoping to walk through it with you both. Let me know if this time works.

Cheers,

Lara

## Kevin Simcoe

---

**Subject:** FW: AML Animation Project Update  
**Location:** Jim's Van Office  
  
**Start:** Thu 15/08/2019 1:00 PM  
**End:** Thu 15/08/2019 1:30 PM  
**Show Time As:** Tentative  
  
**Recurrence:** (none)  
  
**Meeting Status:** Not yet responded  
  
**Organizer:** Jim D. Lightbody

Hi Tyler,

Jim can meet with us on Thursday at 1. Let me know if this works for you. Maybe you, me and Miko can chat on Wednesday prior to this, too.

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

**From:** Jim D. Lightbody  
**Sent:** August-08-19 10:29 AM  
**To:** Jim D. Lightbody; Lara Gerrits  
**Subject:** AML Animation Project Update  
**When:** August-15-19 1:00 PM-1:30 PM (UTC-08:00) Pacific Time (US & Canada).  
**Where:** Jim's Van Office

**Kevin Simcoe**

---

**Subject:** AML animation discussion  
**Location:** creatives services area

**Start:** Fri 06/09/2019 1:30 PM  
**End:** Fri 06/09/2019 2:00 PM  
**Show Time As:** Tentative

**Recurrence:** (none)

**Meeting Status:** Not yet responded

**Organizer:** Lara Gerrits  
**Required Attendees:** Miko Pozzobon; Tyler Roy

## Kevin Simcoe

---

**Subject:** AML animation discussion  
**Location:** creatives services area

**Start:** Mon 09/09/2019 1:30 PM  
**End:** Mon 09/09/2019 2:00 PM  
**Show Time As:** Tentative

**Recurrence:** (none)

**Meeting Status:** Not yet responded

**Organizer:** Lara Gerrits  
**Required Attendees:** Miko Pozzobon; Tyler Roy

## Kevin Simcoe

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**Subject:** AML Animation Voice Over  
**Location:** Vacant Exec Office - 2nd floor by Communications  
  
**Start:** Fri 25/10/2019 2:00 PM  
**End:** Fri 25/10/2019 3:00 PM  
**Show Time As:** Tentative  
  
**Recurrence:** (none)  
  
**Meeting Status:** Not yet responded  
  
**Organizer:** Lara Gerrits  
**Required Attendees:** Sam Macmillan; Laura Piva-Babcock; Matt Lee

Hi Sam,

Thanks for your amazing-ness in helping with a voice over for the AML animation. I am going to share an updated script with you early next week – we are making some refinements to make it a bit more friendly.

Laura is going to coach you through the voice over (via phone) and Matt is going to provide the needed equipment.

You rock. Really appreciate it.

Cheers,

Lara



## Kevin Simcoe

---

**Subject:** AML animation  
**Location:** Tyler's desk  
  
**Start:** Mon 16/12/2019 11:30 AM  
**End:** Mon 16/12/2019 11:45 AM  
**Show Time As:** Tentative  
  
**Recurrence:** (none)  
  
**Meeting Status:** Not yet responded  
  
**Organizer:** Lara Gerrits  
**Required Attendees:** Tyler Roy; Cecilia Ho

Hi Tyler, can Ceci and I pop by at this time to give some minor feedback on the latest AML animation?

Cheers,

Lara

**Kevin Simcoe**

---

**From:** Lara Gerrits  
**Sent:** August-08-19 10:30 AM  
**To:** Jim D. Lightbody  
**Subject:** Accepted: AML Animation Project Update

**Kevin Simcoe**

---

**From:** Lara Gerrits  
**Sent:** August-09-19 10:35 AM  
**To:** Jim D. Lightbody  
**Subject:** Accepted: AML Animation Project Update

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** June-27-19 11:28 AM  
**To:** Miko Pozzobon; Tyler Roy  
**Subject:** AML animation script  
**Attachments:** AML video\_shot list and suggested content\_May 30 2019.docx

Hello....

I know you guys are both out of the office. And I know I am late on sending this to you. Here is the animation script that we briefly discussed... I am hoping to sit down and chat through potential visuals and process. I will set up a time for that. Invitation coming... ☺

Cheers,

Lara

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** July-26-19 3:27 PM  
**To:** Laura Piva-Babcock  
**Subject:** FW: AML animation  
**Attachments:** AML-storyboard.pdf

Hi Laura,

First draft of the AML animation storyboard for your review. I can walk you through this next week, too.

Cheers,

Lara

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Tyler Roy  
**Sent:** July-26-19 2:29 PM  
**To:** Lara Gerrits ; Miko Pozzobon  
**Subject:** Re: AML animation

Hi Lara,  
Attached is the updated AML storyboard from what we discussed today.  
Let me know if anything has been missed.  
Cheers.  
Tyler

---

**From:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Date:** Thursday, July 25, 2019 at 12:21 PM  
**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>, Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>  
**Subject:** Re: AML animation

Thanks Lara! See you tomorrow!

---

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Date:** Thursday, July 25, 2019 at 12:03 PM  
**To:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>, Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>  
**Subject:** RE: AML animation

I sure do. Let me know what works best for you. My calendar is up to date. 😊

And thank you! 😊

Lara Gerrits

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
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**From:** Tyler Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>

**Sent:** July-25-19 10:52 AM

**To:** Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>; Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Subject:** Re: AML animation

Hi Lara,

Im working on finalizing the storyboard for you today, and Im wondering if you have some time tomorrow to go over it?  
Hope all is well.

Tyler

**From:** Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>

**Date:** Tuesday, July 23, 2019 at 10:06 AM

**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Cc:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>

**Subject:** Re: AML animation

I'll speak to Tyler today and let you know where we stand.

Thanks Lara.

Miko J. Pozzobon

Manager, Creative Services

2940 Virtual Way, Vancouver, BC, V5M 0A6

T 604 225 6463

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**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Date:** Tuesday, July 23, 2019 at 9:25 AM

**To:** Miko Pozzobon <[mpozzobon@bclc.com](mailto:mpozzobon@bclc.com)>

**Subject:** AML animation

Hi Miko,

We chatted about that AML animation a couple weeks ago with Tyler and you asked me to hold off on doing a creative request until you and Tyler could chat together re: workload/timing. Let me know where we're at and if I'm good to put in that request and/or if Tyler has already started any work on this? Just want to ensure that it doesn't drop off....

Really appreciate it!

Cheers,

Lara

**Lara Gerrits**

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066C s 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** August-08-19 10:21 AM  
**To:** Jen Viau  
**Subject:** AML animation request

Hi Jen,

Wondering if I can grab 15 minutes of Jim's time next week on the afternoon of August 15 (Thursday) or morning of the 16<sup>th</sup> (Friday) to get his feedback on an anti-money laundering animation I am working on. Is he in Vancouver and does he have any availability? He has provided initial feedback to Laura on this project, and we are making some updates based on that and would like to get any additional feedback/approval on storyboards before the animation work begins.

Cheers,

Lara

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** August-13-19 11:34 AM  
**To:** Miko Pozzobon  
**Subject:** RE: AML storyboard

OK thanks. Are you thinking both of you will be coming to the meeting? I think just one person is fine... it will be more focused on overall strategy and script vs. the small details of the animation, but just want you or Tyler to hear any feedback directly and explain nuances of animation should he have questions.

