



November 27, 2003

Mr. David MacLean
Canadian Taxpayers Federation
#105 - 438 Victoria Avenue East
REGINA SK S4N 0N7

Dear Mr. MacLean:

Re: Access to Information – Application # IR15-03G

Thank you for clarifying your request for information regarding the “Our Future is Wide Open” campaign.

Specifically, you have reworded your request to read as follows:

I’m looking for any documents that would allow me to know the original budget of the wide open future campaign – documents that obviously aren’t exempt from disclosure due to cabinet confidence. I am also looking for the total amount spent to date on the campaign, and how much is planned for future spending. In addition, I’d appreciate any information that would allow me to know how the money was spent. For example, a description of the different phases, and a breakdown of expenses.

Your request for access to records regarding the original budget, expenditures to date, and a breakdown of the expenses has been fully granted. A copy of that information is attached.

There are, however, currently no records in existence that may identify potential budgetary considerations for future spending on the campaign.

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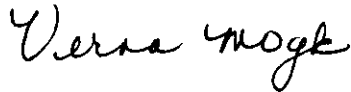
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In addition, we have received the Information and Privacy Commissioner's Report on the Request for Review which you had filed with the Commissioner with respect your request for the Cabinet Decision Item entitled "Creating a Positive Attitude in Saskatchewan". This letter will also serve as our notification to you that, pursuant to Section 56 of *The Freedom of Information and Protection of Privacy Act*, we are following the Commissioner's recommendation to continue denying access to that particular record.

Further correspondence on this request should be directed to me at:

3rd Floor, 2103 – 11th Avenue, Regina, Sk., S4P 3V7
Fax: (306) 787-3872

Yours truly,



Verna Mogk
Access Officer, Freedom of Information

Attachments

cc: Mr. Robert Gary Dickson, Q.C., Acting Saskatchewan Information and Privacy
Commissioner (File No. F-2003/053 RPR)
FOI Unit, Justice

WIDE OPEN FUTURE PHASE 1		
In Province		
	Creative/Production	Placement
Advertising		
TV	400,000	300,000
Print	5,000	37,000
Radio	30,000	190,000
Sector Specific		
Other	100,000	
Web		
Total	535,000	527,000
Grand Total		1,062,000

WIDE OPEN FUTURE PHASE 1		
Out-of Province October - January, 2002		
	<i>Creative/Production</i>	<i>Placement</i>
Advertising		
TV		37,000
Print		175,000
Radio		
Sector Specific		
Int'l site location		
Web		
Other	195,000	
Premier Trips		
Calgary		
Total	195,000	212,000
<i>Grand Total</i>		407,000

WIDE OPEN FUTURE PHASE 2

In-Province**January-March 2003****April-June 2003**

	<i>Creative/Production</i>	<i>Place-ment</i>	<i>Existing</i>	<i>Creative/Production</i>	<i>Placement</i>
Advertising					
TV	0	0			350,000
Print					100,000
Radio					170,000
Sector					
Specific					
Web					
Total	0	0			620,000

WIDE OPEN FUTURE PHASE 2

Out-of-Province

	January - March 2002		April - June 2003	
	Creative/Production	Placement	Creative/Production	Placement
Advertising				
TV		150,000		120,000
Print		500,000		400,000
Radio				
Sector Specific				20,000
Int'l site location				20,000
Research				40,000
Web				
Sub Total	200,000	650,000		600,000
Premier Trips				
Vancouver				
Collateral Marketi	10,000			
Billboards				
Airport		30,000		
Clothing	20,000			
Airline packages				175,000
Ex-Patriots Program				
Sub Total	30,000	30,000		175,000
Total	230,000	680,000		775,000
Grand Total				1,685,000

Phase 3 - Our Future is Wide Open 2003-04 Marketing Plan						
Project	Description	Development	Placement	Other	Total	Project Start Project End
In-province: Goal - to increase optimism in our province's economic future, especially among young people						
Phase 3: August to March 2003						
	OFWO ads on hold		200,000		200,000	
Subtotal In Province			200,000		200,000	
Out-of-Province: Goal - Generate awareness that Saskatchewan is a good place to do business and invest						
Phase 3: August to March 2003						
National print	Series of 3 print ads focused on investment, high tech and exports	10,000	211,000	0	221,000	
National magazine		2,000	144,000	0	146,000	
National TV	Sask-Made Products and Exports 60-second commercial	50,000	213,000	250,000	513,000	Sept. 8 Oct. 19
Airport	Signage in major airports	5,000	68,000	0	73,000	Sept. Oct.
CFL Campaign	Ottawa - Aug. 7; Calgary - Oct.; Vancouver - Oct.	5,000	30,000		35,000	Aug. 7 Ottawa; Oct. Calgary and Van.
Subtotal Out of Province		72,000	666,000	250,000	988,000	
GRAND TOTAL PHASE 3		72,000	866,000	250,000	1,188,000	

OFWO Spending Nov. 2002 to Nov. 2003				
	Development	Production	Placement	Total
Phase 1 In-province	389,500.00	230,300.00	523,000.00	1,142,800.00
Phase 1 Out-of-province	38,000.00	195,300.00	212,000.00	445,300.00
Phase 1 Total	427,500.00	425,600.00	735,000.00	1,588,100.00
Phase 2 In-province	147,100.00	259,800.00	665,243.00	1,072,143.00
Phase 2 Out-of-province	201,023.00	41,400.00	1,165,239.00	1,407,662.00
Phase 2 Total	348,123.00	301,200.00	1,830,482.00	2,479,805.00
Phase 3 In-province	7,818.00	244,000.00	109,082.00	360,900.00
Phase 3 Out-of-province	274,890.00	227,000.00	510,126.00	1,012,016.00
Phase 3 Nov. inprov. TV (est)	4,000.00		82,760.00	86,760.00
Phase 3 Total	286,708.00	471,000.00	701,968.00	1,459,676.00
OFWO Total				5,527,581.00