



ARCS: 292-30
File: GCP-2013-00042

March 15, 2013

Dear

Re: Request for Access to Records
Freedom of Information and Protection of Privacy Act (FOIPPA)

I am writing further to your request received by the Ministry of Citizens' Services and Open Government, specifically Government Communications and Public Engagement. Your request is for:

All instructions provided to the ad agency or production house responsible for the creation, production and execution of the BC Jobs Plan Television advertisements from June 1, 2012 to [February 5, 2013]; All emails, correspondence, power point presentations and any other electronic communication formats related to the conception and production of the ads; All focus group results, agency advice on the ad buy, scheduling of the ads and the response of the GCPE to that advice, and the names and positions of all those involved in the campaign.

Please find enclosed a copy of the records located in response to your request. These records are provided to you in their entirety. Your file is now closed.

These records will be published on the BC Government's Open Information website a minimum of 72 hours after it is released electronically or a minimum of five business days after it has been released by mail in hardcopy. To find out more about Open Information, please access the Open Information website at: <http://www.openinfo.gov.bc.ca/ibc/index.page>

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If you have any questions regarding your request, please contact Brenda Margetish, the analyst assigned to your request, at (250) 387-1932. This number can be reached toll-free by calling from Vancouver, 604-660-2421, or from elsewhere in BC, 1-800-663-7867 and asking to be transferred to (250) 387-1932.

You have the right to ask the Information and Privacy Commissioner to review this decision. I have enclosed information on the review and complaint process.

Sincerely,

A handwritten signature in black ink, appearing to be 'C. Elbahir', with a long horizontal line extending to the right.

for
Cindy Elbahir, Manager
Central Agency Team
Information Access Operations

Enclosures

<p>How to Request a Review with the Office of the Information and Privacy Commissioner</p>

If you have any questions regarding your request please contact the analyst assigned to your file. The analyst's name and telephone number are listed in the attached letter.

Pursuant to section 52 of the *Freedom of Information and Protection of Privacy Act* (FOIPPA), you may ask the Office of the Information and Privacy Commissioner to review any decision, act, or failure to act with regard to your request under FOIPPA.

Please note that you have 30 business days to file your review with the Office of the Information and Privacy Commissioner. In order to request a review please write to:

Information and Privacy Commissioner
PO Box 9038 Stn Prov Govt
4th Floor, 947 Fort Street
Victoria BC V8W 9A4
Telephone 250-387-5629 Fax 250-387-1696

If you request a review, please provide the Commissioner's Office with:

1. A copy of your original request;
2. A copy of our response; and
3. The reasons or grounds upon which you are requesting the review.