Cheers,

Lara

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Miko Pozzobon  
**Sent:** August-13-19 10:19 AM  
**To:** Lara Gerrits  
**Subject:** Re: AML storyboard  
**Importance:** High

Hi Lara,

Tyler will get you an updated storyboard with your revised script. We both are in an all day Agile meeting tomorrow and will be sneaking out to meet with you and Jim.

Miko J. Pozzobon

Manager, Creative Services

2940 Virtual Way, Vancouver, BC, V5M 0A6

T 604 225 6463

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Lara Gerrits <[LGerrits@bcllc.com](mailto:LGerrits@bcllc.com)>

**Date:** Monday, August 12, 2019 at 4:55 PM

**To:** Tyler Roy <[TJRoy@bcllc.com](mailto:TJRoy@bcllc.com)>, Miko Pozzobon <[mpozzobon@bcllc.com](mailto:mpozzobon@bcllc.com)>

**Subject:** AML storyboard

Hi Guys,

In advance of the meeting with Jim on Wednesday re: the AML animation, I wanted to send through the slightly amended Voice Over script to accompany your amazing storyboard. Are you able to please update the script on your storyboard so that we are providing a complete updated draft to him for his review? I am in Kamloops tomorrow (Tuesday), but happy to take a look at updated storyboards if you have them to share prior to the meeting with Jim.

Thanks again! ☺

Lara

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** September-03-19 2:54 PM  
**To:** Tyler Roy; Miko Pozzobon  
**Cc:** Laura Piva-Babcock  
**Subject:** RE: revised AML shot list

Hi All,

s 22 and wanted to follow up and see where this one is at. Were you guys able to revise the storyboards?

Cheers,

Lara

**Lara Gerrits**

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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**From:** Lara Gerrits  
**Sent:** August-16-19 3:10 PM  
**To:** Tyler Roy ; Miko Pozzobon  
**Cc:** Lara Gerrits ; Laura Piva-Babcock  
**Subject:** revised AML shot list

Hi Miko and Tyler,

Based on our meeting with Jim earlier this week, attached is a revised script (and suggested visuals) that incorporate his feedback which is mostly related to order (and one additional section re: independent reviews/audits). Tyler, I'll leave the storyboards back up on your desk; I'm sure Miko can provide any other context to my notes based on Jim's feedback to us.

s 22 – however, I would like to keep this one moving forward as much as possible. If you guys have a revised storyboard to share, you can do so with Laura (copied) and she can provide any additional feedback/sign off before you begin animating. I'm confident that the attached version incorporates Jim's feedback with respect to the visuals/animation/order of things, although we can still adjust the voice over/script language if needed.

Thanks for all of your amazing and hard work on this project. I'm excited to move things along to the next step and be able to share this externally this fall ☺

Cheers,

Lara

**Lara Gerrits**

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** September-10-19 8:13 AM  
**To:** Laura Piva-Babcock  
**Subject:** Re: For approval: AML animation

Thanks, will do.

One thing: I discussed changing the creative for the audit slide (12) with Miko but forgot to mention that to you. Instead of having it be another person at a desk (you suggested adding an auditor looking over a BCLC employee - which I agree makes more sense), I suggested just a hand going through a generic checklist. Are you okay with that? Or do you prefer having it be people focused. If so, I'll go with your suggestion. Give me a call if easier to chat. I'm on my cell.

Lara Gerrits  
Manager, Media & Issues Management  
C: s 17(1)

On Sep 10, 2019, at 7:42 AM, Laura Piva-Babcock <[LPiva-Babcock@bclc.com](mailto:LPiva-Babcock@bclc.com)> wrote:

Hi Lara,

This is really close. Here are some thoughts from me. Can you also walk Katie through this? I know she's working from home but perhaps send it to her and walk her through over the phone. I think a second set of eyes will be helpful before we go into full animation.

Thanks for this.

Scene 1 – add this in ...because BCLC and others who have a stake in protecting our system....

Can we flip scene 2 and 3. So we start with – for starters – we ban criminals etc. and then go to the \$10,000.

Because the scene after the current scene 3 talks about bank level proof. You might need to re-work the script slightly to make it fit

Scene 6 – do we need this slide/text? I think it will flow better if we go from bank level proof to “and for those who win or want to cash out we xyz”

Scene 9 – at the end of that sentence can add something like ...who have investigative powers”

Scene 12 – can this be someone in a blue suit with a clip board. Standing over someone from BCLC looking at their computer. And on the computer screen be a chart with rows and numbers.

Scene 13 - Although suspicious transactions are down, we continue to take action so that casinos remain safe and fun for all British Columbians. That's our commitment.” (can this be a casino scene? Maybe it's the scene 6 image.

Laura Piva-Babcock

Director, Communications

74 West Seymour Street, Kamloops, B.C. V2C 1E2

T 250 828 5576 C s 17(1)

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**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Sent:** September 9, 2019 2:26 PM

**To:** Laura Piva-Babcock <[LPiva-Babcock@bclc.com](mailto:LPiva-Babcock@bclc.com)>

**Subject:** For approval: AML animation

Hi Laura,

Attached for your review is an updated AML storyboard. I went over this with Jim while s 22 and he asked to put all of the casino scenes together so that it was a bit more representative of a player's journey. He also asked to add something about annual audits, and to change up the script a bit re: cheque controls. The scene 12 and 13 script both use the word "continue(s)" so I need to mix that up as it's too much of the same word, but otherwise I'm happy with this and would like to proceed, with your approval.

Next steps are:

- Record voice over (my recommendation is to try Matt Lee and see how it sounds – we could also hire an external voice-over artist... perhaps if we want a woman's voice – however, I think male is fine for this)
- Build out the animation further and in sync to the voice-over

Cheers,

Lara

Lara Gerrits

Manager, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** September-23-19 11:52 AM  
**To:** Matt Lee  
**Subject:** FW: AML animation  
**Attachments:** AML-storyboard-SEPT20.pdf

Let me know when works for you to do the voice over. Can we do this week?

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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**From:** Tyler Roy  
**Sent:** September-20-19 4:25 PM  
**To:** Lara Gerrits  
**Subject:** Re: AML animation

Hi Lara,  
Please see attached.  
Best.  
Ty

---

**From:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Date:** Thursday, September 19, 2019 at 3:48 PM  
**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Subject:** Re: AML animation

Hey Lara! Sorry for the delay, I will have edits for you tomorrow. Also I don't believe we need to be involved with the audio recording. Sounds like the two of you have it handled.  
Cheers.

---

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Date:** Wednesday, September 18, 2019 at 3:05 PM  
**To:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Cc:** Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>, Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>  
**Subject:** RE: AML animation

Hi Tyler,

No pressure – but just wanted to touch base with you on this one and also tee up a time for Matt to do the voice over.

Cheers,

lara

**Lara Gerrits**

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066C s 17(1)

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**From:** Tyler Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Sent:** September-13-19 3:22 PM  
**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Cc:** Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>; Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>  
**Subject:** Re: AML animation

Thanks Lara!

I'll have these edits to you early next week.

Cheers.

