

From: s 47F
To: s 47F
Cc: [Elena Dimcevska](#)
Subject: FYI - media buy Minute s 22
Date: Wednesday, 19 April 2023 9:34:00 AM

Hi all

This morning we received approval from the EC on the referendum campaign media buy Minute.

s 22

- [REDACTED]
- [REDACTED]
- [REDACTED]
[REDACTED]
- [REDACTED]
- [REDACTED]
[REDACTED]

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Just FYI the recommendation to remove Tik Tok from plans and as a potential paid media partner was not approved. The DEC and EC will discuss at the next ELT meeting, as there are differing views.

Cheers,

s 47F