

# The Auditor General's Review of Government Advertising

## Introduction

The Auditor General's duties and responsibilities are outlined in the *Government Advertising Act, 2004* (Act), which came into full force on January 30, 2006. The Act is available at [www.e-laws.gov.on.ca](http://www.e-laws.gov.on.ca). This report on government advertising satisfies the requirement, in subsections 9(1) and (2) of the Act and subsection 12(2)(g) of the *Auditor General Act*, to report annually to the Speaker. The report is intended to:

- provide a means to discuss publicly those matters concerning the exercise of the Auditor General's powers and duties under the Act [subsection 9(1)];
- report any contraventions of the requirements of the Act [subsection 9(2)]; and
- report on expenditures for advertisements, printed matter, and messages that were reviewed by the Office of the Auditor General under the Act (from April 1, 2006, to March 31, 2007) [subsection 12(2)(g) of the *Auditor General Act*].

## Background

The idea of the Auditor General's reviewing government advertising arose in the mid-1990s, when legislators expressed concern about the appropriateness of a government's use of public funds for advertising that could be considered to further partisan interests. An advertisement can be considered partisan if it promotes the governing party's interests by fostering a positive impression of the government or a negative impression of its opponents. This concern was the subject of much debate in the Legislative Assembly during the period of 1996–2003.

Shortly after the opening of the 38th Parliament, the government introduced Bill 25, entitled *An Act Respecting Government Advertising*, on December 11, 2003. Bill 25 was passed by the Legislative Assembly and received Royal Assent on December 9, 2004, as the *Government Advertising Act, 2004* (Act). The intention of the Act was to prohibit government advertising that could be considered partisan by requiring that proposed advertisements be approved by the Auditor General before they could be used.

To allow for a brief transition period, the Act came into force in two stages, the first on November 21, 2005, and the second on January 30, 2006. Between those dates, government offices were required to submit all reviewable advertising items to the Auditor General's Office for review but were not prohibited from using items already in the pipeline. However, as of January 30, 2006, when the Act was fully proclaimed, a government office could not use any item subject to the Act until the Auditor General had reviewed and approved it.

## Overview of the Government Advertising Review Function

Under the Act, the Auditor General is responsible for reviewing specified types of government advertising to ensure that they meet legislated standards and that, above all, they do not contain anything that is, or may be interpreted as being, primarily partisan in nature. The Act states that “an item is partisan, if, in the opinion of the Auditor General, a primary objective of the item is to promote the partisan political interest of the governing party.”

### ENTITIES SUBJECT TO THE ACT

The Act applies to government offices, which it defines as ministries, Cabinet Office, the Office of the Premier, and such other entities as may be designated by regulation (as yet, no other entity has been so designated). The Act requires every government office to submit proposed advertising, printed matter, or prescribed messages that are reviewable to the Auditor General's Office for a determination of whether they meet the standards of the Act.

### REVIEWABLE ADVERTISING

The Act requires that the Auditor General review the following:

- any advertisement in any language that a government office proposes to pay for publishing in a newspaper or magazine, displaying on a billboard, or broadcasting on radio or television; and
- any item of printed matter in any language that a government office proposes to pay for distributing to households in Ontario either by bulk mail or by another method of bulk delivery.

Items meeting either of these definitions are known as reviewable items.

### Exceptions

The Act specifically excludes from review any advertisement or printed matter that is a job advertisement or a notice to the public required by law. Also excluded from review are advertisements concerning the provision of goods and services to a government office and those regarding an urgent matter affecting public health or safety.

The following are not specifically mentioned in the Act as excluded, although it is understood that they are not subject to the Act:

- electronic advertising on the government's own websites or any public site, except for web pages promoted through reference to their uniform resource locator (URL) in a reviewable item (see subsection entitled Websites later in this chapter); and
- brochures, pamphlets, newsletters, news releases, consultation documents, reports, and other similar printed matter, materials, or publications other than reviewable newspapers or magazines.

## REQUIREMENTS FOR SUBMISSION AND USE OF ADVERTISING ITEMS

Sections 2, 3, 4, and 8 of the Act require that:

- a government office submit a copy of the proposed reviewable advertisement, printed matter, or message to the Auditor General's Office for review;
- a government office not publish, display, broadcast, distribute, or disseminate the submitted item:
  - before the head (that is, the deputy minister) of that office receives notice, or is deemed to have received notice, of the results of the review; or
  - if the head has received notice from the Auditor General that the item does not meet the standards required by the Act;
- when a government office proposes to use a revised version of a rejected item, the revised version be submitted to the Auditor General's Office for a further review; and
- a government office not use the revised version:
  - before the head of that office receives notice, or is deemed to have received notice, of the results of the review; or
  - if the head has received notice from the Auditor General that the revised version does not meet the standards required by the Act.

## REVIEW PERIOD AND NOTIFICATION OF THE AUDITOR GENERAL'S DECISION

By regulation, the Auditor General has seven business days from receipt of an item in finished form to notify a government office of the results of a review. Under the Act, if notice is not given within that time, the government office is deemed to have received notice that the item meets the standards of the Act.

