

April 30, 2025

VIA EMAIL

Attention: Devin Drover

Dear Mr. Drover

Re: Your request for access to information under Part II of the *Access to Information and Protection of Privacy Act, 2015* (File #: PB/455/2025)

On April 1, 2025, we received your request for access to the following records/information:

I am writing to request information under the Access to Information and Protection of Privacy Act regarding NL Hydro's advertising and promotional expenses incurred to date for the advertising of the new Churchill Falls deal. Specifically, I am seeking: A detailed breakdown of all costs associated with advertising and promotional activities related to the Churchill Falls deal, including but not limited to media buys, social media ads, production expenses, agency fees, and any associated promotional expenses. Copies of invoices, receipts, contracts, or any other documentation that records these expenditures.

Please be advised that access to the records responsive to your request have been granted, in part, in accordance with the following exceptions to disclosure, as specified in the **Access to Information and Protection of Privacy Act (the ATIPPA)**:

Section 22(1)(a): The head of a public body may refuse to disclose a record or part of a record that is published and is available to the public whether without cost or for purchase.

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

Please note- Invoices from January 2023 to January 2025, from Crestview Strategy have been captured in a previous ATIPP request, PB-87-2025, available here:

<https://nlhydro.com/wp-content/uploads/2025/02/R-PB-87-2025-Final-Response.pdf>

In keeping with our standard practice, it is our intention to post this letter on the Newfoundland and Labrador Hydro website.

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, 2015** (the Act) (a copy of this section has been enclosed for your reference). 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 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
Email: commissioner@oipc.nl.ca

You may also appeal directly to the Supreme Court within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act (a copy of this section has been enclosed for your reference).

If you have any further questions, please contact me by telephone at (709) 733-5346 or by email at CassandraHearn@nlh.nl.ca.

Sincerely,

Cassandra Hearn

Cassandra Hearn
Access and Privacy Officer

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).

Appendix A

Crestview was engaged to provide professional services. In collaboration with teams from GNL and Hydro, Crestview provided creative direction, strategy, and production services for informational materials to help the public better understand the technical aspects of the Churchill Falls Memorandum of Understanding.

Crestview planned, designed, and produced a long format animated video, with recorded voiceover. Crestview also produced four shorter format videos, optimized for specific social media platforms. The initial two invoices relate to this work.

These information videos were promoted through an advertising buy with provincial reach. The more substantial invoice relates to these advertising fees. These fees include Broadcast, Radio, Social, and Programmatic advertising from mid-March to the end of April.

CRESTVIEW STRATEGY INC.
80 Richmond St W Suite 400
Toronto ON M5H 2A4
ar@crestviewstrategy.com
***.crestviewstrategy.ca
HST (NS) Registration No.:
814198057RT0001
Business Number 814198057

**crestview
strategy**

BILL TO
McInnes Cooper
10 Fort William Place, 5th Floor
PO Box 5939
St. John's NL A1C 5X4

INVOICE 2025-0303

DATE 02/14/2025 TERMS Net 30

DUE DATE 03/16/2025

PROJECT CODE
CNBD.01

DATE	DESCRIPTION	QTY	RATE	AMOUNT
	Campaign creative fees - creation of the long form video	1	7,500.00	7,500.00

Send Payments to:
Crestview Strategy Inc.
Transit #: [REDACTED]
Institution #: [REDACTED] 31(1)(L)
Account: 1621-244
Swift: BOFMCAM2
Remittance E-mail: AR@crestviewstrategy.com

SUBTOTAL	7,500.00
HST (NS) @ 15%	1,125.00
TOTAL	8,625.00

Bank Address:
Bank of Montreal
100 King St. W.
Toronto, Ontario
M5X 1A3

TOTAL DUE CAD 8,625.00

CRESTVIEW STRATEGY INC.
80 Richmond St W Suite 400
Toronto ON M5H 2A4
ar@crestviewstrategy.com
***.crestviewstrategy.ca
HST (NS) Registration No.:
814198057RT0001
Business Number 814198057

**crestview
strategy**

BILL TO
McInnes Cooper
10 Fort William Place, 5th Floor
PO Box 5939
St. John's NL A1C 5X4

INVOICE 2025-0492

DATE 03/14/2025 TERMS Net 30

DUE DATE 04/13/2025

PROJECT CODE
CNBD.01

DATE	DESCRIPTION	QTY	RATE	AMOUNT
	Campaign creative fees - Remaining Balance - Creation of the long form video	1	7,500.00	7,500.00

Send Payments to:
Crestview Strategy Inc.
Transit # [REDACTED] 31(1)(L)
Institution #: [REDACTED]
Account: 1621-244
Swift: BOFMCAM2
Remittance E-mail: AR@crestviewstrategy.com

