

The Auditor General's Review of Government Advertising

Introduction

This chapter constitutes my first report to the Legislative Assembly on my new duties and responsibilities under the *Government Advertising Act, 2004* (Act) (reproduced in Exhibit 5), which came into full force on January 30, 2006. This report on government advertising satisfies the annual reporting requirements to the Speaker, as outlined in subsections 9(1) and (2) of the Act as well as subsection 12(2)(g) of the *Auditor General Act*. It is intended:

- to provide a means for publicly discussing matters relating to the exercise of the Auditor General's powers and duties under the Act [subsection 9(1)];
- to report any contraventions to the mandatory requirements set out in the Act [subsection 9(2)]; and
- to report on expenditures for advertisements, printed matter, and messages that were reviewed by the Office of the Auditor General under the Act during the period November 21, 2005 (the initial date of partial proclamation of the Act) to March 31, 2006 [subsection 12(2)(g) of the *Auditor General Act*].

Legislative History

The idea of having the Auditor General involved in reviewing government advertising can be traced back to the mid- to late 1990s, when legislators expressed concerns over the appropriateness of a government's use of public funds for advertising that furthered partisan political aims. An advertisement can be considered to do so if it promotes the governing party's interests by fostering a positive impression of the government or a negative impression of opponents of the government. This concern was the subject of much debate in the Legislative Assembly during the period 1996–2003, resulting in the introduction of the following four private members' bills on the subject:

- Bill 17, *Taxpayer Protection Act (Government Advertising Standards)*, 1999;
- Bill 107, *Preventing Partisan Advertising Act*, 2001;
- Bill 115, *Propaganda Accountability Act*, 2001;
- Bill 91, *Preventing Partisan Advertising Act*, 2003.

The thrust of each bill was to legislate guidelines and standards for taxpayer-funded government advertising that would prevent partisan advertising by government. Three of the bills proposed that the Auditor General (then the "Provincial Auditor")

be assigned the function of reviewing government advertising to determine whether ads were meeting legislated guidelines and standards intended to ensure that government advertising paid for with public funds was not partisan. As is typical with the vast majority of private members' bills, all of the above bills died on the Order Paper, with only two, bills 91 and 107, advancing to second reading but no further.

Shortly after the commencement of the 38th Parliament, the government chose to deal with the issue of partisan messaging in government advertising by introducing Bill 25, entitled "An Act respecting government advertising," for first reading in the Legislature on December 11, 2003. Following legislative debate on Bill 25 during the First Session of the 38th Parliament, the Bill was passed by the Legislative Assembly and received Royal Assent on December 9, 2004, as the *Government Advertising Act, 2004*.

The Act was proclaimed to come into force in two stages, the first on November 21, 2005, and the second on January 30, 2006. The brief period between the two stages was intended to allow for transition before full proclamation. During this period, government offices, although required to submit all reviewable advertising items to the Auditor General's Office for review, were not legally prohibited from using government-approved items that were already in the pipeline for distribution. However, as of January 30, 2006, the Act was fully proclaimed, which meant that a government office could no longer use an item that was subject to the Act (even those already in the pipeline) until and unless the Auditor General had reviewed and approved it.

Overview of the Government Advertising Function

Under the Act, the Auditor General is responsible for reviewing specified types of government advertising to ensure that they meet the legislated standards and that, above all, they do not feature content that is or may be interpreted as being partisan. 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 the Act defines as a ministry, Cabinet Office, the Office of the Premier, and such other entity as may be designated by regulation. The Act requires that each government office submit advertising, printed matter, or prescribed messages that are *reviewable* (defined below) to the Auditor General's Office for a determination of whether they meet the standards required by the Act.

ADVERTISING THAT MUST BE REVIEWED

The Act requires that the Auditor General review each advertisement or printed matter where a government office proposes to pay:

- for the advertisement to be published in a newspaper or magazine, displayed on a billboard, or broadcast on radio or television; and/or
- for the printed matter to be distributed to households in Ontario either by bulk mail or by another method of bulk delivery.

Items meeting one of the above definitions are known as reviewable items.

The Act applies to items in all languages.

