



ARCS: 292-30
File: GCP-2012-00027

April 19, 2012

Sent via email:

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 Government Communications and Public Engagement. Your request is for:

Any and all records related to the BC Jobs Plan and Canada Starts Here advertising campaign(s) including but not limited to the business case and marketing plan, focus group work and research, the advertising plan including budget and expenditures for the creative concept production and placement in all types of media (broadcast, Internet, out-of-home, newspaper, magazine, direct mail, etc), the list of all individuals and companies contracted and/or subcontracted, the status of their contracts (direct award versus tendered), the dollar value of the contracts, and any and all charts/spreadsheets tracking these costs, and including all such records specifically related to ad placement during the February 5, 2012 Super Bowl. Time frame is September 1, 2011 to February 6, 2012.

Please find enclosed a copy of the records located in response to your request. Some information has been withheld pursuant to sections 13 (Policy advice or recommendations) and 17 (Disclosure harmful to the financial or economic interests of a public body) of FOIPPA. Copies of these sections of FOIPPA are provided for your reference. A complete copy of FOIPPA is available online at:

http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00

Your file is now closed.

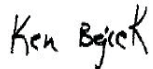
.../2

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>

If you have any questions regarding your request, please contact Mark Sime, the analyst assigned to your request, at 250-387-3411. This number can be reached toll-free by calling from Vancouver, 604-660-7867, or from elsewhere in BC, 1-800-663-7867 and asking to be transferred to 250-387-3411.

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 that reads "Ken Bejcek". The signature is written in a cursive, slightly slanted style.

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.