SUBTOTAL	7,500.00
HST (NS) @ 15%	1,125.00
TOTAL	8,625.00

Bank Address:
Bank of Montreal
100 King St. W.
Toronto, Ontario
M5X 1A3

TOTAL DUE

CAD 8,625.00

MCINNES COOPER

Newfoundland and Labrador Hydro
P.O. Box 12400
St. John's, NL A1B 4K7

Attn: Michael Ladha, VP Chief Legal Officer &
Corporate Secretary

Invoice No.: 2025007813

March 12, 2025

File: 225754

10 Fort William Place
5th Floor
P.O. Box 5939
St. John's, NL A1C 5X4

Tel: (709) 722-8735
Fax: (709) 722-1763

GST/HST Registration #:119398691RT

RE: CF – Gull Expansion

TO DISBURSEMENTS in connection with the above-noted matter for the period ending March 12, 2025, including:

Disbursements: (HST Exempt)

Expert Fees Crestview Strategy Inc. Invoice No.
2025-0437 dated March 10, 2025 \$131,403.79 +
HST (NS) of \$19,710.57 at 15% = \$151,114.36

\$ 151,114.36

Total Disbursements

\$ 151,114.36

Total Amount Due

\$ 151,114.36

Balance Due

\$ 151,114.36

Gregory J. Connors

Thank you for entrusting McInnes Cooper with your legal work.

All invoices are due upon receipt.

MCINNES COOPER

Newfoundland and Labrador Hydro
P.O. Box 12400
St. John's, NL A1B 4K7

Attn: Michael Ladha, VP Chief Legal Officer &
Corporate Secretary

1300-1969 Upper Water Street
McInnes Cooper Tower - Purdy's Wharf
P.O. Box 730
Halifax, NS B3J 2V1

Tel: (902) 425-6500
Fax: (902) 425-6350
mchfx@mcinnescooper.com

Invoice No.: 2025007813

March 12, 2025

File: 225754

GST/HST Registration #: 119398691RT

RE: CF – Gull Expansion

**REMITTANCE COPY
PLEASE REMIT WITH PAYMENT**

TOTAL FOR THIS INVOICE

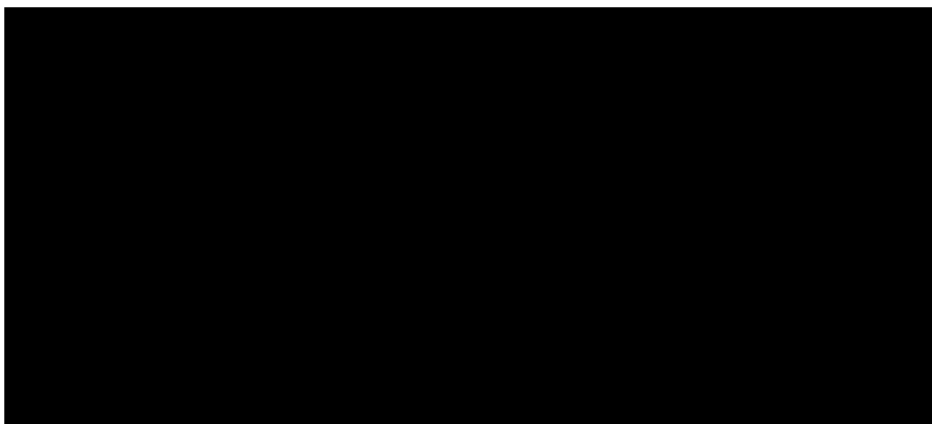
Total Non-Taxable Disbursements	\$ 151,114.36
Total Amount Due	\$ 151,114.36

Balance Due	\$ 151,114.36
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Other Payment Options:

Invoices are issued in CAD.

31(1)(L)



McInnes Cooper cannot accept cash.
Interest may be charged on overdue accounts.

CRESTVIEW STRATEGY INC.
80 Richmond St W Suite 400
Toronto ON M5H 2A4
ar@crestviewstrategy.com
***.crestviewstrategy.ca
HST (NS) Registration No.:
814198057RT0001
Business Number 814198057

**crestview
strategy**

BILL TO
McInnes Cooper
10 Fort William Place, 5th Floor
PO Box 5939
St. John's NL A1C 5X4

INVOICE 2025-0437

DATE 03/10/2025 TERMS Net 30

DUE DATE 04/09/2025

PROJECT CODE
CNBD.01

DATE	DESCRIPTION	QTY	RATE	AMOUNT
	Advertising Fees	1	135,000.00	135,000.00
	Advertising Credit from Phase 1 & 2	1	-3,596.21	-3,596.21

Send Payments to:
Crestview Strategy Inc.
Transit #: [REDACTED]
Institution # 31(1)(L)
Account: 1621-244
Swift: BOFMCAM2
Remittance E-mail: AR@crestviewstrategy.com