Exceptions

The Act specifically excludes from review any advertisement or printed matter that is:

- a notice to the public that is required by law;
- a job advertisement;

or that concerns:

- the provision of goods and services to a government office; or
- an urgent matter affecting public health or safety.

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

- electronic advertising/communications via the government's own websites or any public site except web pages promoted in a reviewable item through the use of their Uniform Resource Locator (URL) (see subsection entitled Websites, later in this chapter); and
- printed matter or materials such as brochures, pamphlets, newsletters, news releases, consultation documents, reports, and other similar publications.

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 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 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

The Act requires that the Auditor General notify the head of a government office of the results of his review of a submitted item within seven business days of receiving the item in its finished form (the seven days being prescribed by regulation). If notice is not given within the prescribed seven business days, the head of the government office is deemed to have received notice that the item meets the standards required by the Act.

In cases where 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 further review. As with the initial review, my office has seven business days after receiving the revised item to notify the government office of the results of its review. If the notice is not given within that time, the head of the office is deemed to have received notice that the revised version meets the standards required by the Act. Under the Act, the Auditor General's decision is final.

STATUTORY STANDARDS TO BE MET BY REVIEWABLE ITEMS

In conducting our review, my office first determines whether a reviewable item meets all of the standards required by the Act, as follows:

- The item must be a reasonable means of achieving one or more of the following purposes:
 - 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 Ontario 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 of Ontario, in which case the item is exempt from this standard).
- 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 that is critical of the government.
- The item must not be partisan; that is, in the opinion of the Auditor General, a primary objective of the item cannot be to promote the partisan political interests of the governing party.

OTHER FACTORS CONSIDERED

In addition to the specific statutory standards described above, the Act allows the Auditor General

to consider additional factors he or she considers 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 what such additional factors should be, my staff consulted with Advertising Standards Canada and took into consideration the results of international research on principles for government advertising that was carried out by the Victoria Auditor General's Office in Australia. In general, the additional factors we have incorporated into our review process relate to how a message is likely to be received or perceived—that is, the general impression conveyed by the advertisement or printed matter. As a guide for determining whether an item may be perceived or received as partisan, we consider whether the advertising item includes certain desirable characteristics and avoids certain undesirable characteristics, as follows:

- Each item should:
 - contain subject matter that is relevant to government responsibilities (that is, specific matters dealt with should be ones in which the government has direct and substantial responsibilities);
 - present information objectively, in tone and content, with facts expressed clearly and accurately using unbiased and objective language;
 - emphasize facts and/or explanations, not 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 others who are critical of government;
- aim primarily at rebutting the arguments of others;
- intentionally promote, or be perceived as promoting, party-political interests (to this end, consideration is also given to whether matters such as timing, targeting, and the overall environment in which the message is to be communicated serve party-political motives);
- deliver self-congratulatory or political-party image-building messages;
- deal with matters (such as a policy proposal) on which a decision has not yet been made, unless the item provides a balanced explanation of both the benefits and the impacts;
- present pre-existing policies, products, services, or activities as if they were new ones; or
- direct readers, viewers, or listeners, using a Uniform Resource Locator (URL), to a web page or pages with content that may not meet the standards required by the Act (see subsection titled Websites, in the next section of this chapter).

OTHER REVIEW PROTOCOLS

In the months leading up to and following the implementation of the Auditor General's review of government advertising, additional protocols were developed to address circumstances not covered in the Act.

Websites

Although websites associated with an advertisement are technically not reviewable under the Act, by agreement between the Auditor General and the

Deputy Minister of Government Services, if an item submitted to the Auditor General's Office for review contains one or more website 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 the corresponding web page. The Auditor General's Office restricts its review in this regard to the page accessed by the "first click" made using the URL noted in the item. Other web pages or materials accessed beyond the first click will not be considered by my office in determining whether the item meets the standards under the Act.

The first-click web page is considered to be a continuation of the reviewable message—the Auditor General will review it for any information or messages that may not meet the standards set out in 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, and/or actions of others.

Public-event Programs and Payments In Kind

With respect to ads in event programs made available at public events (for instance, the Royal Agricultural Winter Fair), the Auditor General's Office has determined that, because such programs usually look like magazines and serve a similar purpose, government advertising placed in such programs should also be subject to the Act.

