

s 47F

From: s 22
Sent: Wednesday, 19 April 2023 5:50 AM
To: s 47F
Cc: Elena Dimcevska; s 47F; Michael Lynch; Holly Castro; s 47F
Subject: For Clearance Notification

s 22

Clearance Notification

Jeff Pope has cleared [Minute - Media placement Rule 18 FINAL \(A2745694\)](#) and has assigned a task to Tom Rogers for action.

Comments from previous task:

Forwarded for EC consideration and approval. I support all recommendations except I would like us to have a separate discussion about the recommendation to not advertise on TikTok - there is not enough information in this Minute to support this decision and I don't think we are looking at this issue through the right lens. I note the recommendation from UM to advertise on TikTok and I don't believe the banning of TikTok from government devices is a relevant matter for our decision to advertise or not. I am concerned about the very large user base that we will miss by not advertising on that platform. Suggest the EC approval all other recommendations and we further consider recommendation 2. Regards JP

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