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Date:** Thursday, September 12, 2019 at 2:58 PM  
**To:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Cc:** Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>, Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>, Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>  
**Subject:** AML animation

Hi Tyler,

I showed the updated AML animation storyboard to Laura and she had a couple of minor changes to the script (and animation). Please see attached and let me know if you have any questions. I think we're ready to do the voice over. Matt Lee on my team, s 22, has agreed to do it... he also has a professional mic that plugs right into the computer. Let me know how you guys should be involved or if you want us to roll with recording the voice over... we'll likely do early next week.

You rock – thank you!!!

Cheers,

Lara

**Lara Gerrits**

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.



## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** September-24-19 11:00 AM  
**To:** Matt Lee  
**Subject:** RE: AML animation voiceovers

Thanks. Is there one that is your favourite/recommended?

Cheers,

lara

**Lara Gerrits**  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Matt Lee  
**Sent:** September-24-19 10:59 AM  
**To:** Lara Gerrits  
**Subject:** AML animation voiceovers

Hi Lara,

A few versions attached here – note there are multiple takes in each file. If none of these versions work, let me know and we can always try again.

**Matt Lee**  
Communications Officer, Media & Issues  
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6  
T 604 228 3032 C s 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** September-27-19 8:40 AM  
**To:** Laura Piva-Babcock  
**Subject:** RE: AML animation

McMillan? I wonder if it should be a female. I've asked Matt to do again and we'll see... s 22

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Laura Piva-Babcock  
**Sent:** September-27-19 8:35 AM  
**To:** Lara Gerrits  
**Subject:** Re: AML animation

There's also sam in e gaming. s 22

. If Matt can't nail it. L

---

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Date:** September 27, 2019 at 8:25:02 AM PDT  
**To:** Laura Piva-Babcock <[LPiva-Babcock@bclc.com](mailto:LPiva-Babcock@bclc.com)>  
**Subject:** FW: AML animation

Hi Laura,

This is the updated storyboard for the AML animation. Matt recorded a voice over earlier this week... it's very news-anchor-y which I don't think is the right tone. I want to ask him to do it again in a bit more of a friendly tone... once we nail the voice over, they will animate to that.

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Tyler Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Sent:** September-25-19 2:46 PM

**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Subject:** Re: AML animation

Hi Lara,  
Please see attached.  
Cheers.

---

**From:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Date:** Monday, September 23, 2019 at 9:53 AM  
**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Subject:** Re: AML animation

Of course!  
Ill be fine tuning all the scenes, this is more of just to get the story rolling.

---

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Date:** Monday, September 23, 2019 at 8:50 AM  
**To:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Subject:** RE: AML animation

Thanks, Tyler. My only feedback is on Scene 3...can we please make these three more diverse? And do we need the creative on slide 11 or can that just be slide 12? If you think we need it for slide 11 for flow... it should be more of a BCLC office setting (similar to scene 8) and with somebody in a suit with a clipboard looking over her shoulder (i.e. her work is getting audited)... to transition into the checklist.

We will do the voice over this week!

**Lara Gerrits**  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 s 17(1)

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**From:** Tyler Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Sent:** September-20-19 4:25 PM  
**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Subject:** Re: AML animation

Hi Lara,  
Please see attached.  
Best.  
Ty

---

**From:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>  
**Date:** Thursday, September 19, 2019 at 3:48 PM

**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Subject:** Re: AML animation

Hey Lara! Sorry for the delay, I will have edits for you tomorrow. Also I don't believe we need to be involved with the audio recording. Sounds like the two of you have it handled.

Cheers.

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Date:** Wednesday, September 18, 2019 at 3:05 PM

**To:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>

**Cc:** Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>, Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>

**Subject:** RE: AML animation

Hi Tyler,

No pressure – but just wanted to touch base with you on this one and also tee up a time for Matt to do the voice over.

Cheers,

lara

**Lara Gerrits**

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Tyler Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>

**Sent:** September-13-19 3:22 PM

**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Cc:** Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>; Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>

**Subject:** Re: AML animation

Thanks Lara!

I'll have these edits to you early next week.

Cheers.

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Date:** Thursday, September 12, 2019 at 2:58 PM

**To:** Ty Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>

**Cc:** Miko Pozzobon <[MPozzobon@BCLC.com](mailto:MPozzobon@BCLC.com)>, Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>, Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>

**Subject:** AML animation

Hi Tyler,

I showed the updated AML animation storyboard to Laura and she had a couple of minor changes to the script (and animation). Please see attached and let me know if you have any questions. I think we're ready to do the voice over. Matt Lee on my team, s 22, has agreed to do it... he also has a professional mic that plugs right into the computer. Let me know how you guys should be involved or if you want us to roll with recording the voice over... we'll likely do early next week.

You rock – thank you!!!

Cheers,

Lara

**Lara Gerrits**

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** September-27-19 10:43 AM  
**To:** Matt Lee  
**Cc:** Laura Piva-Babcock  
**Subject:** RE: AML animation voiceovers

Hi Laura,

You can leave this one with me, and I'll make a recommendation to you as Matt is re-recording his as well. 😊

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Matt Lee  
**Sent:** September-27-19 10:37 AM  
**To:** Lara Gerrits  
**Cc:** Laura Piva-Babcock  
**Subject:** RE: AML animation voiceovers

Hi Lara and Laura,

Please see the attached. Eudora did five takes for us. She liked the last one (5) the most, and I liked (4) the most. Let me know what you think.

Matt

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Sent:** September-27-19 9:33 AM  
**To:** Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>  
**Subject:** Re: AML animation voiceovers

Ok, thanks. Laura asked for today if possible. Maybe you can let Eudora know that.

Lara Gerrits  
Manager, Media & Issues Management  
C: s 17(1)

On Sep 27, 2019, at 9:18 AM, Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)> wrote:

Hi – I've forwarded Eudora the script. Not sure she will have the time to voice today but will aim to get it done.

Matt

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Sent:** September-27-19 8:45 AM  
**To:** Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>  
**Subject:** RE: AML animation voiceovers

Hi again. I have another request. For comparison's sake, I'm wondering if we should ask a female to do one too. Are you able to ask Eudora if she would be willing to record this and help facilitate that? It would be great if we could do it today (not sure if you have your mic).

Cheers,

Lara

**Lara Gerrits**  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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**From:** Lara Gerrits  
**Sent:** September-27-19 8:39 AM  
**To:** Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>  
**Subject:** RE: AML animation voiceovers

Hi Matt,

Thanks for doing these. They're really good – however, I find the tone to be a bit news-announcer like (I acknowledge s 22 Are you able to take another crack at it with more of a friendly, conversational tone... and maybe just a touch slower? I noticed in some of these that you said sentences twice, etc. but if you're able to get through it with one clean recording that would be helpful too.

Cheers,

Lara

**Lara Gerrits**  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Matt Lee <[MLee@bclc.com](mailto:MLee@bclc.com)>  
**Sent:** September-24-19 10:59 AM  
**To:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Subject:** AML animation voiceovers

Hi Lara,

A few versions attached here – note there are multiple takes in each file. If none of these versions work, let me know and we can always try again.

Matt Lee

Communications Officer, Media & Issues  
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6  
T 604 228 3032 C s 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** October-07-19 3:37 PM  
**To:** Matt Lee; Laura Piva-Babcock  
**Subject:** AML animation voice over  
**Attachments:** AML-storyboard-SEPT25.pdf; AML Animation Script.docx

Hi Both,

Thanks for taking the time to work through the voice over tomorrow. Attached is the latest storyboard and the corresponding script.

