February 18, 2019

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act, our file # TCII/4/2019

Dear [Name]

On January 21, 2019, The Department of Tourism, Culture, Industry and Innovation received your request for access to the following records/information:

"All records of discussion by provincial employees concerning this tweet (https://twitter.com/TCII_GovNL/status/1086335275301691392) and the attached video of Minister Christopher Mitchelmore. Request includes discussion of script, arranging the video shoot, wording of the tweet, and any other records. Separately, I am requesting the raw video including any unused takes of the video which may be in provincial government custody or control."

On January 22, 2019 you provided the following clarification:

"To clarify, yes my request includes any discussion of the development of the video and accompanying text. I am also seeking any records of discussion about the reaction to the tweet by GovNL employees after it was posted. (From the Saturday when it was posted online until Monday when my request was made.)"

On January 31, 2019 you were notified that a decision was made by the Deputy Minister to partially disregard the portion of your request seeking discussion of the tweet by all department employees "all records of discussion by provincial employees" on the basis that the time and resources required to process this request would unreasonably interfere with the Office’s operations and that the request is excessively broad. This is in accordance with subsections 21(1)(a) and 21(1)(c)(iii) of the Act. The impact of the partial disregard is that we will not be providing records of all employees but rather just those involved in the creation of the video and any executive staff.

I am pleased to inform you that a decision has been made by the Deputy Minister for the Department of Tourism, Culture, Industry and Innovation to provide access to some of the requested information. Access to the remaining records, and/or information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the Access to Information and Protection of Privacy Act (the Act):
Policy advice or recommendations

29. (1) The head of a public body may refuse to disclose to an applicant information that would reveal (a) advice, proposals, recommendations, analyses or policy options developed by or for a public body or minister;

Disclosure harmful to law enforcement

31. (1) The head of a public body may refuse to disclose information to an applicant where the disclosure could reasonably be expected to (l) reveal the arrangements for the security of property or a system, including a building, a vehicle, a computer system or a communications system;

Please be advised that you may ask the Information and Privacy Commissioner to review the processing of your access request, as set out in section 42 of the Access to Information and Protection of Privacy Act (the Act). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner.

The appeal may be addressed to the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner
2 Canada Drive
P. O. Box 13004, Stn. A
St. John's, NL A1B 3V8
Telephone: (709) 729-6309
Toll-Free: 1-877-729-6309
Facsimile: (709) 729-6500

You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act.

If you have any further questions, please feel free to contact me phone at (709) 729-3356 or by e-mail at heatherbrown@gov.nl.ca

Sincerely,

Heather Brown
ATIPP Coordinator
Access or correction complaint

42. (1) A person who makes a request under this Act for access to a record or for correction of personal information may file a complaint with the commissioner respecting a decision, act or failure to act of the head of the public body that relates to the request.

(2) A complaint under subsection (1) shall be filed in writing not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) A third party informed under section 19 of a decision of the head of a public body to grant access to a record or part of a record in response to a request may file a complaint with the commissioner respecting that decision.

(4) A complaint under subsection (3) shall be filed in writing not later than 15 business days after the third party is informed of the decision of the head of the public body.

(5) The commissioner may allow a longer time period for the filing of a complaint under this section.

(6) A person or third party who has appealed directly to the Trial Division under subsection 52 (1) or 53 (1) shall not file a complaint with the commissioner.

(7) The commissioner shall refuse to investigate a complaint where an appeal has been commenced in the Trial Division.

(8) A complaint shall not be filed under this section with respect to

(a) a request that is disregarded under section 21;

(b) a decision respecting an extension of time under section 23;

(c) a variation of a procedure under section 24; or

(d) an estimate of costs or a decision not to waive a cost under section 26.

(9) The commissioner shall provide a copy of the complaint to the head of the public body concerned.
52. (1) Where an applicant has made a request to a public body for access to a record or correction of personal information and has not filed a complaint with the commissioner under section 42, the applicant may appeal the decision, act or failure to act of the head of the public body that relates to the request directly to the Trial Division.

(2) An appeal shall be commenced under subsection (1) not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) Where an applicant has filed a complaint with the commissioner under section 42 and the commissioner has refused to investigate the complaint, the applicant may commence an appeal in the Trial Division of the decision, act or failure to act of the head of the public body that relates to the request for access to a record or for correction of personal information.

