

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/7/2019

Dear 

"I would like information on: - How much money was spent on any tourism videos featuring Minister Mitchelmore in January of 2019. - Any discussion (emails, notes or any form of communication) of removing tourism videos featuring the Minister that were published in January 2019. - Any copies of tourism videos featuring the Minister from January of 2019."

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):

s. 40(1)

Disclosure harmful to personal privacy

40. (1) The head of a public body shall refuse to disclose personal information to an applicant where the disclosure would be an unreasonable invasion of a third party's personal privacy.

In regards your question "*How much money was spent on any tourism videos featuring Minister Mitchelmore in January of 2019.*" The video was produced by Government of Newfoundland and Labrador staff. There was no cost.

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:

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,

A handwritten signature in cursive script, appearing to read "Heather Brown".

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.

Direct appeal to Trial Division by an applicant

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).

Brown, Heather

From: Mundon, Tansy
Sent: Wednesday, January 23, 2019 9:45 AM
To: Mitchelmore, Christopher
Subject: FW: Tourism Ad Campaign Question

Importance: High

Minister,
Please see below.

From: Mundon, Tansy
Sent: Wednesday, January 23, 2019 9:30 AM
To: Lomond, Ted <TedLomond@gov.nl.ca>
Cc: Humber, Eric <EricHumber@gov.nl.ca>; Murphy, Carmela <carmelamurphy@gov.nl.ca>
Subject: FW: Tourism Ad Campaign Question
Importance: High

Ted,
Please see draft response below from Minister Mitchelmore. Carmela has reviewed:

"The purpose of my video, which was posted to the TCII Twitter account on Friday, was to introduce our new 90-second tourism television advertisement which was launching on Monday. Now that the new ad is airing on national television my introduction video has been removed from the departmental twitter account. I have also provided you with some statistics about the positive response to the new tourism ad (as of Monday, January 23)."

NewfoundlandLabrador.com website

16,122 sessions/view on Friday, January 18. On the previous day 17 January, there were 4,575 sessions – marking a daily increase of 252.4%. Last weekend, the sessions were 36,106, compared to 12,428 from the previous year – an increase of 190.5%.

Facebook

- Total views: 149,851
- Total quality views – i.e., those +30-seconds: 39,948
- Total reach: 384,534
- Engagement:
 - Comments: 177
 - Reactions: 1,600
 - Shares: 4,335

Twitter

- Views: 25,200
- Retweets: 267
- Likes: 587

Instagram

- Views: 12,100
- Likes: 3,562
- Comments: 161

YouTube.

- Total views: 9,650
- Total quality views – i.e., those +30-seconds: 8,404

eNews

Our Tangled Tale eNews was sent to an audience of 129,128 late Friday afternoon.

- The open rate was 34.5%, which is higher than last year's television launch eNews for 'Conductor' (33.4%), and 2.5 times higher than the travel / tourism industry benchmark from Constant Contact of 13.6%.
- The click through rate of 33.7% was 4.4 times higher than Constant Contact's travel / tourism industry benchmark of 7.7%.

Audience feedback, from non-residents and residents alike, has been extremely positive:

- "The Dept. of Tourism of NL has once again outdone themselves. Your commercials are always so beautiful; tourism is our greatest asset and you definitely show it in your commercials."
- "Your videos are the best in the country! So good I've been planning my trip for a year and this summer I finally get to be there!"
- "Stunningly shot and beautifully narrated."
- "I think these commercials are wonderful. I grew up and was schooled in St. John's and have owned homes in a couple outports on the east and northwest coasts of the island. Your ads depict the awesome feeling the one experiences while visiting this diverse, beautiful province."
- "I do love these commercials. They are windows into my soul and I don't know how, but the producers seem to know me personally. It makes me want to continue my 30 years tradition of vacationing at home. Very privileged to have seen so much of this most beautiful province. These ads make me unable to get enough. Thank you for showing our beautiful province in such a magnificent way."

