



ARCS: 292-30
File: GCP-2011-00032

September 13, 2011

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 of placement for Stickman HST vs. PST/GST advertising, including but not limited to, media outlet, dates and rates; All communications between officials of the British Columbia government or its representatives and the advertising firm DDB Canada Inc. or its representatives regarding the Stickman HST vs. PST/GST advertising campaign particularly any and all instructions or directions provided by the government or on its behalf to DDB, as well as any campaign planning or strategy documents created by either party, including any less formal communications between, to, from, forwarded to or copied to either government officials or DDB representatives regarding the campaign.

Please find enclosed records created in response to part one of your request. While these records are provided to you in their entirety, I must note that there were no records responsive to the second portion of your request regarding DDB. As the agency responsible for creation and production of the ads, DDB receives instructions on a weekly basis by conference call. Draft scripts, storyboards and concept documents are reviewed and feedback is provided on the weekly call. The draft documents provided to GCPE are transitory documents that are not retained, however, as part of their contractual obligation, DDB will be providing the Province with copies of all final products for inclusion in the provincial archives in the near future. Your file is now closed.

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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,

Ken Bejcek

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>
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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.