(4) An appeal shall be commenced under subsection (3) not later than 15 business days after the applicant is notified of the commissioner’s refusal under subsection 45 (2).
ANDREA PEDdle
Director of Tourism Marketing and Visitor Services
Newfoundland and Labrador Tourism
t. 709 729-2831
e. apeddle@gov.nl.ca

From: Humber, Eric <EricHumber@gov.nl.ca>
Sent: January 17, 2019 11:22 AM
To: Murphy, Carmela <carmelamurphy@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>
Cc: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: Minister ad intro
- Influenced by English, Irish, French, and Indigenous ancestors;

- Built upon isolation and remoteness;

- Shaped by a way of life;

- Our province is defined by a culture that's one of a kind;

- A place built on stories.

- As I sit here at Newfoundland and Labrador's cultural jewel, The Rooms;

- I think about the first peoples that inhabited the land,

- to the Vikings;

- or the brave explorers in search of a new world;

- to the writers and artists of today;

- even the cab driver that picks you up at the airport –

- They all have tales to tell, and boy can they tell them.

- Stories about the sea, the land, the fresh air, the people, and everything in between.
• Because around here, stories seem endless

• And more than a few of them will have you leaning in to find out what happens next.
Thank you great feedback

ANDREA PEDDLE
Director of Tourism Marketing and Visitor Services
Newfoundland and Labrador Tourism
t. 709 729-2831
e. apeddle@gov.nl.ca

From: Weir, Andrew <AndrewWeir@gov.nl.ca>
Sent: January 17, 2019 11:37 AM
To: Peddle, Andrea <apeddle@gov.nl.ca>
Subject: RE: Minister ad intro

Here’s my comments:

- S.29 (1) (a)

Other than that

- S.29 (1) (a)

From: Peddle, Andrea <apeddle@gov.nl.ca>
Sent: Thursday, January 17, 2019 11:27 AM
To: Weir, Andrew <AndrewWeir@gov.nl.ca>
Subject: FW: Minister ad intro

ANDREA PEDDLE
Director of Tourism Marketing and Visitor Services
Newfoundland and Labrador Tourism
t. 709 729-2831
e. apeddle@gov.nl.ca

From: Humber, Eric <EricHumber@gov.nl.ca>
Sent: January 17, 2019 11:22 AM
To: Murphy, Carmela <carmelamurphy@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>
Cc: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: Minister ad intro
Eric Humber
Media Relations Manager
Department of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
O: 709-729-4819
C: 709-725-9655
erichumber@gov.nl.ca
See attached with tracked changes...

Andrea
ANDREA PEDDLE
Director of Tourism Marketing and Visitor Services
Newfoundland and Labrador Tourism
t. 709 729-2831
e. apeddle@gov.nl.ca

From: Humber, Eric <EricHumber@gov.nl.ca>
Sent: January 17, 2019 11:22 AM
To: Murphy, Carmela <carmelamurphy@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>
Cc: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: Minister ad intro

Eric Humber
Media Relations Manager
Department of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
O: 709-729-4819
C: 709-725-9655
erichumber@gov.nl.ca
• Influenced by our Indigenous ancestors, the English, Irish, and French, and Indigenous ancestors;

• Built upon isolation and remoteness;

• Shaped by a way of life;

• Our province is defined by a culture that's one of a kind;

• A place built on stories.

• As I sit here at Newfoundland and Labrador's cultural jewel, The Rooms;

• I think about the first peoples that inhabited the land,

• to the Vikings;

• or the brave explorers in search of a new world;

• to the writers and artists of today;

• even the cab driver that picks you up at the airport –

• They all have tales to tell, and boy can they tell them. Some funny, some curious, some true and perhaps some possibly true but boy oh boy can we tell them
- Stories about the sea, the land, the fresh air, the people, and everything in between.

- Because around here, stories seem endless

- And more than a few of them will have you leaning in to find out what happens next.
Murphy, Carmela

From: Humber, Eric
Sent: Thursday, January 17, 2019 1:04 PM
To: Mitchelmore, Christopher; Mundon, Tansy
Cc: Murphy, Carmela; George, Bradley
Subject: RE: Ad script for review

Minister – are you still good to do this at Rooms 230ish?

From: Mitchelmore, Christopher
Sent: Thursday, January 17, 2019 12:11 PM
To: Mundon, Tansy <TansyMundon@gov.nl.ca>
Cc: Humber, Eric <EricHumber@gov.nl.ca>; Murphy, Carmela <carmelamurphy@gov.nl.ca>
Subject: Re: Ad script for review

I love it

Best Regards,

Christopher Mitchelmore, MHA
St. Barbe-L’anse aux Meadows

Minister of Tourism, Culture, Industry and Innovation
Minister Responsible for Francophone Affairs

t. 709.454.2633
e. cmitchelmore@gov.nl.ca

On Jan 17, 2019, at 11:44 AM, Mundon, Tansy <TansyMundon@gov.nl.ca> wrote:

- Influenced by our history;
- Built upon isolation and remoteness;
- Shaped by our way of life;
- Our province is defined by a culture that’s one of a kind;
- A place built on stories.
- Our writers and artists;
- even the cab driver that picks you up at the airport –
- They all have tales to tell, and can tell them.
- Stories about the sea, the land, the fresh air, the people, and everything in between.
• Because around here, stories seem endless

• And more than a few tangled tales will have you leaning in to find out what happens next.