There is redundancy in two sentences re: use of “\$10 –thousand dollars or more” but I think it’s needed for accuracy – I don’t think we can be general on those two points.

Cheers,

Lara

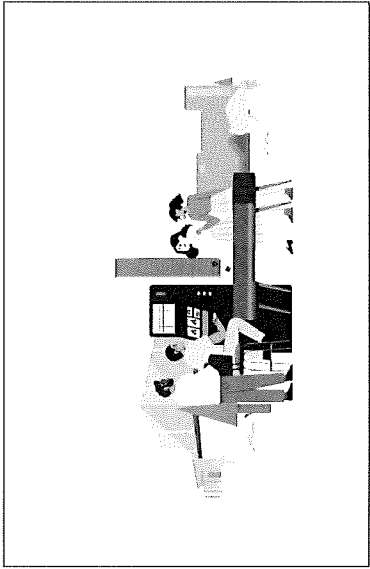
Lara Gerrits

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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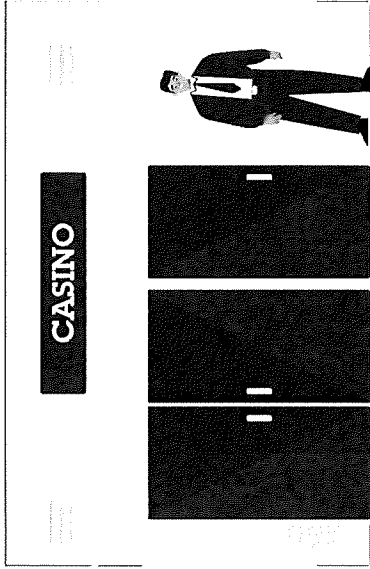
Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.



SCENE 1:

You can have confidence in BC Casinos, because BCLC and others who have a stake in protecting our system continue to combat the ever-evolving risk of money laundering.

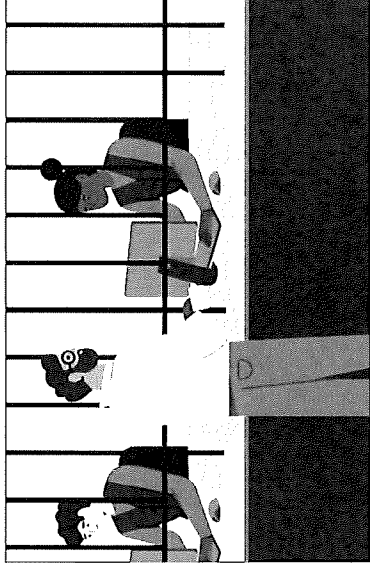
\*Illustration of people playing in casino (mixed demographic)\*



SCENE 2:

For starters, we ban hundreds of people linked to criminals who don't belong anywhere near our casinos, players or staff...

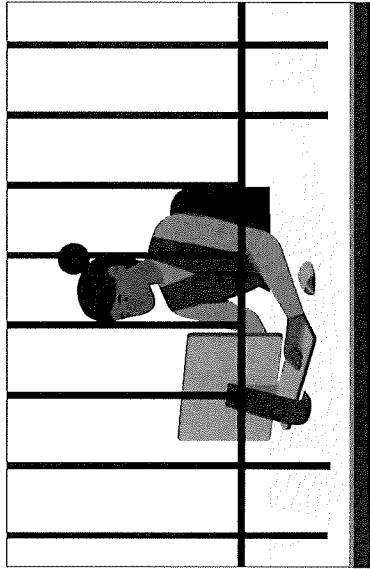
\*Doors slam shut, camera zooms into closed door\*



SCENE 3:

We also know our players making transactions of \$10,000 or more; they cannot remain anonymous....

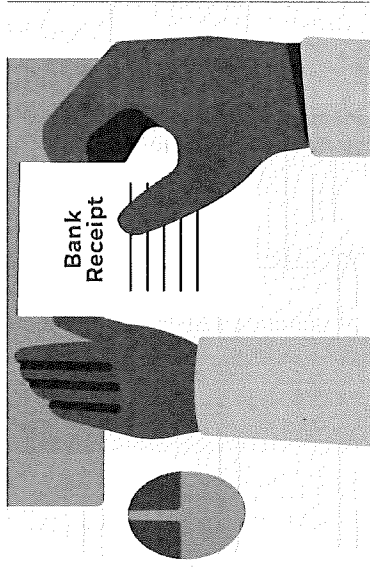
\*A player interacting face-to-face with a casino employee at a cash\*



SCENE 4:

... And we require bank-level proof of funds for buys-ins of \$10K or more.

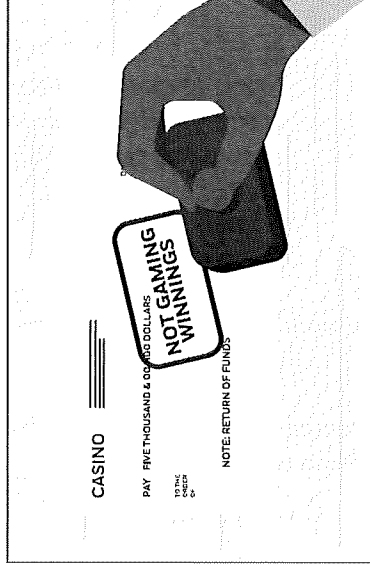
\*Agent typing\*



SCENE 5:

... And we require bank-level proof of funds for buys-ins of \$10K or more.

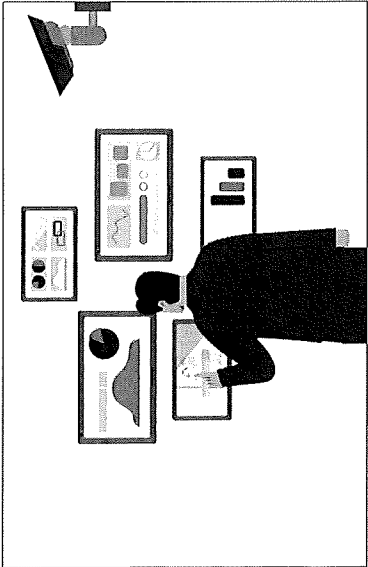
\*Agent checks bank receipt, camera pans left to the cheque\*



SCENE 6:

For players who win, or wish to cash out, we impose strict rules regarding how and when cheques are issued to them.

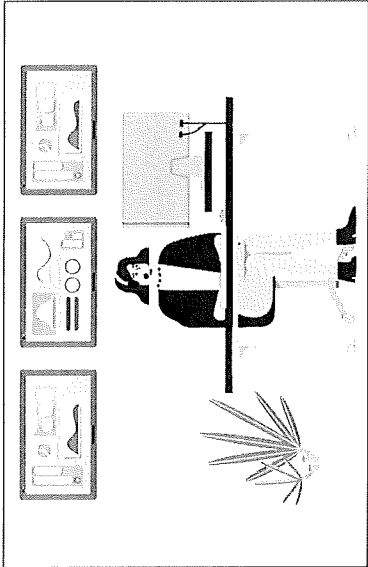
\*Zooms into cheque, agent rejects it\*



SCENE 7:

We also monitor all activity using layers of security and surveillance....