If a finished item submitted for review does not meet the standards required by the Act, the government office may submit a revised version for a second review. As with the initial review, the Auditor General has seven business days from receipt to notify the government office of the results of this new review. If notice is not given within that time, the government office is deemed to have received notice that the revised version meets the standards of the Act.

Once an item has been approved as meeting the standards of the Act, a government office may use it for 12 months following the determination. Under the Act, all decisions of the Auditor General are final.

## STATUTORY STANDARDS TO BE MET BY REVIEWABLE ITEMS

In conducting its review, the Auditor General's Office first determines whether a reviewable item meets all of the standards of the Act, as follows:

- The item must be a reasonable means of achieving one or more of the following objectives:
  - to inform the public of current or proposed government policies, programs, or services available to them;
  - to inform the public of its rights and responsibilities under the law;
  - to encourage or discourage specific social behaviour in the public interest; and/or
  - to promote Ontario, or any part of the province, as a good place to live, work, invest, study, or visit, or to promote any economic activity or sector of Ontario's economy.
- The item must include a statement that it is paid for by the government of Ontario.
- The item must not include the name, voice, or image of a member of the Executive Council or a member of the Legislative Assembly

(unless the primary target audience is located outside Ontario, in which case the item is exempt from this requirement).

- The item must not have as a primary objective the fostering of a positive impression of the governing party, or a negative impression of a person or entity critical of the government.
- The item must not be partisan; that is, in the opinion of the Auditor General, it cannot have as a primary objective the promotion of the partisan political interests of the governing party.

## OTHER FACTORS CONSIDERED

In addition to the specific statutory standards above, the Act allows the Auditor General to consider additional factors he or she deems appropriate to determine whether a primary objective of an item is to promote the partisan political interests of the governing party [subsection 6(4)].

In determining those additional factors, the Auditor General's Office consulted with Advertising Standards Canada. We also took into consideration the results of international research on principles for government advertising carried out by the Victoria Auditor General's Office in Australia. In general, the additional factors incorporated into the review process relate to the general impression conveyed by the message and how it is likely to be received or perceived. As a guide for determining whether an item may be perceived or received as partisan, consideration is given to whether it includes certain desirable characteristics and avoids certain undesirable ones, as follows:

- Each item should:
  - contain subject matter relevant to government responsibilities (that is, the government should have direct and substantial responsibilities for the specific matters dealt with in the item);
  - present information objectively, in tone and content, with facts expressed clearly and

accurately using unbiased and objective language;

- emphasize facts and/or explanations, not the political merits of proposals; and
- enable the audience to distinguish between fact on the one hand and comment, opinion, or analysis on the other.
- Items should not:
  - use colours, logos, and/or slogans commonly associated with any recognized political party in the Legislative Assembly of Ontario;
  - inappropriately personalize (for instance, by personally attacking opponents or critics);
  - directly or indirectly attack, ridicule, or criticize the views, policies, or actions of those critical of government;
  - aim primarily at rebutting the arguments of others;
  - intentionally promote, or be perceived as promoting, political-party interests (to this end, consideration is also given to such matters as timing of the message, the audience at which it is aimed, and the overall environment in which the message will be communicated);
  - deliver self-congratulatory or political-party image-building messages;
  - deal with matters such as a policy proposal where no decision has yet been made, unless the item provides a balanced explanation of both the benefits and the disadvantages;
  - present pre-existing policies, products, services, or activities as if they were new; or
  - use a uniform resource locator (URL) to direct readers, viewers, or listeners to a web page or pages with content that may not meet the standards required by the Act (see Websites).

## OTHER REVIEW PROTOCOLS

### Websites

Although websites referred to in an advertisement are technically not reviewable under the Act, the Auditor General and the government have agreed to the following: if an item submitted for review contains one or more URLs that direct the reader, viewer, or listener to further information on a website or websites, the Auditor General's Office will consider the content and context of any such website. However, the Auditor General's Office restricts its review in this regard to the page or pages accessed by the "first click" at the URL in the advertising item. Under the agreement, the Auditor General's Office does not consider web pages or materials beyond the first click in deciding whether the item meets the standards of the Act.

Since the first-click web page is considered a continuation of the reviewable message, the Auditor General will review it for any information or messages that may not meet the standards of the Act. For example, a first-click web page must not include a minister's name, voice, or photograph, nor deliver self-congratulatory, party image-building messages, or messages that attack the policies, opinions, or actions of others.

### Public-event and Conference-program Advertisements and Payments in Kind

With respect to government advertisements in programs distributed at public events and conferences, the Auditor General's Office has taken the position that such advertisements should be subject to the Act because the programs usually look like magazines and serve a similar purpose.