Tansy Mundon
Director of Communications
Department of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
709-729-4570
tansymundon@gov.nl.ca
From: Humber, Eric  
Sent: Friday, January 18, 2019 11:11 AM  
To: Mundon, Tansy  
Subject: FW: Got a bit more time.

From: Nakonieczny, Darek  
Sent: Friday, January 18, 2019 9:30 AM  
To: Humber, Eric <EricHumber@gov.nl.ca>  
Subject: RE: Got a bit more time.

Hi Eric,

Here is the Dropbox link for the video file:

Darek

Darek Nakonieczny  
Senior Multimedia Analyst  
Communications Branch, Executive Council  
Government of Newfoundland and Labrador  
T: 709.729.3885  C: 709.725.7715

From: Humber, Eric  
Sent: Thursday, January 17, 2019 3:23 PM  
To: Nakonieczny, Darek  
Subject: Got a bit more time.

Don't look like target will be ready until mid morning.

I'll update when I find out more.

Sent from my BlackBerry 10 smartphone on the Bell network.
Sending to minister for review

---

From: Card, Jason
Sent: Friday, January 18, 2019 11:19 AM
To: Humber, Eric <EricHumber@gov.nl.ca>
Cc: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: RE: Got a bit more time.

No issues if already approved by TCII Minister / DM / senior exec.

---

From: Humber, Eric
Sent: Friday, January 18, 2019 11:07 AM
To: Card, Jason <jasonCard@gov.nl.ca>
Cc: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: FW: Got a bit more time.

Hi Jason.

Today we are issuing a news release and shareable regarding the launch of the provincial tourism campaign. We had planned a news release and shareable.

Minister wanted to do an intro to the campaign. He thought a video of him telling a story would work well - to give a little context - the theme this year is story telling.

Please review link below - skips a little, needs to be downloaded to your desktop to avoid that.

Let me know if you have any issues.

Eric

---

From: Nakonieczny, Darek
Sent: Friday, January 18, 2019 9:30 AM
To: Humber, Eric <EricHumber@gov.nl.ca>
Subject: RE: Got a bit more time.

Hi Eric,

Here is the Dropbox link for the video file:

Darek
From: Humber, Eric
Sent: Thursday, January 17, 2019 3:23 PM
To: Nakonieczny, Derek
Subject: Got a bit more time.

Don't look like target will be ready until mid morning.

I'll update when I find out more.

Sent from my BlackBerry 10 smartphone on the Bell network.
Thanks Jason.

Sent from my iPhone

On Jan 18, 2019, at 11:19 AM, Card, Jason <JasonCard@gov.nl.ca> wrote:

No issues if already approved by TCII Minister / DM / senior exec.

From: Humber, Eric
Sent: Friday, January 18, 2019 11:07 AM
To: Card, Jason <JasonCard@gov.nl.ca>
Cc: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: FW: Got a bit more time.

Hi Jason.

Today we are issuing a news release and sharable regarding the launch of the provincial tourism campaign. We had planned a news release and shareable.

Minister wanted to do an intro to the campaign. He thought a video of him telling a story would work well - to give a little context - the theme this year is story telling.

Please review link below - skips a little, needs to be downloaded to your desktop to avoid that.

Let me know if you have any issues.

Eric

From: Nakonieczny, Derek
Sent: Friday, January 18, 2019 9:30 AM
To: Humber, Eric <EricHumber@gov.nl.ca>
Subject: RE: Got a bit more time.

Hi Eric,

Here is the Dropbox link for the video file:

Derek
Don't look like target will be ready until mid morning.

I'll update when I find out more.

Sent from my BlackBerry 10 smartphone on the Bell network.
Minister –

Skips a little – you’ll need to download to your desktop to avoid that.

Please review.

