

**JOBS BC CAMPAIGN**

	A	B	C = (A - B)	D	E = (B - D)
JOBS BC CAMPAIGN	Budget	Committed	Budget Remaining	Invoiced to Date	Outstanding Invoices
<b>PRODUCTION:</b>					
SO - Cossette - Production (Aug) - N0361-012-001	0			120,163	
SO - Cossette - Production (Sept) - TV/Print/Online - N0361-012-002	0			609,302	
SO - Cossette - International Video - N0361-012-003	0			13,133	
SO - Cossette - Production (Oct) - TV/Print/Online - N0361-012-004	0			144,638	
SO - Cossette - International Campaign (Nov) - TV/Print/Online - N0361-012-005	0			7,411	
SO - Cossette - Domestic Campaign (Nov) - TV/Print/Online - N0361-012-006	0			127,663	
SO - Cossette - Domestic Campaign (Dec) - TV/Print/Online - N0361-012-007	0			80,315	
SO - Cossette - Domestic Campaign (Dec) - Response Advertising - N0361-012-008	0			53,580	
SO - Cossette - International Campaign (Dec) - TV/Print/Online - N0361-012-009	0			2,239	
SO - Cossette - International Campaign (Jan) - TV/Print/Online - N0361-012-010	0			50,718	
SO - Cossette - Domestic Campaign (Jan) - TV/Print/Online - N0361-012-011	0			57,541	
SO - Cossette - International Campaign (Feb) - TV/Print/Online - N0361-012-012	0			0	
SO - Cossette - Domestic Campaign (Feb) - TV/Print/Online - N0361-012-013	0			82,727	
SO 000651 DDB Canada - Media Planning (Budget Ads) - N0349-012-001	0			0	
<b>Allocated Budget Production</b>	<b>1,440,655</b>			<b>0</b>	
<b>Subtotal Production</b>	<b>1,440,655</b>			<b>1,349,430</b>	
<b>AD PLACEMENT: Vizeum</b>					
A1917 - Radio (Version 9)	0			628,889	
A1917 - Media Cancellation Fee	0			17,021	
A1918 - Newspaper (Version 6) Cancelled	0			0	
A1918 - Media Cancellation Fee	0			5,589	
A1919 - Asia Wall Street Journal (Version 2)	0			47,224	
A1923 - Facebook Polling - Cancelled	0			0	
A1924 - Online - Say Media - Cancelled	0			0	
A1935 - TV Building Connections (Version #2)	0			428,964	
A1936 - TV Three Pillars (Version #2)	0	S13, S17	S13, S17	421,622	S13, S17
A1941 - Online Advertising	0			74,910	
A1942 - Newspaper - Evergreen Line	0			15,938	
A1943 - Newspaper - Future Labour Report (Media Planet)	0			9,780	
A1944 - Online Advertising - Geo-target (Version 1)	0			41,999	
A1945 - Business Publications	0			51,936	
A1949 - Global TV Package (Buy Cancelled moved to May 2012)	0			0	
Media Cancellation Fees - A1949	0			8,250	
A1951 - Black Press Online (Version 2)	0			9,935	
A1951 - Media Cancellation Fee	0			224	
A1955 - Vannet Newspapers (Version 2)	0			19,612	
A1955 - Media Cancellation Fee	0			326	
A1956 - Blackpress Newspapers (Version 2)	0			189,267	
A1956 - Media Cancellation Fee	0			1,438	
A1957 - Association of Mineral Exploration	0			4,500	
A1958 - Aboriginal Publications	0			2,225	
A1984 - TV - 100 - March 5th to March 11th - Cancelled	0			0	
A1985 - TV - 50 - March 5th to March 11th - Cancelled	0			0	
A1989 - Print (Budget ads)	0			0	
A1990 - Print Ethnic (Budget ads) Version 4	0			0	
A1991 - Ethnic Radio	0			0	
A1997 - Ethnic Radio Phase 2	0			0	
APO # Television	0			0	
<b>Allocated Budget Ad Placement</b>	<b>3,600,766</b>			<b>0</b>	
<b>Subtotal Ad Placement</b>	<b>3,600,766</b>			<b>1,979,649</b>	
<b>OTHER HARD COSTS:</b>					
BC Jobs Plan Web-Site - CDaWS Proposal # 12:045 - \$128,700	0			0	
Facebook Ads	0			5,773	
Queens' Printer Printing Costs - Brochures	0			14,916	
Queens' Printer Printing Costs - 6 month Progress Report 1000 copies	0			0	
Human Capital Strategies (Stakeholder Analysis)	0			0	
<b>Budget Other Hard Costs</b>	<b>58,579</b>			<b>0</b>	
<b>Subtotal Other Hard Costs</b>	<b>58,579</b>			<b>20,689</b>	
<b>TOTAL JOBS BC 2011/12</b>	<b>5,100,000</b>			<b>3,349,767</b>	