It should be noted that advertising space in public-event and conference programs is at times provided to a government office free of charge. However, if the government office has made any kind of financial contribution to the event,

including paid sponsorship, we consider this free advertisement to have been indirectly paid for. In considering this matter, we asked the following question: would the free advertisement have been granted to the government office if it had not made a financial contribution or sponsored the event? Experience suggests that the answer would often be "no." Government officials have agreed with this approach to advertisements in programs distributed at public events and conferences. Consequently, items in these programs are reviewable under the Act and must be submitted for review.

### Third-party Advertising

Recognizing that government funds are sometimes spent on advertising by third parties, the Auditor General's Office and the government have agreed that where a third party (not a government office) pays all or part of the cost of an advertising item, the government office must submit the item to the Auditor General for review only if it meets all three of the following criteria:

- a government office provides the third party with funds intended to pay part or all of the cost of publishing, displaying, broadcasting, or distributing the item; and
- the government of Ontario grants the third party permission to use the Ontario logo or another official provincial visual identifier in the item; and
- the government office approves the content of the item.

### Pre-reviews and Consultations

A pre-review is available to government offices wishing to have the Auditor General's Office examine an early version of an item before they submit a finished item for review. An early version can be a script or storyboard, provided that it reasonably and accurately reflects the item as it is intended

to appear when completed. Pre-reviews help limit the investment of time and money spent to develop items containing material that the Auditor General may deem objectionable under the Act.

If material submitted for pre-review appears to meet the standards of the Act, the Auditor General's Office so advises the government office. However, before the item can be published, displayed, broadcast, printed, or otherwise disseminated, the government office must still submit the finished item for review to show that the newer version still meets the standards of the Act.

If the pre-review material appears to violate any of the standards in the Act, the Auditor General's Office provides explanatory comments to the government office.

A pre-review is strictly voluntary on the part of the Auditor General's Office and is outside the statutory requirements of the Act.

## Engagement of External Advisors

Under the *Auditor General Act*, the Auditor General can appoint an Advertising Commissioner to assist in fulfilling the requirements of the *Government Advertising Act, 2004*. However, instead of formally appointing an Advertising Commissioner, the Auditor General's Office has engaged external advisors to give assistance and advice in the ongoing review of items submitted for review under the Act. The following experts have been engaged at various times by the Auditor General's Office during the 2006/07 fiscal year:

- Rafe Engle is a Toronto lawyer who specializes in advertising, marketing, communications, and entertainment law. He is also the outside legal counsel for Advertising Standards Canada. Before studying law, Mr. Engle acquired a comprehensive background in

media and communications while working in the advertising industry.

- Jonathan Rose is Associate Professor of Political Studies at Queen's University. He is a leading Canadian academic with interests in political advertising and Canadian politics. Professor Rose has written a book on government advertising in Canada and a number of articles on the way in which political parties and governments use advertising.
- Joel Ruimy is a Toronto communications consultant with many years of experience as a journalist, editor, and producer covering Ontario politics in print and television.

These advisors have provided invaluable assistance in our review of government advertising this year.

## 2006/07 Advertising Review Activity and Results

### REVIEWS CONDUCTED

During the 2006/07 fiscal year, the Auditor General's Office received and reviewed 189 advertising submissions comprising 1,047 individual items, with a total cost of almost \$69 million.

The Auditor General's Office, recognizing that government offices needed time to learn how the Act would be applied, instituted a process to give them immediate feedback to ensure that each item being reviewed would meet the standards of the Act as well as any additional criteria developed by the Auditor General. In some cases, this approach resulted in changes within the seven-day statutory review period to submitted items that would otherwise not have been approved. In others, government offices chose to withdraw submissions; during the 2006/07 fiscal year, five advertising submissions comprising 16 individual items were withdrawn directly as a result of concerns raised by our office. It



was made clear at the time that these submissions, had they not been withdrawn or amended, would have been rejected because they violated at least one of the standards in the Act.

It is also worth noting that while the majority of the legislated standards are relatively straightforward in their application, the standard and additional factors concerning the identification of partisanship in advertising require a high degree of judgment and interpretation. For example, we concluded that an advertisement promoting a Premier's Award would be in violation of the Act because of its use of the word "Premier." Most people can quickly associate the word "Premier" with the name of the person who holds that position; this usage thus violates the provision that bars the name, image, or voice of any member of the Executive Council in any advertisement. As well, promoting an awards program named after the Premier in an advertisement could be considered to foster a positive impression of the governing party.

After working closely with government offices and providing them with guidance during the 12 months following the proclamation of the Act, the Auditor General's Office, on January 1, 2007, instituted a more formal process that more closely reflected the intent of the Act.

In this process, once an advertisement was submitted to the Auditor General's Office, it could not be reworked or withdrawn during the submission-for-approval process. Ministries would receive only a written notification that the advertisement met the standards under the Act, or one giving the Auditor General's reasons for finding it in violation of the Act. Items found in violation could, at the option of the government office, be revised and resubmitted for a second review under section 8 of the Act.