It should be noted that advertising space in event programs is at times provided to a government office free of charge. If the government office has otherwise made a financial contribution to or financially sponsored the public event, the apparently free advertising is considered by the Auditor General's Office to have been indirectly paid for. Consequently, the item contained in the space provided in the event program is reviewable

under the Act and must be submitted for review. In considering this matter, the following question was asked: Would the free advertising space be granted to the government office if it did not make a financial contribution or sponsor the public event? In our experience, the answer would often be no. Government officials have concurred with the foregoing treatment for ads in public event programs.

Third-party Advertising

Recognizing that government funds are sometimes spent on advertising by third parties, the Auditor General's Office decided 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, to a third party, funds that are intended to pay, in whole or in part, the costs of publishing, displaying, broadcasting, or distributing the item; *and*
- the government of Ontario grants permission for the use of 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 that wish to have the Auditor General's Office look at a provisional version of an item so that any necessary revisions can be made before a finished version is submitted for review. Such a provisional 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 should help limit the investment of significant time and money on developing items that may incorporate material or presentations that are objectionable under the Act.

If material submitted for pre-review appears to meet the standards set out in 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 confirm that it meets the standards set out in the Act.

If the pre-review material appears to violate any of the Act's standards, explanatory comments are provided 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.

Training and Guideline Relating to Government Advertising Review

To prepare for the successful implementation of the Act, the Auditor General's Office, together with the Ministry of Government Services, sponsored half-day training workshops in mid-November 2005. The workshops were very well attended by government communications practitioners and their creative agency personnel.

Attendees were given an in-depth review of the requirements of the Act and the administrative procedures that the Auditor General's Office established for the submission, review, and approval of items that are subject to the Act.

Prior to holding the training workshops, the Auditor General's Office developed a *Guideline on the Review of Government Advertising*. The guideline was prepared to assist government offices in meeting the standards required by the Act and contains detailed information on, for instance, the criteria applied in determining which advertisements must be submitted for review and whether an advertisement that has been submitted meets the standards

set out in the Act. It also explains in detail the submission, review, and approval process.

The guideline was made available to workshop attendees and was also distributed throughout the government's communications community.

Engagement of External Advisors

Under the *Auditor General Act*, the Auditor General can appoint an Advertising Commissioner to assist the Auditor in fulfilling the requirements of the *Government Advertising Act, 2004*. However, instead of appointing an Advertising Commissioner, I held an open competition in 2005 for advisors to assist and advise on the implementation of the Act and in the ongoing review of items submitted for review under the Act. The competition resulted in the engagement of two experts in the field:

- 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 authored a book on government advertising in Canada and a number of articles and chapters on the way in which political parties and governments use advertising.

Both these advisors provided invaluable assistance as the office undertook its new responsibilities.

2005/06 Advertising Review Activity and Results

REVIEWS CONDUCTED

During the period commencing with the initial proclamation of the *Government Advertising Act* on November 21, 2005, through to March 31, 2006, the Auditor General's Office received and reviewed 79 submissions comprising 295 individual items. Of these 295 items, 28 were single items and 267 were part of 26 larger, multi-item campaigns.

It should be noted that for many submissions, we were in ongoing contact and communication with the submitting government offices. In many instances, we provided immediate feedback to the government office to ensure that each item being reviewed would meet the standards set out in the Act as well as the additional criteria developed by the Auditor General's Office. This approach resulted in changes being made to many submitted items that would otherwise not have been approved. It is also worth noting that, while the majority of the legislated standards are relatively straightforward in their application, the standards and additional factors relating to identifying partisanship in advertising require a high degree of judgment and interpretation. The degree of interpretation required was more than anticipated and necessitated the further elaboration of our review criteria, as well as ongoing communication with government offices.

As previously noted, the Act requires that the Auditor General notify the government office of the results of his review of an item within seven business days after receiving it. We are pleased to report that, for all items received for review, a decision was provided within the statutory seven-day time period. The length of time that a submission takes for review and decision can vary and depends for the most part on the complexity of the message

contained in the item(s) and other work priorities of the Auditor General's review panel members. For the period covered, the average number of turnaround days for statutory submissions reviewed was between two and three days.