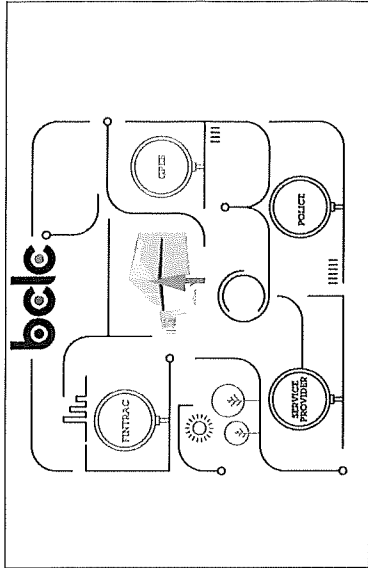
\*Agent monitoring security footage\*



SCENE 8:

... And detect and report criminal or suspicious behavior to police and regulators.

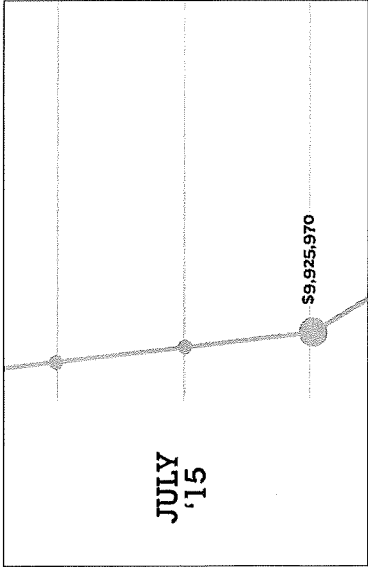
\*BCLC employee typing and talking\*



SCENE 9:

BCLC is one of many organizations working to prevent money laundering in casinos. Our role is to identify and report certain transactions. We also collaborate with other organizations like our casino service providers, provincial regulators, federal regulators, and police, who have investigative powers.

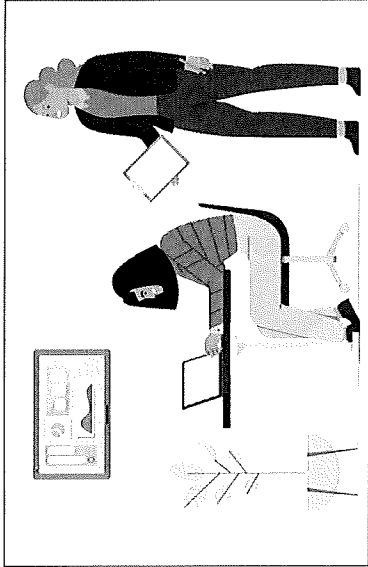
Service Provider flips to "B.C. Casinos". Provincial regulator flips to "provincial gambling regulator". FINTAC flips to "federal anti-money-laundering regulator". Police flips to "police light graphic".



SCENE 10:

As a result of BCLC's continued action on money laundering, suspicious transactions have dramatically declined over the past several years.

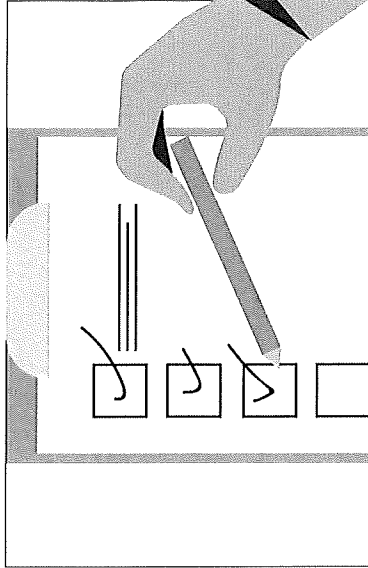
\*chart zooms out at the end to show how drastically STRs have declined \*



SCENE 11:

And yearly independent reviews continue to confirm our work's effectiveness in meeting all requirements.

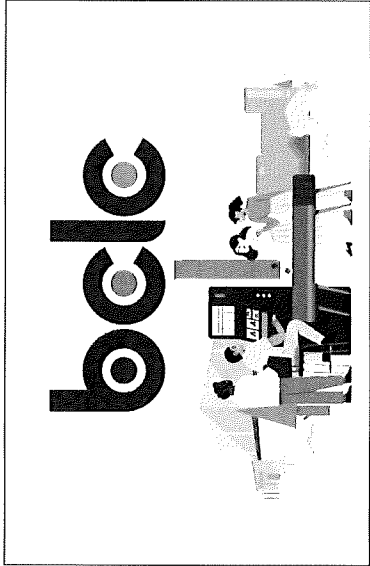
\*Independent auditor reviewing our program\*



SCENE 12:

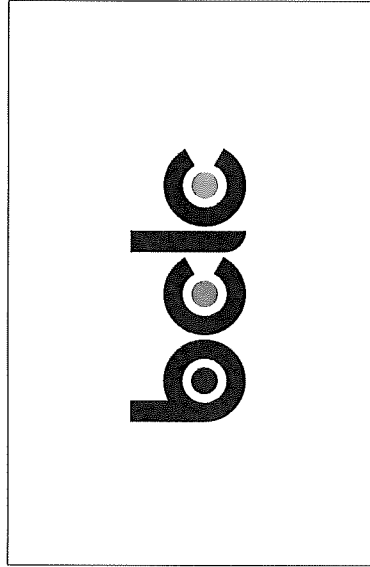
And yearly independent reviews continue to confirm our work's effectiveness in meeting all requirements.

\*checking off a checklist \*



SCENE 12:

While suspicious transactions remain low, our work continues to ensure that BC casinos remain fun and safe for all British Columbians. That's our commitment.



SCENE 13:

Interested to learn more? Please visit [bclic.com/anti-money-laundering](https://bclic.com/anti-money-laundering)

\*Logo and URL appear, fades to white\*

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** October-10-19 10:53 AM  
**To:** Cecilia Ho  
**Subject:** AML animation  
**Attachments:** AML Animation Script.docx; AML Animation VO - V1.2.mp3; AML-storyboard-SEPT25.pdf

Hi Cecilia,

Hoping you can help support on this AML animation. Attached is the storyboard/script/recorded voice over. As discussed yesterday during our team meeting, this is quite long. Also, we've sort of realized that the language is quite formal.... We would like to be friendly and informative.

Can you please make some recommendations on edits to the script to make it more friendly / plain language and some recommendations on the animation overall? Do you think we should do a longer version for the website, and a shorter one for social? What would that look like? Any other ideas/thoughts?

Cheers,

Lara

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** October-17-19 1:51 PM  
**To:** Sam Macmillan  
**Cc:** Laura Piva-Babcock  
**Subject:** AML Animation Script  
**Attachments:** AML Animation Script\_CH.docx; AML-storyboard-SEPT25.pdf

Hi Sam,

Here is the animation script. And also attached is the draft storyboard. As you read through the script, there might be some opportunities to mix up language a bit to ensure that it flows well for you. We can go through this next week when we do the recording.

If you take a look at this and have any recommendations on how to plain language further – we are open to additional perspectives. This is a tricky one in terms of using accurate language while also keeping it understandable to gen pop.

Thanks again.