As previously noted, the Act requires the Auditor General to notify a government office of the results of a review within seven business days of receiving an item. We are able to report that in all

cases, decisions were given within the statutory seven-day period. The length of time required for a review and decision can vary, depending for the most part on the complexity of the message contained in the item(s) and on the other work priorities of the members of the Auditor General's review panel. For the 2006/07 fiscal year, the average turnaround time for statutory submissions was just over four business days.

We also received and reviewed 26 pre-review submissions that were at a preliminary stage of development, most often at the script or storyboard level. As already mentioned, pre-reviews are strictly voluntary on the part of the Auditor General's Office and are outside the statutory requirements of the Act. Pre-review items thus rank as a second priority behind finished items. Nevertheless, every attempt is made to complete the assessment of items received for pre-review within a reasonable length of time. The average turnaround time for pre-review submissions during the 2006/07 fiscal year was about five business days.

## CONTRAVENTIONS OF THE ACT

Subsection 9(2) of the Act requires that the Auditor General annually report any contraventions of sections 2, 3, 4, and 8, which pertain to submission requirements and prohibitions on the use of items pending the Auditor General's review, and to items not meeting the standards of the Act. During our visits to selected government offices to verify reported expenditure information, we also performed compliance procedures with respect to the requirements of sections 2, 3, 4, and 8 of the Act.

As determined on the basis of the work and reviews conducted by the Auditor General's Office during the year, there were contraventions of the Act. These are presented in Figure 1.

**Figure 1: Contraventions of the *Government Advertising Act, 2004*, April 1, 2006–March 31, 2007**

Prepared by the Office of the Auditor General of Ontario

Ministry	Description
Culture Re: Premier's Award for Excellence in the Arts April, 2006	An advertisement promoting the award was published in several Ontario newspapers without first having been submitted to the Auditor General's Office for review and approval. Had it been submitted, this advertisement would not have passed our review because of the use of the word "Premier." The Office determined that use of the word in this message violates section 6(1)3 of the Act, which prohibits the name of a member of the Executive Council from appearing in an advertisement. People can quickly associate the word "Premier" with the name of the person who holds that position. As well, promoting an awards program named after the premier in an advertisement fosters a positive impression of the governing party.
Health and Long-Term Care Re: OHIP Information for Northern Residents September, 2006	An advertisement containing OHIP information for residents of Northern and isolated communities was published in a newspaper without first having been submitted to the Auditor General's Office for review and approval. The advertisement was subsequently submitted and approved for later use.
Democratic Renewal Secretariat Re: Citizens' Assembly on Electoral Reform October, 2006	Advertisements about various public meetings were published in several Ontario newspapers without being submitted to the Auditor General's Office for review and approval. Once our Office became aware of this, the campaign was stopped pending the Auditor General's review of the advertisements. We concluded that they complied with the content standards in the Act and the campaign resumed.

## EXPENDITURES ON ADVERTISEMENTS AND PRINTED MATTER

The *Auditor General Act* requires that the Auditor General report annually to the Legislative Assembly on expenditures, printed matter, and messages that are reviewable under the *Government Advertising Act, 2004*.

Figure 2 at the end of this chapter contains expenditure details of individual advertising campaigns by each ministry or office for media-buy costs; agency creative costs, and fees; third-party production, talent, and distribution costs; and other third-party costs, such as translation. The information contained in Figure 2 was compiled by government offices and provided to the Auditor General's Office by the Ministry of Government Services.

In order to test the completeness and accuracy of the reported advertising expenditures, the Auditor General's Office performed a review of randomly selected payments to suppliers and supporting documentation at selected ministries.

## MATTERS OF SPECIAL IMPORTANCE

Subsection 9(1) of the Act gives the Auditor General the authority to report on matters relating to the powers and duties of the Auditor General under the Act. I wish to draw attention to matters relating to those powers and duties.

### Government Advertising before an Election

Since Ontario now has fixed dates for elections—every four years—there is no longer any doubt about when future elections will be held, unless a general election is held sooner because the Lieutenant Governor has dissolved the Legislature. It is therefore important to consider how publicly funded government advertising should be dealt with in a pre-election period.

In this context, consideration should be given to the following concerns:

- The members of the Executive Council and the party of a sitting government may, during



the run-up to a general election, be perceived as benefiting, at public expense, from government advertising in the months before an election.

- Similarly, noticeable changes in the character, content, emphasis or volume of government advertising in the period before a general election may be perceived as giving the governing party an advantage.
- It is possible that advertising material approved by the Auditor General under the Act in the year before an election—such approvals are valid for 12 months—may, because of timing and changing political circumstances, be deemed partisan during a pre-election period.

Given the heightened risk of partisanship being ascribed to government advertising in a pre-election period, I indicated to the government that, in my Office's review of advertising items during this period, my staff and I, as well as our external advisors, would consider not only the content of each advertising item, but also the current political circumstances and the timing of the planned publication or dissemination of the item.