The Office also received and reviewed 16 pre-review submissions that were at a preliminary stage of development, most often at the script or storyboard level. As already mentioned, conducting a pre-review is strictly voluntary on the part of the Office and is outside the statutory requirements of the Act; thus, pre-review items are a second priority behind finished items. Nevertheless, every attempt is made to complete the review of items received for pre-review within a reasonable period of time. The average turnaround time for pre-review submissions received during the period was between five and six days.

EXPENDITURES ON ADVERTISEMENTS AND PRINTED MATTER

The *Auditor General Act* requires that the Auditor General report annually to the Legislative Assembly on expenditures for each item that has been submitted for review under the *Government Advertising Act, 2004*.

Figure 1 at the end of this chapter contains the required expenditure information by campaign, including media-buy costs; agency creative costs and fees; third-party production, talent, and distribution costs; and other third-party costs such as translation. This information 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 advertising expenditures reported to us, we performed a review of randomly selected payments to suppliers and supporting documentation at selected ministries.

CONTRAVENTIONS OF THE ACT

Subsection 9(2) of the Act requires that the Auditor General annually report any contraventions to sections 2, 3, 4, and 8, which relate to submission requirements and prohibitions on the use of items pending the Auditor General's review and to items not meeting the standards set out in the Act. When we visited 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.

Based on our work during the year and our review of randomly selected payments to creative agencies and for media buys and their supporting documentation, we are able to report that, as of the date on which this report went to press, we had encountered no violations of the Act.

MATTERS OF SPECIAL IMPORTANCE

Subsection 9(1) of the Act provides the Auditor General with 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 two matters relating to those powers and duties.

Compliance with Required "Paid for by" Standard

All the items contained in the 79 submissions received for review during the period November 21, 2005, to March 31, 2006 ultimately met the standards set out in the Act and, accordingly, received the Auditor General's approval.

Notwithstanding, we raised an issue that emerged in many items with regard to compliance with the requirement that each item include a statement that it is paid for by the government of Ontario. Although all items included the statement, in many instances the statement was placed or sized such that it was not clearly visible and legible. In fact, in many instances, we felt it necessary

to request that the government office increase the size of the “paid for by” statement. We believe that the statement should be visible and legible and should be seen as communicating additional essential information to the viewer or reader rather than functioning solely as fine print to satisfy a legal requirement. Therefore we ask that government offices pay particular attention to the size and placement of the “paid for by” statement in their advertising items to ensure that it clearly visible, legible, and connected to the message being conveyed.

Government Advertising Before an Election

Now that the date of future general elections in Ontario is fixed at every fourth year—with the next election to be held on Thursday, October 4, 2007 (unless a general election is held sooner because the Lieutenant Governor has dissolved the Legislature)—it is an opportune time to consider how publicly funded government advertising should be dealt with in the context of a pre-election period.

In this context, we would give consideration to the following potential circumstances:

- 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 from government advertising in the months before an election at public expense.

- Similarly, any increase in the volume of government advertising in the period before a general election may be perceived as calculated to give the governing party an advantage.
- It is possible that advertising material that has been previously approved by the Auditor General as meeting the standards required by the Act in the year before an election may, because of timing and changing political circumstances, be found to be partisan during a pre-election period.

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

Figure 1: Expenditures for Reviewable Advertisements and Printed Matter Under the *Government Advertising Act, 2004*, November 21, 2005–March 31, 2006