**Budget** 5,100,000  
**Committed** \_\_\_\_\_  
**Budget Remaining** S13, S17

## Sime, Mark LCTZ:EX

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**From:** Begley, Rhianna GCPE:EX  
**Sent:** Wednesday, April 25, 2012 12:04 PM  
**To:** Sime, Mark LCTZ:EX  
**Cc:** Champion, Denise GCPE:EX; Foster, Bruce GCPE:EX  
**Subject:** GCPE Reply - FOI Request #GCP-2012-00064  
**Attachments:** Responsive Records - GCP-2012-00064.pdf; Call for Records - GCP-2012-00064.docx  
**Categories:** Consult/CFR Response

Good afternoon Mark,

Please find attached GCPE's responsive records and the completed Call for Records form for FOI Request GCP-2012-00064. The records have been submitted in the spreadsheet format agreed upon by the applicant.

In addition, the applicant specifically sought information re: contractors/contracts. In response, the following information has been provided by Denise Champion:

**Cossette Communications (creative and production);** Cossette Communications is one of six suppliers with a Standing Offer for provision of advertising and marketing services for the province; the procurement process (Request for Standing Offer) was led by the Procurement Services Branch.

**DDB Canada (creative and production);** DDB Canada is one of six suppliers with a Standing Offer for provision of advertising and marketing services for the province; the procurement process (Request for Standing Offer) was led by the Procurement Services Branch.

**Vizeum Canada Inc. (advertising placement services all mediums);** Vizeum Canada Inc. is the Agency of Record for advertising placement for the province (excluding domestic tourism advertising conducted by Tourism BC; the procurement process (Request for Proposal) was led by the Procurement Services Branch.

Should you have any questions or require any further information please don't hesitate to contact me.

Thank you,

### Rhianna Begley

Freedom of Information Coordinator | Government Communications and Public Engagement  
4th Floor, 617 Government Street  
Phone: (250) 882-3811 | Fax: (250) 387-6687  
[Rhianna.Begley@gov.bc.ca](mailto:Rhianna.Begley@gov.bc.ca)

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**From:** Sime, Mark LCTZ:EX  
**Sent:** Monday, March 26, 2012 9:44 AM  
**To:** Begley, Rhianna GCPE:EX  
**Cc:** Champion, Denise GCPE:EX; Greer, David GCPE:EX  
**Subject:** Call for Records - FOI Request #GCP-2012-00064

Please see attached/below a formal request made under the *Freedom of Information and Protection of Privacy Act* (FOIPPA). Your analyst for the attached request will be **Mark Sime at 250-387-3411**. Please note that I intend to speak with the applicant as to whether or not a created report is acceptable.

*The B.C. Jobs Plan and Canada Starts Here 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.) including the list of all individuals and companies contracted, the status of their contracts (direct award vs. tendered) and the dollar value of the contracts for the period of Feb. 1, 2012-(March 20, 2012).*

Please complete the attached Call for Records form and return to your analyst by 13-APR-12.

If the public body's total search and retrieval time is anticipated to exceed 3 hours and/or the total volume of records exceeds 200 pages, we may be in a position to issue a fee estimate. If this is the case, please also complete the attached Fee Calculation form and return to your analyst ASAP.

You should be aware that FOIPPA obligates us to assist the applicant and to respond without delay, openly, accurately, and completely. In the event that the ministry must defend the adequacy of its search to the Information and Privacy Commissioner at Inquiry, those involved in searching for records may be required to sign affidavits to prove that they have conducted an adequate search for relevant records.

Please do not hesitate to contact your analyst to discuss:

- whether the records may be routinely releasable;
  - whether the information is being prepared for public release or is already publicly available;
  - whether staff would be available to discuss the request with the applicant, if the applicant is agreeable;
  - ways in which an applicant may want to narrow/focus their request to reduce potential fees; and/or
- any other questions or concerns relating to this request.

Best regards,

**Mark Sime**

Information Privacy Analyst

Information Access Operations - Shared Services BC

Ministry of Labour, Citizens' Services and Open Government

548 Michigan Street, Victoria BC V8V 1S2

☎ 250.387.3411 ✉ [Mark.Sime@gov.bc.ca](mailto:Mark.Sime@gov.bc.ca)