### Celebrities in Advertisements

Private-sector advertising frequently makes use of celebrity endorsements, a technique that we

acknowledge can also be used to enhance the effectiveness of government advertising. But the use of such personalities raises concerns, including:

- the possibility that the message of the celebrity spokesperson is designed to mesh with the policy positions of the governing party; and
- the risk that the celebrity spokesperson is subsequently enlisted to campaign alongside the government party during an election.

In such instances, the governing party would receive the kind of partisan edge that the Act was designed to prevent. In our review of any advertisement that features a celebrity, we would consider whether the celebrity had any political and/or public associations that could result in the advertisement fostering a positive impression of the governing party or a negative impression of a person or entity critical of the government.

If an advertisement which featured a celebrity were approved, we would advise the issuing ministry or office that the ongoing approval of the advertisement was conditional on the celebrity's not subsequently doing anything that might be considered partisan. For example, that would include taking part in activities or events that could be perceived as promoting the partisan interests of the governing party, or campaigning alongside a government member or a person running for election for the government party.

**Figure 2: Expenditures for Reviewable Advertisements and Printed Matter under the *Government Advertising Act, 2004*, April 1, 2006–March 31, 2007**

Source of data: Ontario government offices

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	
			Fees	Creative
<b>Agriculture, Food and Rural Affairs</b>				
Event Program Message from OMAFRA	1	2	–	–
Foodland Ontario Time Lapse Tips—Billboard, Radio, TV, 2006/07	1	29	58,233	–
Foodland Ontario Time Lapse Tips—Radio, TV, 2007/08 <sup>1</sup>	1	18	–	–
<b>Attorney General</b>				
Court Reporting Review	1	2	–	–
<b>Children and Youth Services</b>				
Brampton Youth Justice Facility—Information Bulletin (Paid by Infrastructure Ontario)	1	1	–	–
Child Neglect Awareness North Bay/Parry Sound	1	3	–	–
Domestic Violence Grey Bruce	1	2	–	–
Domestic Violence Prevention Halton	1	2	–	–
Durham Region Health Unit, Family Violence Prevention Initiative	1	4	–	–
Safe Communities for Children—Peel Health Department	1	6	–	–
Southwest Early Childhood Injury Prevention	1	15	–	–
Sudbury and Algoma Health Unit, Postnatal Depression Awareness	1	3	–	–
Sudbury and District Health Unit—Pregnancy and Alcohol Don't Mix <sup>3</sup>	1	4	–	–
Windsor Essex County Health Unit, Injury Prevention	1	15	–	–
<b>Citizenship and Immigration</b>				
Global Experience Ontario—Promote Services for Newcomers <sup>3</sup>	1	1	–	–
Helping Newcomers Succeed	3	18	47,339	20,346
Order of Ontario <sup>2</sup>	–	–	–	–
Province-wide Consultations—Care in Retirement Homes	1	2	–	–
Violence Against Women—“Burger Guy”	1	2	763	500
<b>Community Safety and Correctional Services</b>				
2006 RIDE Program	1	8	–	–
<b>Community and Social Services (Francophone Affairs)</b>				
<i>French Language Services Act</i> Brochure—20th Anniversary	1	2	22,680	–
Has Adoption Touched Your Life?	1	2	192,000	–
<b>Culture</b>				
Premier's Awards for Excellence in the Arts <sup>4</sup>	–	–	–	–
<b>Democratic Renewal Secretariat</b>				
The Citizens' Assembly Public Consultation Meetings <sup>4</sup>	1	2	–	–

1. expenditures to be reported in 2007/08

2. reported in 2005/06, but further expenditures for 2006/07

3. withdrawn

4. violation

Production	Third-party Costs (\$)			Media Costs (\$)		Total (CDN \$)
	Talent	Distribution	Other	CDN	US	
–	–	–	–	–	–	–
–	21,000	–	–	1,742,884	–	1,822,117
–	–	–	–	–	–	–
–	–	3,040	2,342	–	–	5,382
–	–	–	–	–	–	–
–	–	–	–	5,000	–	5,000
–	–	–	–	13,691	–	13,691
–	–	–	–	7,412	–	7,412
–	–	–	–	11,468	–	11,468
–	–	–	–	112,406	–	112,406
19,100	–	–	–	43,428	–	62,528
–	–	–	–	8,978	–	8,978
–	–	–	–	–	–	–
–	–	–	–	16,278	–	16,278
–	–	–	–	–	–	–
70,406	24,217	–	331	1,085,000	–	1,247,639
–	–	–	–	21,620	–	21,620
–	–	–	–	21,089	–	21,089
257,465	70,585	–	2,015	434,047	–	765,375
552	6,161	248,421	–	244,696	–	499,830
12,402	–	18,689	688	18,430	–	72,890
80,650	–	–	2,055	792,855	65,722	1,067,560
–	–	–	–	35,414	–	35,414
–	–	–	–	245,812	–	245,812