Cheers,

Lara

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** November-07-19 10:23 AM  
**To:** Miko Pozzobon; Tyler Roy  
**Cc:** Cecilia Ho  
**Subject:** RE: AML animation

Hi both,

Our AML working group is meeting today and is asking for an update on timing for when you guys expect to have the animation complete. Thoughts on timing?

Cheers,

Lara

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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**From:** Miko Pozzobon  
**Sent:** October-29-19 8:02 AM  
**To:** Lara Gerrits ; Tyler Roy  
**Cc:** Cecilia Ho  
**Subject:** Re: AML animation

That's great Lara. Tyler and I will discuss and get back you soon.

Miko J. Pozzobon

Manager, Creative Services

2940 Virtual Way, Vancouver, BC, V5M 0A6

T 604 225 6463

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

**From:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Date:** Monday, October 28, 2019 at 3:53 PM

**To:** Tyler Roy <[TJRoy@bclc.com](mailto:TJRoy@bclc.com)>, Miko Pozzobon <[mpozzobon@bclc.com](mailto:mpozzobon@bclc.com)>

**Cc:** Cecilia Ho <[CHo@bclc.com](mailto:CHo@bclc.com)>

**Subject:** AML animation

Hi Both,

Thanks for your patience with the VO for the AML animation. It is now complete and attached. ☺ We are ready to move forward with the storyboard animation. Please let me know next steps and what else we can provide to support.

I'm copying in Ceci from my team who is going to be supporting with this project moving forward, as well.

Cheers,

Lara

Lara Gerrits

Manager, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6

T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.



## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** December-11-19 11:49 AM  
**To:** Cecilia Ho; Laura Piva-Babcock  
**Subject:** Feedback please: AML animation

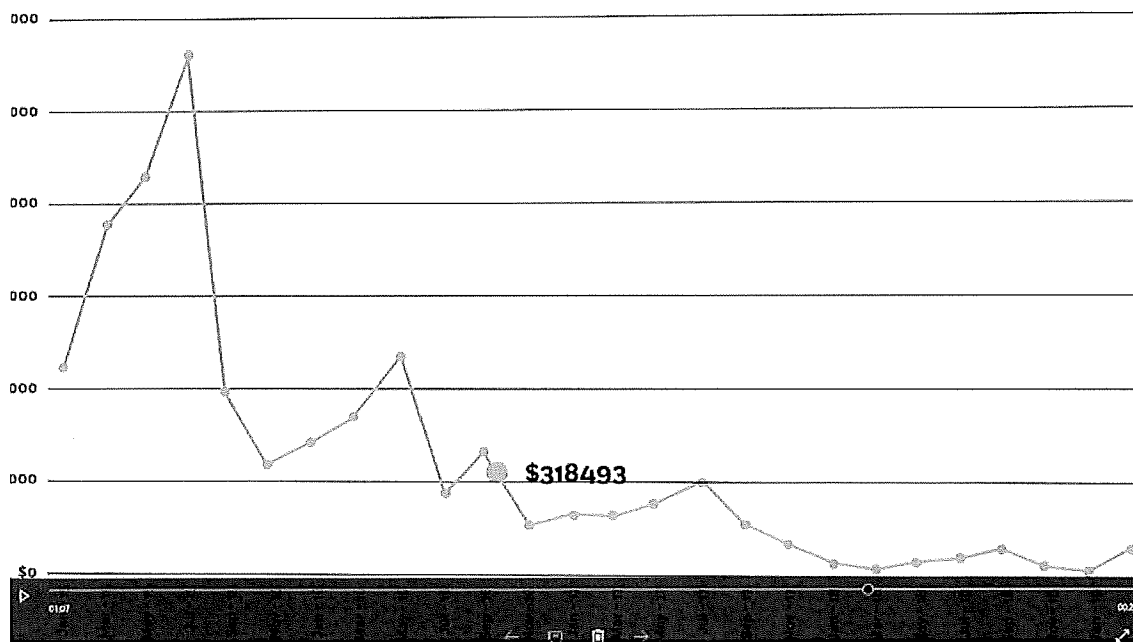
**Importance:** High

Hi Both,

Please let me know if you have any additional feedback on this. I'd like to get it to Tyler today so that we can have it updated and a revised version done by tomorrow morning for Laura to share with the AML steering committee.

My comments:

s 13(1)



Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** December-11-19 3:45 PM  
**To:** Tyler Roy  
**Subject:** Re: AML feedback

Rock on. Thank you! Let me know if you're dropping off or if I'm picking up :)

Lara Gerrits  
Manager, Media & Issues Management  
C:s 17(1)

On Dec 11, 2019, at 3:44 PM, Tyler Roy wrote:

Yep I was thinking the same thing. Will do.

**From:** Lara Gerrits <[LGerrits@bcllc.com](mailto:LGerrits@bcllc.com)>  
**Date:** Wednesday, December 11, 2019 at 3:43 PM  
**To:** Ty Roy <[TJRoy@bcllc.com](mailto:TJRoy@bcllc.com)>  
**Subject:** Re: AML feedback

I am leaving around 5 today. Wondering if you could save to a USB and leave on my desk or that I can grab on your desk? I think you're here later than I am typically....

Lara Gerrits  
Manager, Media & Issues Management  
C:s 17(1)

On Dec 11, 2019, at 3:35 PM, Tyler Roy <[TJRoy@bcllc.com](mailto:TJRoy@bcllc.com)> wrote:

Sounds, good, even the people having fun in the casino? Neutral mouth?

**From:** Lara Gerrits <[LGerrits@bcllc.com](mailto:LGerrits@bcllc.com)>  
**Date:** Wednesday, December 11, 2019 at 3:28 PM  
**To:** Ty Roy <[TJRoy@bcllc.com](mailto:TJRoy@bcllc.com)>  
**Subject:** AML feedback

Hi Tyler,

Here is some feedback from Laura on the animation. She is hoping to share with the AML steering committee tomorrow – her meeting is at 10 a.m.. So I am hoping to get a most up-to-date version by EOD today. I don't know if you can do all of this, but basically if you can send me an updated draft with as far as you can get today, that would be awesome.

- :14 – rather than slamming the door I think the security guy should be in front of the open door nodding his head “no” - slamming makes him look scared
- :00 – the teddy bear at the beginning is a weird first image for an AML video – maybe it starts with a tree and ends with a tree

- :40 – the woman should have a neutral mouth – not smiling (I would say the same for the rest of the people – neutral mouth all round)
- 1:00 – Can we add a title to the chart or something that says “Suspicious Transaction Amounts” so that it’s clear that we are talking about suspicious transactions being down (and not our revenue being down)
- Can you dial down the music and dial up the V/O?

Cheers,

Lara

Lara Gerrits

Manager, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6

T 604 228 3066C<sup>s</sup> 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** December-11-19 5:15 PM  
**To:** Laura Piva-Babcock  
**Subject:** AML animation for steering committee

**Importance:** High

Hi Laura,

The latest AML animation is saved here. This is not perfect/final. I still have a few minor comments... but will give the steering committee an idea of what it is and an opportunity to provide feedback before finalization.

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** December-18-19 2:55 PM  
**To:** Laura Tang  
**Subject:** You Tube

Hi Laura,

Can I ask for your assistance in getting an animation loaded up to our You Tube account? I'm hoping that it can be unlisted for now but that you can share the embed code with me, as we are going to be embedding this into the AML section of bclc.com.