SUBTOTAL	131,403.79
HST (NS) @ 15%	19,710.57
TOTAL	151,114.36

Bank Address:
Bank of Montreal
100 King St. W.
Toronto, Ontario
M5X 1A3

TOTAL DUE

CAD 151,114.36

April 24, 2025

Devin Drover
ddrover@taxpayer.com

Mr. Drover,

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act, 2015 [File #: EC/29/2025]

On April 1, 2025, Executive Council – Communications and Public Engagement received your request for access to the following records/information:

“I am writing to request information related to advertising and promotional expenses incurred to date for the advertising of the new Churchill Falls deal. Specifically, I am seeking:

- A detailed breakdown of all costs associated with advertising and promotional activities related to the Churchill Falls deal, including but not limited to media buys, social media ads, production expenses, agency fees, and any associated promotional expenses.

- Copies of invoices, receipts, contracts, or any other documentation that records these expenditures.”

Please be advised that a decision has been made by the Clerk of the Executive Council to provide access to the requested information. Incurred costs for the Communications Branch to support the implementation of the Our Chapter awareness campaign total \$83,406.51. This expenditure supports print and digital advertising, four community webinars, as well as a public survey. For your information, the Communications and Public Engagement branch were not involved in the building, executing, and monitoring of the Our Chapter campaign. Supporting documents are attached.

You may ask the Information and Privacy Commissioner to review the processing of your access request as set out in section 42 of 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.

Contact information for the Office of 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
Email: commissioner@oipc.nl.ca

You may also appeal directly to the Supreme Court within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act (a copy of sections 42 and 52 are attached for your reference). This response will be published as outlined on the Completed Access to Information Requests website (<http://atipp-search.gov.nl.ca/>).

If you have any further questions, please feel free to contact me by email at rachellecutler@gov.nl.ca.

Sincerely,



Rachelle Cutler
ATIPP Coordinator
Enclosure

Access or correction complaint

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(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

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(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).

 <div> Government of Newfoundland and Labrador Public Procurement Agency 30 Strawberry Marsh Rd. St. John's NL A1B 4R4 </div>		Purchase Order No.	Revision No.	Page No.		
		224023824	0	1		
TO: CRESTVIEW STRATEGY INC 80 Richmond Street West Suite 400 Toronto, ON M5H 2A4 Canada		SHIP TO: EXC-Communications & Consultations 10th Floor, East Block PO Box 8700 St John's, NL A1B 4J6 Canada				
		BILL TO: Office Of The Comptroller General Accounts Payable Processing PO Box 8700 3rd Floor East Block Confederation Bldg St John's, NL A1B 4J6 Canada				
Customer No.	Supplier No.	Ordered / Buyer		Revised / Buyer		
	40208532	23-DEC-24 O'Leary, V				
F.O.B:		Requestor:		Contact:		
DESTINATION		Spurrell, Wendy				
IMPORTANT: Document valid ONLY if NAME and DATE are present in "Authorized By" section.						
AUTHORIZED BY:		DATE:	TOTAL:			
O'Leary, V		23-DEC-24	\$34,481.51			
Line NO:	Item No./Description	Promised Date	Quantity / UOM	Unit Price	Extended	Tax

PLEASE NOTE: TO ENSURE TIMELY PAYMENT OF YOUR INVOICE, THE PURCHASE ORDER (PO) NUMBER MUST BE CLEARLY INDICATED ON THE INVOICE OR A COPY OF THE PO INCLUDED WITH THE INVOICE. COPIES OF INVOICES SHOULD NOT BE PROVIDED TO THE DEPARTMENT REQUESTING GOODS/SERVICES. FOR MORE INFORMATION PLEASE VISIT: <https://www.gov.nl.ca/exec/tbs/files/suppliers-invoiceguide-1.pdf>

1	Public Consultations on Churchill Falls		1 EACH	34,481.51	34,481.51	
YOUR INVOICE # 2024-2487 DATED DECEMBER 20, 2024 REFERS.						
FOR FURTHER INFORMATION ON THIS ORDER, PLEASE CALL SCOTT BARFOOT AT 709-729-7927.						

Departmental Requisition Form (Request for Goods and Services)


[illegible]

- **Fill out and attach a Departmental Requisition Continuation Sheet if further space required.**

Accounting Distribution

Item #	Estimated Cost	Govt #	Responsibility Center	ACAT	Activity	Line Object	Department Tracking Code
1	\$ 48,500.00	01	0316	120	1090	0510	000000

Authorization

Department Contact (Print Name): Darrell Hayward	Approving Authority (Print Name): Scott Barfoot
Signature: 	Signature:
Date: January 30, 2025	Date: January 30, 2025

(Form must be signed by the Department contact and approver before goods/services can be acquired)

- **Please attach 3 quotes where applicable**