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	
			Fees	Creative
<b>Economic Development and Trade</b>				
Go North—International	2	27	99,995	—
Invest Ontario—International	5	75	659,870	—
Jobs and Economy: Works For Me	2	3	124,465	731
<b>Education</b>				
Six Ways/Reach Every Student	5	45	138,780	141,390
<b>Energy</b>				
PowerWISE	6	29	435,617	27,974
<b>Finance</b>				
2007 Ontario Budget	1	23	6,306	—
Notice to Solicitors— <i>Land Transfer Tax Act</i>	1	2	—	—
Ontario Savings Bonds	1	18	128,813	44,776
<b>Government Services</b>				
Birth Certificate Service Guarantee	6	47	—	552,237
Consumer Protection	1	2	—	—
MTO Temporary Office Closure—75 Albram Lake Road <sup>1</sup>	1	1	—	—
Service Ontario at Libraries	1	2	—	—
Showcase Ontario	1	1	—	—
Veterans Memorial	1	1	—	—
<b>Health and Long-Term Care</b>				
10-year Strategic Plan	5	48	147,638	79,350
Baby Vaccines <sup>2</sup>	—	—	—	—
Health Card Notice for Northern Residents <sup>4</sup>	—	—	—	—
Health Human Resources—HealthForceOntario	1	7	124,490	63,735
Infection Control Campaign <sup>2</sup>	—	—	—	—
Influenza 2006	7	63	77,839	136,497
Living Green Ribbon Event (National Organ Awareness Week)	1	9	—	—
Newborn Screening Program <sup>2</sup>	—	—	—	—
Nurses Awareness Campaign	4	26	—	—
Trillium Gift of Life Network	1	3	—	—
West Nile Virus	3	98	16,750	17,374
<b>Health Promotion</b>				
Cessation—Smoke-Free Ontario Strategy	5	63	27,650	11,263
Healthy Eating and Active Living for “Tweens”	1	3	139,558	4,228
Second-Hand Smoke	1	4	179,320	36,948

1. expenditures to be reported in 2007/08

2. reported in 2005/06, but further expenditures for 2006/07

4. violation

Production	Third-party Costs (\$)			Media Costs (\$)		Total (CDN \$)
	Talent	Distribution	Other	CDN	US	
57,978	—	54	2,726	1,435,375		1,596,128
175,377	—	2,283	7,811	9,411,537		10,256,878
1,006,132	—	98	1,502	1,505,748		2,638,676
350,982	123,778	1,341	43,079	2,234,475		3,033,825
1,557,068	100,801	—	—	6,335,978		8,457,438
6,045	—	—	1,552	136,346		150,249
—	—	—	792	5,280		6,072
312,891	44,093	112,190	10,395	2,249,664		2,902,822
13,838	—	—	4,889	2,164,007		2,734,971
—	—	—	—	58,529		58,529
—	—	—	—	—		—
—	—	—	—	—		—
—	—	—	—	636		636
—	—	—	—	18,557		18,557
535,116	17,060	850	1,119	3,365,306		4,146,439
—	—	—	—	672,846		672,846
—	—	—	—	1,249		1,249
75,128	3,000	1,438	869	786,643	229,776	1,055,303
—	—	—	—	950,790		950,790
258,973	33,995	308	—	2,107,403		2,615,015
—	—	—	—	30,964		30,964
—	—	—	—	138,063		138,063
—	—	—	—	1,715,246		1,715,246
—	—	—	—	279,121		279,121
64,092	15,649	1,050	68,768	1,998,125		2,181,808
383,956	89,001	18,614	26,975	2,264,896		2,822,355
277,824	63,836	—	—	584,923		1,070,369
11,364	6,962	—	21,493	57,706		313,793

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	
			Fees	Creative
<b>Health Promotion (continued)</b>				
Smoke Free Ontario Legislation	2	31	3,250	—
Stupid.ca Campaign (Anti-tobacco)	4	15	153,500	109,121
<b>Intergovernmental Affairs</b>				
Fairness/Fiscal Imbalance <sup>3</sup>	2	10	350,158	153,273
Remembrance Day Ceremony	1	1	—	—
<b>Labour</b>				
End of Mandatory Retirement	2	12	6,000	—
Family Medical Leave	1	11	9,391	—
Minimum Wage Increase 2007	1	12	5,500	—
<b>Municipal Affairs and Housing</b>				
Brownfields Ontario	1	1	—	—
Managing Natural Heritage System in Central Pickering <sup>5</sup>	1	2	—	—
Realizing Your Dream of Owning Your Own Home	1	1	—	—
<b>Natural Resources</b>				
2007 Ontario Municipal Directory—Land Information Ontario Program	1	1	—	81
Bay of Quinte—Invitation to Participate	1	1	—	—
Bear Wise	1	14	—	15,000
Bridge Removal—Chapleau	1	2	—	—
Bridge Removal—Sudbury District	1	2	—	—
Bridge Removal—Timmins District	1	2	—	—
Burlington Visitor Guide—2007 Bronte Creek	1	1	—	—
Care for Our Land—Nature Conservancy of Canada	1	1	—	174
Charleston Lake Provincial Park—Recreation Guide	1	1	—	—
Como Lake Waste Disposal	1	1	—	—
Cormorant Open House Sessions	1	3	—	—
Crown Land Disposition—Dog Lake	1	1	—	—
Crown Land Use Policy Atlas—Sault Ste. Marie District	1	1	—	—
Deer Hunters	1	1	—	—
Dorion Fish Culture Station	1	1	—	—
Draft Bronte Creek Vegetation Management Plan	1	3	—	—
Draft Inverhuron Vegetation Management Plan	1	3	—	—
Drought Conditions Lead to Wildfires	1	1	—	—
Feeding Deer or Elk	1	1	—	258
Fire Prevention Messages—Cable TV, Radio	1	5	—	—
Fire Prevention—High Winds Increase Risk of Forest Fires <sup>5</sup>	1	1	—	—