SUGGESTED HEADLINE:

**BCLC's Commitment to Anti-Money Laundering in B.C. Casinos**

SUGGESTED DESCRIPTION:

**Learn more about how BCLC and others in the system are committed to ensuring B.C. casinos remain safe for players, employees and communities in B.C.**

I'll send the animation to you over Skype as it's a large file size.

Cheers,

Lara

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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## Kevin Simcoe

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**From:** Lara Gerrits  
**Sent:** December-19-19 5:05 PM  
**To:** Greg Moore; Brad Desmarais; Kevin Gass; Kevin deBruyckere; Daryl Tottenham; Bal Bamra; Kevin Sweeney  
**Cc:** Cecilia Ho; Tyler Roy; Laura Piva-Babcock  
**Subject:** New AML animation on bclc.com

Hello,

For the past number of months we have been working on some new content for bclc.com, namely an animation that demonstrates in plain, easy-to-understand language how we are safeguarding B.C. casinos today from money laundering. In addition to the animation, we've overhauled the messaging and tone of the AML hub on bclc.com to also ensure that it is understandable and friendly s 13(1)

You can find the new animation and the new information at this link: <https://corporate.bclc.com/anti-money-laundering.html>

Bringing this all to life was a team effort. Thanks to Tyler Roy in particular for his work to bring our animation vision to life, Cecilia Ho for taking a fresh, new approach to the copy, and the AML Unit overall for helping us to ensure accurate info in all of these pieces.

In January, we will be sharing vignettes from the animation on our social-media channels to build awareness and drive visits to the above link.

More to come! ☺

Cheers,

Lara

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** December-19-19 5:07 PM  
**To:** 'Dargie, Cathy GCPE:EX'; Timothy Chu (Timothy.Chu@gov.bc.ca)  
**Cc:** BCLC Media Relations  
**Subject:** AML animation on bclc.com

Hi Cathy,

As discussed on our call this afternoon, the new AML animation is now live on our website: <https://corporate.bclc.com/anti-money-laundering.html>

As mentioned, this is fact-based and designed to build awareness of how BCLC is working to safeguard casinos from money-laundering today and into the future. We aren't promoting the animation ... but in January will do some social-media to drive awareness of it and visits to the site.

Cheers,

Lara

Lara Gerrits  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

## Kevin Simcoe

---

**From:** Cecilia Ho  
**Sent:** December-20-19 12:18 PM  
**To:** Lara Gerrits; Matt Lee  
**Subject:** Kamloops Tech & AML Twitter Campaign  
**Attachments:** Twitter Campaigns - January 2020.docx

Hi Lara and Matt,

Please find attached the plan for the 2 upcoming Twitter paid posts.

I have one question. Should we link to the full Youtube video or should we link to the MR for the Kamloops Innovation Lab posts? Is there a way to upload the video to the MR page and kill 2 birds with one stone?

Thanks,

Cecilia Ho  
Communications Officer, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6  
T 604 228 3186 CS 17(1)

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## Kamloops Innovation Lab Campaign

Asset:	Kamloops Innovation Lab Event Video (social with captions)
Campaign Objective:	Website Clicks / Conversions
Copy:	<p><b>A:</b></p> <p>Our Technology Innovation Lab is helping fuel the growth of Kamloops' high-tech sector. Learn more about how our unique partnership with @TRU has made a difference in the community. <a href="#"><u>Link to full video.</u></a></p> <p><b>B:</b></p> <p>We're helping to drive the growth of B.C.'s tech sector!</p> <p>Our Technology Innovation Lab provides students with the opportunity to gain the hands-on experience they need to succeed in the tech industry. Learn more: <a href="#"><u>Link to full video.</u></a></p>
URL:	TBD when full video uploaded.
Ad Budget	<p><b>A:</b> \$100 – Kamloops &amp; immediate</p> <p><b>B:</b> \$150 – BC Wide</p>
Campaign Duration	8 days
Campaign Dates	Dec 23-30
KPI	<ul style="list-style-type: none"> <li>• Click-through</li> <li>• Engagement</li> <li>• Full video watches</li> </ul>
Targeting Considerations	<ul style="list-style-type: none"> <li>• Audience A – Kamloops, Kelowna, Vernon</li> <li>• Audience B – BC Wide</li> </ul>

## AML Animation Twitter Campaign

Asset:	AML Animation (3 shorts)
Campaign Objective:	Website Clicks / Conversions
Copy:	<p><b>A:</b></p> <p>The number and value of suspicious transactions at B.C. casinos have decreased dramatically since 2015. Find out how BCLC is safeguarding B.C. casinos.  <a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a></p> <p><b>B:</b></p> <p>We've taken action against money laundering in B.C. casinos.</p> <p>BCLC collaborates with a network of organizations to safeguard B.C. casinos. Learn about our role in combatting money laundering: <a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a></p> <p><b>C:</b></p> <p>We've implemented strict anti-money laundering policies, which includes requiring anyone buying-in with \$10,000 or more to prove the source of funds.</p> <p>For more ways we're taking action against money laundering, visit: <a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a></p>
URL:	<a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a>
Ad Budget	<p>\$300 total</p> <p>- allow organic reach for 24 hours before boosting</p>
Campaign Duration	12 days
Campaign Dates	January 6 – 18
KPI	<ul style="list-style-type: none"> <li>• Click-through</li> <li>• Engagement</li> <li>• Full video watches</li> </ul>
Targeting Considerations	<p><b>A:</b></p> <ul style="list-style-type: none"> <li>• Interests – politics, business, legal issues</li> <li>• Follower look-alikes – @culleninquiryBC @BCPolitics @BCpolitic #BCPolitics @GlobeBCPolitics</li> <li>• Audience size aprox: 2.7 – 3.29 mil</li> </ul> <p><b>B:</b></p> <ul style="list-style-type: none"> <li>• General audience</li> </ul> <p><b>C:</b></p> <ul style="list-style-type: none"> <li>• General audience</li> </ul>

## AML Animation Twitter Campaign

Asset:	AML Animation ( 5 shorts)
Campaign Objective:	Website Clicks / Conversions
Copy:	<p><b>A:</b></p> <p>Suspicious transactions at B.C. casinos have dramatically declined as a result of our ongoing action to safeguard against criminal activity. Interested in learning more? <a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a></p> <p><b>B:</b></p> <p>We are always improving our anti-money laundering program and work with a network of other organizations to do so. Learn about our role: <a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a></p> <p><b>C:</b></p> <p>Did you know that those who try to buy in with cash of \$10,000 or more must first prove their source of funds? Read more about our strict anti-money laundering requirements: <a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a></p> <p><b>D.</b></p> <p>An information-sharing agreement with police helps us ban hundreds of individuals linked to suspected criminal activity. Read more about our work to lock out crime: <a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a></p> <p><b>E.</b></p> <p>We have strict rules to prevent someone from buying in with cash, playing nominally and cashing out with a generic cheque. Learn more about our anti-money laundering program: <a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a></p>
URL:	<a href="http://bit.ly/BCLCAML">http://bit.ly/BCLCAML</a>
Ad Budget	<p>\$350 total</p> <p>- allow organic reach for 24 hours before boosting</p>
Campaign Duration	22 days
Campaign Dates	<p>January 6 – 27</p> <p>A: Jan 6-14 (A/B test audience)</p> <p>B: Jan 10-17</p> <p>C: Jan 15-23 (A/B test audience)</p> <p>D: Jan 20-28</p> <p>E: Jan 23-31</p>