Here is the Dropbox link for the video file:

Eric Humber
Media Relations Manager
Department of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
O: 709-729-4819
C: 709-725-9655
erichumber@gov.nl.ca
Brown, Heather

From: Weir, Andrew  
Sent: Friday, January 18, 2019 11:55 AM  
To: Humber, Eric; Peddle, Andrea  
Cc: Murphy, Carmela; Mundon, Tansy  
Subject: RE: Ad

The link we want folks to visit is www.newfoundlandlabrador.com

**S.29 (1) (a)**

For the tweet thinking it’s better to say ‘...can be viewed right now at www.newfoundlandlabrador.com.’ i.e., make the url clickable and leave out the ‘For more please visit bit.’

Just a thought.

---

From: Humber, Eric <EricHumber@gov.nl.ca>  
Sent: Friday, January 18, 2019 11:51 AM  
To: Weir, Andrew <AndrewWeir@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>  
Cc: Murphy, Carmela <carmelamurphy@gov.nl.ca>; Mundon, Tansy <TansyMundon@gov.nl.ca>  
Subject: RE: Ad

Copy in tweet: (waiting on link to news release from comms branch).

@NLTweets 2019 tourism marketing campaign officially launches next week. Minister @MitchelmoreMHA introduces this year’s theme in the video below. The new ad - A Tangled Tale- can be viewed right now at NewfoundlandLabrador.com.  
For more, please visit: ----

From: Weir, Andrew  
Sent: Friday, January 18, 2019 11:41 AM  
To: Humber, Eric <EricHumber@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>  
Cc: Murphy, Carmela <carmelamurphy@gov.nl.ca>; Mundon, Tansy <TansyMundon@gov.nl.ca>  
Subject: RE: Ad

Good to go folks. As mentioned, please use www.newfoundlandlabrador.com as the go to link.

Andrew.

From: Humber, Eric <EricHumber@gov.nl.ca>  
Sent: Friday, January 18, 2019 11:39 AM  
To: Weir, Andrew <AndrewWeir@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>  
Cc: Murphy, Carmela <carmelamurphy@gov.nl.ca>; Mundon, Tansy <TansyMundon@gov.nl.ca>  
Subject: RE: Ad

Advise when ready so we can coincide the news release.
Also, is it the link you provided yesterday?

From: Weir, Andrew  
Sent: Friday, January 18, 2019 11:39 AM  
To: Humber, Eric <EricHumber@gov.nl.ca>; Peddle, Andrea <apeddle@gov.nl.ca>  
Cc: Murphy, Carmela <carmelamurphy@gov.nl.ca>; Mundon, Tansy <TansyMundon@gov.nl.ca>  
Subject: RE: Ad  

Yes, just quickly testing a couple of things before we start to drive web traffic there...

From: Humber, Eric <EricHumber@gov.nl.ca>  
Sent: Friday, January 18, 2019 11:34 AM  
To: Peddle, Andrea <apeddle@gov.nl.ca>  
Cc: Weir, Andrew <AndrewWeir@gov.nl.ca>; Murphy, Carmela <carmelamurphy@gov.nl.ca>; Mundon, Tansy <TansyMundon@gov.nl.ca>  
Subject: Ad  

Is this still being launched at noon?  

Sent from my BlackBerry 10 smartphone on the Bell network.
yes

From: Humber, Eric
Sent: Friday, January 18, 2019 12:06 PM
To: Mitchelmore, Christopher <CMitchelmore@gov.nl.ca>
Cc: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: FW: Video intro

The ad is online - good with intro??

From: Humber, Eric
Sent: Friday, January 18, 2019 11:25 AM
To: Mitchelmore, Christopher <CMitchelmore@gov.nl.ca>
Cc: Mundon, Tansy <TansyMundon@gov.nl.ca>; George, Bradley <BradleyGeorge@gov.nl.ca>
Subject: Video intro

Minister –

Skips a little – you’ll need to download to your desktop to avoid that.

Please review.

Here is the Dropbox link for the video file:

---

Eric Humber
Media Relations Manager
Department of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
O: 709-729-4819
C: 709-725-9655
erichumber@gov.nl.ca
• Influenced by English, Irish, French, and Indigenous ancestors;

• Built upon isolation and remoteness;

• Shaped by a way of life;

• Our province is defined by a culture that’s one of a kind;

• A place built on stories.

• As I sit here at Newfoundland and Labrador’s cultural jewel, The Rooms;

• I think about the first peoples that inhabited the land,

• to the Vikings;

• or the brave explorers in search of a new world;

• to the writers and artists of today;

• even the cab driver that picks you up at the airport –

• They all have tales to tell, and boy can they tell them.

• Stories about the sea, the land, the fresh air, the people, and everything in between.
• Because around here, stories seem endless

• And more than a few of them will have you leaning in to find out what happens next.