3. withdrawn

5. cancelled after approval



Production	Third-party Costs (\$)			Media Costs (\$)		Total (CDN \$)
	Talent	Distribution	Other	CDN	US	
21,826	6,402	–	35,804	1,100,471		1,167,753
515,013	169,356	1,532	52,093	2,208,132		3,208,746
549,981	–	1,532	–	–		1,054,944
–	–	–	–	18,804		18,804
–	–	–	12,100	231,080		249,180
–	–	–	1,300	31,243		41,934
–	–	–	12,100	114,282		131,882
–	–	–	–	–		–
–	–	–	–	–		–
–	–	–	–	–		–
–	–	–	–	2,041		2,122
–	–	–	96	1,442		1,538
–	–	–	700	331,100		346,800
–	–	–	45	–		45
–	–	–	48	512		560
–	–	–	45	410		455
–	–	–	–	1,375		1,375
–	–	–	–	3,700		3,874
–	–	–	–	105		105
–	–	–	–	76		76
–	–	–	53	187		240
–	–	–	–	384		384
–	–	–	96	2,184		2,280
–	–	–	–	333		333
–	–	–	–	575		575
–	–	–	–	1,091		1,091
–	–	–	–	287		287
–	–	–	–	315		315
–	–	–	–	–		258
–	–	–	–	382,888		382,888
–	–	–	–	–		–

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	
			Fees	Creative
<b>Natural Resources (continued)</b>				
FireSmart Prevention Message—Kenora Stuff Magazine	1	1	—	—
FireSmart Wildfire Prevention	1	2	—	—
FireSmart Wildfire Prevention Media Kit	1	6	—	162
Fish Sanctuary on Black Creek at Lake Dore Wilberforce Township	1	1	—	—
Fisheries Management Zone Winter	1	1	—	148
Haldimand County, 2007 Experience Guide	1	1	—	—
Help Protect Ontario's Natural Heritage—TIPS	1	1	—	258
Invasive Species—Vacation Guide	1	1	—	—
Kawartha Seasons Guide—2007	1	1	—	—
Land Information Ontario—Road Network	1	1	—	—
Manion Lake Waste Disposal Closure	1	1	—	—
Maple Syrup Festival—Bronte Creek Provincial Park	1	2	—	—
Mary Lake Dam and Kawagama Lake Dam	1	1	—	—
Meet Your Neighbours Down at the Pond—Healthy Wetlands	1	3	—	12,500
Michipicoten River System	1	3	—	—
Montreal River System	1	1	—	—
<i>Navigable Waters Protection Act</i> —Michipicoten River	1	1	—	—
Neys and Rainbow Falls—2007 Seasonal Leasing Program	1	1	—	—
Northern Ontario—Lake Superior Magazine Guide	1	1	—	100
Ontario Parks Bilingual	1	2	—	848
Ontario Parks for Camping Caravanning Magazine <sup>2</sup>	—	—	—	63
Ontario Parks, Northern Ontario—2007 Vacation Guide Map	1	1	—	—
Ontario Parks, Northern Ontario—Circle Tour Adventure Guide	1	1	—	—
Ontario Parks, Northwest Zone—2007 Sunset Country	1	1	—	—
Ontario Travel Discoveries Fall/Winter	1	2	—	458
Park Management Plans Templates	1	17	—	—
Park Management Planning Process for Bonnechere, Foy Property <sup>2</sup>	—	—	—	—
Pembroke District Fish and Wildlife Advisory Committee	1	2	—	—
Perth Chamber Guide—Ontario Parks	1	1	—	—
Petawawa Terrace Preliminary Park Management Plan	1	1	—	—
Petawawa Terrace Provincial Park	1	1	—	—
Proposed Road Use Policy Minor Amendment to Policy Atlas	1	2	—	—
Queen Elizabeth II Wildlands Provincial Park Management Planning	1	1	—	—
Quetico Provincial Park	1	1	—	—
Quetico Provincial Park—Management Planning	1	1	—	—
Quetico Provincial Park Fisheries Stewardship Plan	1	1	—	—