From: Anthony Germain [REDACTED]
Sent: Tuesday, January 22, 2019 4:39 PM
To: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: Tourism Ad Campaign Question

S.40 (1)

Dear Ms. Mundon,

Best to you in 2019.

Three questions for you pertaining to the launch of the new and very well produced, professional video advertising Newfoundland & Labrador as a tourism destination.

- 1) What, if any, concerns are there about the minister's novel approach of posting a video of himself on social media reading from a story book?
- 2) Monitoring the reaction on social media, are there reasons to believe the minister's video has created a distraction from the core advertising campaign?
- 3) Finally, is the minister available for a brief interview to explain his rationale for his story-telling interview?

Regards,

AG

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Anthony Germain
CBC TV Host
Here & Now

Brown, Heather

From: Card, Jason
Sent: Wednesday, January 23, 2019 10:12 AM
To: Mundon, Tansy; Bruce, Glenn; Barfoot, Scott; Joyce, Luke
Cc: Humber, Eric
Subject: RE: Tourism Ad Campaign Question

No concerns

From: Mundon, Tansy
Sent: Wednesday, January 23, 2019 9:56 AM
To: Bruce, Glenn <GlennBruce@gov.nl.ca>; Barfoot, Scott <ScottBarfoot@gov.nl.ca>; Joyce, Luke <LukeJoyce@gov.nl.ca>; Card, Jason <JasonCard@gov.nl.ca>
Cc: Humber, Eric <EricHumber@gov.nl.ca>
Subject: Fwd: Tourism Ad Campaign Question

Please see suggested response below from Minister Mitchelmore. Please advise if any concerns.

"The purpose of my video, which was posted to the TCII Twitter account on Friday, was to introduce our new 90-second tourism television advertisement which was launching on Monday. Now that the new ad is airing on national television my introduction video has been removed from the departmental twitter account. I have also provided you with some statistics about the positive response to the new tourism ad (as of Monday, January 23)."

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Audience feedback, from non-residents and residents alike, has been extremely positive:

- "The Dept. of Tourism of NL has once again outdone themselves. Your commercials are always so beautiful; tourism is our greatest asset and you definitely show it in your commercials."

- "Your videos are the best in the country! So good I've been planning my trip for a year and this summer I finally get to be there!"

- "Stunningly shot and beautifully narrated."

- "I think these commercials are wonderful. I grew up and was schooled in St. John's and have owned homes in a couple outports on the east and northwest coasts of the island. Your ads depict the awesome feeling the one experiences while visiting this diverse, beautiful province."

- "I do love these commercials. They are windows into my soul and I don't know how, but the producers seem to know me personally. It makes me want to continue my 30 years tradition of vacationing at home. Very privileged to have seen so much of this most beautiful province. These ads make me unable to get enough. Thank you for showing our beautiful province in such a magnificent way."

From: Anthony Germain [REDACTED] S.40 (1)
Sent: Tuesday, January 22, 2019 4:39 PM
To: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: Tourism Ad Campaign Question

Dear Ms. Mundon,

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Three questions for you pertaining to the launch of the new and very well produced, professional video advertising Newfoundland & Labrador as a tourism destination.

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Regards,

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Anthony Germain
CBC TV Host

Here & Now

Brown, Heather

From: Mundon, Tansy
Sent: Wednesday, January 23, 2019 11:07 AM
To: 'Anthony Germain'
Cc: Humber, Eric
Subject: RE: Tourism Ad Campaign Question

Hi Anthony,
Please see statement below from Minister Mitchelmore:

"The purpose of my video, which was posted to the Tourism, Culture, Industry and Innovation Twitter account on Friday, was to introduce our new 90-second tourism television advertisement which was launching on Monday. Now that the new ad is airing on national television my introduction video has been removed from the departmental twitter account. I have also provided you with some statistics about the positive response to the new tourism ad (as of Monday, January 23)."

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