

## Lund, Rose FIN:EX

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**From:** Youngs, Kirsten R GCPE:EX  
**Sent:** May 5, 2020 11:12 AM  
**To:** Smith, Jimmy GCPE:EX; Spilker, Robyn FIN:EX; Lawson, Liam FIN:EX; Thomson, Krystal FIN:EX  
**Cc:** Leslie, Lisa GCPE:EX  
**Subject:** RE: For MO Review: FIN Media Request: COVID: Advertising spend to date

Thanks team!

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**From:** Smith, Jimmy GCPE:EX <Jimmy.Smith@gov.bc.ca>  
**Sent:** May 5, 2020 11:12 AM  
**To:** Spilker, Robyn FIN:EX <Robyn.Spilker@gov.bc.ca>; Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Lawson, Liam FIN:EX <Liam.Lawson@gov.bc.ca>; Thomson, Krystal FIN:EX <Krystal.Thomson@gov.bc.ca>  
**Cc:** Leslie, Lisa GCPE:EX <Lisa.Leslie@gov.bc.ca>  
**Subject:** RE: For MO Review: FIN Media Request: COVID: Advertising spend to date

Yep, GCPE looped me in earlier. All good from my side

James Smith  
Issues Manager  
250.882.2892

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**From:** Spilker, Robyn FIN:EX <[Robyn.Spilker@gov.bc.ca](mailto:Robyn.Spilker@gov.bc.ca)>  
**Sent:** May 5, 2020 11:11 AM  
**To:** Youngs, Kirsten R GCPE:EX <[Kirsten.Youngs@gov.bc.ca](mailto:Kirsten.Youngs@gov.bc.ca)>; Lawson, Liam FIN:EX <[Liam.Lawson@gov.bc.ca](mailto:Liam.Lawson@gov.bc.ca)>; Thomson, Krystal FIN:EX <[Krystal.Thomson@gov.bc.ca](mailto:Krystal.Thomson@gov.bc.ca)>  
**Cc:** Leslie, Lisa GCPE:EX <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>; Smith, Jimmy GCPE:EX <[Jimmy.Smith@gov.bc.ca](mailto:Jimmy.Smith@gov.bc.ca)>  
**Subject:** RE: For MO Review: FIN Media Request: COVID: Advertising spend to date

I'm okay with this being released if others are too.

Copying Jimmy so he is looped in.

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**From:** Youngs, Kirsten R GCPE:EX <[Kirsten.Youngs@gov.bc.ca](mailto:Kirsten.Youngs@gov.bc.ca)>  
**Sent:** May 5, 2020 10:55 AM  
**To:** Spilker, Robyn FIN:EX <[Robyn.Spilker@gov.bc.ca](mailto:Robyn.Spilker@gov.bc.ca)>; Lawson, Liam FIN:EX <[Liam.Lawson@gov.bc.ca](mailto:Liam.Lawson@gov.bc.ca)>; Thomson, Krystal FIN:EX <[Krystal.Thomson@gov.bc.ca](mailto:Krystal.Thomson@gov.bc.ca)>  
**Cc:** Leslie, Lisa GCPE:EX <[Lisa.Leslie@gov.bc.ca](mailto:Lisa.Leslie@gov.bc.ca)>  
**Subject:** For MO Review: FIN Media Request: COVID: Advertising spend to date

Hi folks, GCPE-HQ (Finn, Nammi, Kathryn) have approved the breakdown below to going to this reporter.  
\$1.9M is pretty standard considering it's a public health emergency.

### Reporter

Max Winkelman, Reporter  
100 Mile House Free Press

**Deadline** Tuesday, May 5, 2020 4:00 PM

**Request**

I'm wondering if it would be possible to get a breakdown of how much the province has spent on COVID-19 related advertising and where that has been spent?

**Recommendation**

**COVID-19 Advertising as of April 30th**

<b>Fiscal 2019-20</b>	<b>Amount</b>
Production	70,655
Digital	87,170
<b>Total</b>	<b>\$ 157,825</b>
<b>Fiscal 2020-21</b>	<b>Amount</b>
Production	159,185
Digital	543,810
Print	461,868
Radio	362,119
Television	249,550
<b>Total</b>	<b>\$ 1,776,532</b>
<b>Grand Total</b>	<b>\$ 1,934,357</b>