2. reported in 2005/06, but further expenditures for 2006/07

Third-party Costs (\$)				Media Costs (\$)		Total (CDN \$)
Production	Talent	Distribution	Other	CDN	US	
—	—	—	—	600		600
—	—	—	—	—		—
—	—	—	—	—		162
—	—	—	—	1,025		1,025
—	—	—	—	—		148
—	—	—	—	335		335
—	—	—	—	—		258
—	—	—	—	183		183
—	—	—	—	690		690
—	—	—	—	730		730
—	—	—	—	395		395
—	—	—	—	5,600		5,600
—	—	—	—	1,922		1,922
7,500	—	—	1,500	53,500		75,000
—	—	—	—	86		86
—	—	—	—	843		843
—	—	—	—	86		86
—	—	—	—	794		794
—	—	—	—	—	514	100
—	—	—	—	33,320		34,168
—	—	—	—	350		413
—	—	—	—	795		795
—	—	—	—	3,105	2,363	3,105
—	—	—	—	945		945
—	—	—	—	6,855		7,313
—	—	67	—	478		545
—	—	—	—	735		735
—	—	—	—	1,442		1,442
—	—	—	—	500		500
—	—	—	—	639		639
—	—	—	—	503		503
—	—	—	—	2,096		2,096
—	—	—	—	1,355		1,355
—	—	—	—	1,006		1,006
—	—	—	—	391		391
—	—	—	—	770		770

Ministry/Campaign Title	# of Submissions	# of Items	Agency Costs (\$)	
			Fees	Creative
<b>Natural Resources (continued)</b>				
Saugeen Shores Visitor Guide 2007	1	1	—	—
Seasonal Leasing of Campsite Program	1	2	—	—
Seasonal Leasing of Campsite Program—White Lake Provincial Park <sup>2</sup>	—	—	—	—
Seasonal/Monthly Leasing of Campsites—Kakabeka Falls, Sleeping Giant and Quetico	1	1	—	—
Temagami Area Parks Information	1	1	—	—
Temagami Integrated Planning	2	4	—	—
Temagami Parks <sup>1</sup>	1	2	—	—
Thunder Bay Visitor's Guide	1	1	—	—
West Arm Dam Maintenance	1	1	—	—
White Lake Provincial Park <sup>1</sup>	1	1	—	—
<b>Northern Development and Mines</b>				
75th Anniversary Magazine—Prospectors and Developers	1	1	—	—
GeologyOntario	1	1	—	—
Northern Ontario Heritage Fund Generic	1	1	—	—
Northern Ontario Heritage Fund Youth Entrepreneur Program	1	2	—	—
<b>Ontario Secretariat for Aboriginal Affairs</b>				
Michipicoten First National Boundary Claim	1	1	—	—
<b>Research and Innovation</b>				
Premier's Innovation Awards <sup>3</sup>	1	1	2,376	—
<b>Small Business and Entrepreneurship</b>				
Salute to Small Business Campaign	1	3	25,418	—
<b>Training, Colleges and Universities</b>				
Career and Training Fair <sup>1</sup>	1	1	—	—
Career and Training Fair October 2006	1	1	—	—
Employment Ontario—"Today I Can"	2	29	48,389	79,424
New OSAP "Bakery"	2	25	80,415	265,266
OSAP Access Window <sup>1</sup>	1	4	17,903	—
Studying Abroad <sup>1</sup>	1	1	—	—
<b>Transportation</b>				
2006 Veterans Graphic Licence Plate	2	3	19,550	2,376
Smart Love—Child Safety Seat	4	8	135,000	—
<b>Total</b>	<b>189</b>	<b>1,047</b>	<b>3,484,957</b>	<b>1,776,859</b>

1. expenditures to be reported in 2007/08

2. reported in 2005/06, but further expenditures for 2006/07

3. withdrawn

Production	Third-party Costs (\$)			Media Costs (\$)		Total (CDN \$)
	Talent	Distribution	Other	CDN	US	
–	–	–	–	900		900
–	–	–	45	1,305		1,350
–	–	–	–	560		560
–	–	–	–	660		660
–	–	–	–	400		400
–	–	–	209	6,903		7,112
–	–	–	–	–		–
–	–	–	–	850		850
–	–	–	–	135		135
–	–	–	–	–		–
–	–	–	–	–		–
–	–	–	–	–		–
–	–	–	–	9,595		9,595
–	–	–	–	11,400		11,400
–	–	–	–	–		–
–	–	–	–	200		200
–	–	–	–	–		–
–	–	–	–	–		2,376
5,750	–	5,740	1,241	232,165		270,314
–	–	–	–	–		–
–	–	–	–	3,381		3,381
–	–	–	50,094	760,168		938,076
–	–	–	12,000	1,919,776		2,277,457
–	–	–	–	–		17,903
–	–	–	–	–		–
10,977	3,875	594	–	728,619		765,991
193,426	35,558	–	16,900	1,391,671		1,772,555
<b>6,831,813</b>	<b>835,328</b>	<b>417,841</b>	<b>395,869</b>	<b>54,993,699</b>	<b>298,375</b>	<b>68,736,366</b>