KPI	<ul style="list-style-type: none"> <li>• Click-through</li> <li>• Engagement</li> <li>• Full video watches</li> </ul>
Targeting Considerations	<p>For short A&amp;C – split targeting to both audiences</p> <p>For short B,D&amp;E – General BC audience only</p> <p><b>A:</b></p> <ul style="list-style-type: none"> <li>• Interests – politics, business, legal issues</li> <li>• Follower look-alikes – @culleninquiryBC @BCPolitics @BCpolitic #BCPolitics @GlobeBCPolitics @cbcnewsbc</li> <li>• Audience size aprox: 2.7 – 3.29 mil</li> </ul> <p><b>B:</b></p> <ul style="list-style-type: none"> <li>• General BC audience</li> </ul>

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** December-23-19 11:10 AM  
**To:** Cecilia Ho  
**Subject:** RE: AML Animation Shorts

Hi Ceci,

These look good. Thank you! A couple of minor things:

For video two in particular, the caption is sort of on top of the animation. Is there a way to move the black box down?

For video three, I'm hesitant to start with "we also know our players..." as doesn't seem like a stand-alone short (because of the "also") – can we start with "We require bank level proof..." (can you cut the "And" at the beginning of the sentence? Also in terms of the captions, can you add a hyphen to bank-level and fix the spelling of cheques?

Bank-level  
Cheques (not checks)

And in Video 1... for the caption,

It should be "Our work's" not works'

Perhaps you can do a careful review of the captions to double check for spelling/grammar

Cheers,

Lara

**Lara Gerrits**  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
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**From:** Cecilia Ho  
**Sent:** December-20-19 4:16 PM  
**To:** Lara Gerrits  
**Subject:** AML Animation Shorts

Hi Lara,

Below are the 3 animation shorts. Please let me know if you have any feedback. We can always re-link the music file if you think the background music is too choppy. I actually think it's okay, but I've re-watched it so many times, so I might be used to it right now.

Video 1 – decline in suspicious transaction reports  
Video 2 – BCLC works with a network of orgs

Video 3 – Source of funds requirement

Thanks,

Cecilia Ho

Communications Officer, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6

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**Kevin Simcoe**

---

**From:** Lara Gerrits  
**Sent:** December-23-19 4:07 PM  
**To:** Cecilia Ho  
**Subject:** Twitter Campaigns - January 2020 - V2  
**Attachments:** Twitter Campaigns - January 2020 - V2.docx

Thanks, Ceci. This looks really good. Just some tweaks to the Twitter copy, tracked. Do you think I can take a look at the updated shorts tomorrow morning?

Thanks for all of your work on this – we are really forging ahead on some tangible successes thanks to you 😊

Cheers,

Lara

## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** January-02-20 9:46 AM  
**To:** Laura Piva-Babcock  
**Cc:** MIM Team; Katie Hensrud  
**Subject:** AML social

Hi Laura,

Beginning Monday, January 6, we are going to start promoting the AML animation / web content on Twitter, releasing/promoting one "short" per week that links back to the website with the full animation.

We will make each post organic for 24 hours before we start promoting, and will monitor closely and adjust approach as required.

Looping in Katie, as well, as there may be an opportunity to focus on one of these areas, per week, with our employees internally.

You can find the animations here. Below is the copy that Ceci has developed and will leverage each week.

**Week 1:** Suspicious transactions at B.C. casinos have dramatically declined as a result of our ongoing action to safeguard against criminal activity. Interested in learning more? <http://bit.ly/BCLCAML>

**Week 2:** We are always improving our anti-money laundering program and work with a network of other organizations to do so. Learn about our role: <http://bit.ly/BCLCAML>

**Week 3:** Did you know that those who try to buy in with cash of \$10,000 or more must first prove their source of funds? Read more about our strict anti-money laundering requirements: <http://bit.ly/BCLCAML>

**Week 4:** An information-sharing agreement with police helps us ban hundreds of individuals linked to suspected criminal activity. Read more about our work to lock out crime: <http://bit.ly/BCLCAML>

**Week 5:** We have strict rules to prevent someone from buying in with cash, playing nominally and cashing out with a generic cheque. Learn more about our anti-money laundering program: <http://bit.ly/BCLCAML>

Please let us know if you have any questions/concerns.

Cheers,

Lara

**Lara Gerrits**  
Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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## Kevin Simcoe

---

**From:** Lara Gerrits  
**Sent:** January-09-20 8:55 AM  
**To:** Laura Tang; Cecilia Ho  
**Subject:** RE: AML Animation for Social

Thanks, Laura. Curious about the results for this approach for sure.

Lara Gerrits

Manager, Media & Issues Management  
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6  
T 604 228 3066 C s 17(1)

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**From:** Laura Tang  
**Sent:** January-08-20 3:12 PM  
**To:** Cecilia Ho  
**Cc:** Lara Gerrits  
**Subject:** RE: AML Animation for Social

Hi Cecilia and Lara,

Wanted to circle back to share that I've put some paid on the AML video published on LinkedIn. I can share the end results if you'd like them and/or need them for a post evaluation.

Please let me know if there are any questions. Thanks!

Regards,

**Laura Tang**

Senior Specialist, Social Media  
C: s 17(1)  
BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6  
[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#) | [BCLC](#)

*Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.*

**From:** Laura Tang  
**Sent:** January 2, 2020 11:58 AM  
**To:** Cecilia Ho <[CHo@bclc.com](mailto:CHo@bclc.com)>  
**Cc:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>  
**Subject:** RE: AML Animation for Social

Hi Cecilia,

Happy New Year! Hope you had a good one's 22

Per our chat, I'll standby for the full version with caption. I will update our content calendar and schedule it once it's ready for Facebook and LinkedIn.

Did you also want me to link the video to the [Anti-Money Laundering landing page](#) on BCLC? Please let me know. Thanks.

Regards,

**Laura Tang**

Senior Specialist, Social Media

C: s 17(1)

BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6

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*Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.*

**From:** Cecilia Ho <[CHo@bclc.com](mailto:CHo@bclc.com)>

**Sent:** January 2, 2020 10:33 AM

**To:** Laura Tang <[LTang@bclc.com](mailto:LTang@bclc.com)>

**Cc:** Lara Gerrits <[LGerrits@bclc.com](mailto:LGerrits@bclc.com)>

**Subject:** AML Animation for Social

Hi Laura,

Hope you had a fantastic new year!

We previously mentioned that an AML animation was in the works and I am excited to share that the animation is ready to be shared on BCLC's social channels.

For Twitter, we created shorter versions, which we will begin sharing on Monday. For Facebook/LinkedIn, it would be great if we could share the full version instead of the shorts. Let me know which version you think would work best for Facebook/LinkedIn. You can find the full version and the short versions [here](#).

Thanks so much, and feel free to reach out if you have any questions.

Regards,

Cecilia Ho

Communications Officer, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6

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