February 18, 2019

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act, 2015 (TCII/10/2019)

Dear [Name],

On January 24, 2019, The Department of Tourism, Culture, Industry and Innovation received your request for access to the following records/information:

“All correspondence and other records created or received by staff in the minister's office, executives in the department (DM, ADM and ED) and communications staff concerning the decision to delete the TCII tweet posted Jan 18, 2019 at 1:51pm. I am also seeking any records or correspondence discussing the reaction to the tweet, or discussion of the Minister's post with the same video on Facebook, from any of the above officials.”

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 exception 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.

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:

P.O. Box 8700, St. John’s, NL, Canada A1B 4J6 t 709.729.7000 f 709.729.4858
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.
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).
Thoughts on doing such an interview with CBC?

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 22, 2019, at 4:48 PM, Mundon, Tansy <TansyMundon@gov.nl.ca> wrote:

Please see below.

Sent from my iPhone

Begin forwarded message:

From: Anthony Germain <Anthony.Germain@mun.ca>
Date: January 22, 2019 at 4:38:47 PM NST
To: "Mundon, Tansy" <tansymundon@gov.nl.ca>
Subject: Tourism Ad Campaign Question

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

--
Anthony Germain
CBC TV Host
Here & Now
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 TCIL 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
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 Germains
totalviews@total.com
Sent: Tuesday, January 22, 2019 4:39 PM
To: Mundon, Tansy <TansyMundon@gov.nl.ca>
Subject: Tourism Ad Campaign Question

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
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."

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AG

--

Anthony Germain
CBC TV Host

Here & Now
Hi Anthony,
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Regards,

AG
--
Anthony Germain
CBC TV Host
Here & Now
Brown, Heather

From: Peddle, Andrea
Sent: Thursday, January 24, 2019 9:28 AM
To: 'Ernie Brake'; Carter, Carol Ann; Weir, Andrew; Fisher, Amy; Dempster, Laurie; Magnusson, Shelley
Cc: 'Catherine Kelly'; 'Allison Daley'; 'Natalie Lemire'; 'Jef Combdon'
Subject: RE: CBC's Here and Now - Coverage of Minister's Video

Yes Ernie:

Thanks for the heads up. [redacted] and saw the interview. Interesting

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

From: Ernie Brake [redacted]@targetmarketing.ca>
Sent: January 23, 2019 10:37 PM
To: Peddle, Andrea <apeddle@gov.nl.ca>; Carter, Carol Ann <CarolAnnCarter@gov.nl.ca>; Weir, Andrew <AndrewWeir@gov.nl.ca>; Fisher, Amy <AmyFisher@gov.nl.ca>; Dempster, Laurie <LaurieDempster@gov.nl.ca>; Magnusson, Shelley <shelleymagnusson@gov.nl.ca>
Cc: Catherine Kelly [redacted]@targetmarketing.ca>; Allison Daley [redacted]@targetmarketing.ca>; Natalie Lemire [redacted]@targetmarketing.ca>; Jef Combdon [redacted]@targetmarketing.ca>
Subject: CBC's Here and Now - Coverage of Minister's Video

Hey guys.

Here and Now did a piece this evening on our new ad / the Minister’s launch video on social media.

You can see it here from 37:15 - 44:20: https://www.cbc.ca/news/canada/newfoundland-labrador/here-now-see-our-latest-episodes-1.4405960

The consultant interviewed was very complimentary towards our work, which is always nice to hear.

Ern

Ernie Brake
Account Director
Target Marketing & Communications Inc.
90 Water Street, St. John's, NL A1C 1A4
709.739.8400 [redacted]@targetmarketing.ca
www.targetmarketing.ca
BEST OF SHOW AT ICE. Target swept this year’s ICE Awards, winning a total of 21 Gold, Silver, and other creative trophies for TV, Design, Digital Display, Website, and Communications Strategy — and, to top it off, the Best of Show award for our ‘Symphony of Sound’ campaign for Newfoundland and Labrador Tourism. Thank you to all our wonderful client partners who, like us, deeply believe that Creativity is a powerful business tool.