



ARCS: 292-30
File: GCP-2016-61442

May 5, 2016

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 Government Communications and Public Engagement. Your request is for:

Regarding the Our Opportunity Is Here advertising campaign: The business case, budget and marketing plan; The creative concept, production plan, media placement plan and budget for advertising in all forms of media; The names of all contractors and their roles, dates contracted, budgets and expenditures for individual contracts and, if any are no-bid contracts, the reasons for bypassing a competitive process and justification for no-bid contracts. (Date Range for Record Search: From 10/01/2015 To 03/22/2016)

Please find enclosed a copy of the records located in response to your request. Some information has been withheld pursuant to section 13 (Policy advice or recommendations) of FOIPPA. A complete copy of FOIPPA is available online at:

http://www.bclaws.ca/civix/document/id/complete/statreg/96165_00

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Government Communication and Public Engagement has provided the following links, which are the publically available and are the creative elements of the campaign.

<https://www.youtube.com/watch?v=tU-xyIMWF18>

<https://www.youtube.com/watch?v=uyFRe2kbThA&index=9&list=PLB9EDD9BFFA3B9097>

https://www.youtube.com/watch?v=N4-nppqK_k8

<https://www.youtube.com/watch?v=SSn17fOAKL8>

<https://www.youtube.com/watch?v=PdUDpZumFHE>

Your file is now closed.

These records will be published on the BC Government's Open Information website a minimum of 72 hours after electronic release or a minimum of five business days after release 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 Jessica King, the analyst assigned to your request, at 250 387-9863. 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 250 387-9863.

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,



Maxine Vanzetta, Manager
Health / Education / MSDSI 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.