Source of data: Ontario government offices

Ministry/Campaign Title and Medium	# of Submissions	# of Items	Agency Costs (\$)	
			Fees	Creative
Agriculture, Food and Rural Affairs				
Foodland Ontario—Potatoes—TV	1	1	20,000	—
Attorney General				
Notice of Increase in Value of Goods Exempt from Seizure—Print	1	1	1,325	—
Citizenship and Immigration				
Leveraging Our Diversity—TV	4	22	212,822	3,326
Order of Ontario—Print	2	12	—	—
Community Safety and Correctional Services				
RIDE Program—TV	1	10	—	—
Economic Development and Trade				
Summer Company 2006—Radio	1	1	—	24,603.00
Innovate or Die—Print	1	1	34,286	15,870
Invest Ontario—Print, TV	5	17	—	—
Energy				
Our Energy, Our Future—Householder	2	2	2,348	—
Our Energy, Our Future Consultation—Print	1	2	4,485	1,500
PowerWISE—Print, TV	1	8	130,943	—
Finance				
2006 Budget Announcement—Print	2	20	11,234	—
Government Services				
Service Ontario—Birth Certificates—Print, TV	4	4	— ¹	— ¹
Health and Long-Term Care				
Baby Vaccinations—TV	2	22	3,150	36,440
Hepatitis C—Billboard, Print, TV	2	22	—	39,955
Infection Control—Billboard, Print, TV	1	13	—	14,950
Newborn Screening—Print, Radio	3	14	—	15,530
Nurses in Ontario—Print, Radio	1	5	163,271	71,950
Telehealth—Householder, TV	2	3	—	5,400
Wait Times Website—Print	1	8	51,680	79,840
Trillium Gift of Life Network—Billboard, Radio	1	3	—	—
Health Promotion				
Smoking Cessation—Print, Radio, TV	8	29	131,775	100,100
Labour				
Minimum Wage Increase—Print	1	11	4,488	—

1. No expenditures in 2005/06. Expenditures to be reported in 2006/07.

Production	Third-party Costs (\$)			Media Costs (\$)	Total (\$)
	Talent	Distribution	Other		
–	–	–	–	153,236	173,236
–	–	–	65	–	1,390
277,251	48,650	–	16,449	1,306,260	1,864,758
–	–	–	–	91,341	91,341
540	6,105	–	–	660,927	667,572
–	–	–	–	288,408	313,011
–	–	–	–	4,660	54,816
–	–	–	–	3,378,265	3,378,265
542,101	–	556,729	–	–	1,101,178
–	–	296	–	33,809	40,090
349,805	54,590	–	–	3,157,371	3,692,709
4,112	–	3,250	7,653	149,246	175,495
– ¹	– ¹	– ¹	– ¹	– ¹	– ¹
200,581	45,697	–	12,055	1,352,197	1,650,120
167,589	–	–	2,000	1,342,632	1,552,176
92,080	–	–	223	241,312	348,565
31,630	–	–	39,203	221,118	307,481
536,380	127,330	1,500	4,650	581,653	1,486,734
458,899	–	474,230	3,500	26,406	968,435
20,800	5,700	–	108	175,997	334,125
–	–	–	–	212,812	212,812
1,198,268	62,435	6,480	72,142	1,723,545	3,294,745
–	–	–	12,100	110,184	126,772

Ministry/Campaign Title and Medium	# of Submissions	# of Items	Agency Costs (\$)	
			Fees	Creative
Municipal Affairs and Housing				
Modification Development Plan Central Pickering—Print	1	1	—	—
Intergovernmental Action Plan for Simcoe, Barrie, and Orillia—Print	1	2	—	—
Natural Resources				
Bay of Quinte Fisheries Management Plan—Print	1	1	—	—
2006 Outdoors Card Renewal—Print	1	1	—	78
Ontario Parks Travel Discoveries—Print	1	2	—	288
Fisheries Management Zones—Print	1	1	—	824
Squeers Lake Controlled Winter Fishery—Print	1	1	—	—
Bickford Oak Woods Conservation Reserve—Print	1	1	—	—
Woodland Caribou Signature Site—Print	1	1	— ²	— ²
Family Fishing Weekend—Print	1	1	—	175
Balsam Lake Vegetation Stewardship Plan—Print	1	1	—	—
Heritage Perth 2006 Guide—Print	1	3	—	—
Trout Lake Conservation Resource Management Plan—Print	1	1	—	—
Goose Island Provincial Park—Print	1	1	—	—
Silver Lake Provincial Park—Print	1	1	— ²	— ²
Local Citizens Advisory Committee—Print	1	1	—	—
Muskoka River Water Management Planning Process—Print	1	1	—	—
Bronte Creek Maple Syrup Festival—Print	1	5	— ²	— ²
Conservation Reserves—Print	1	2	—	—
Ontario Parks NW Zone—Print	1	1	—	—
Ontario Parks—Print	1	1	—	77
Bonnechere, Bonnechere River, Foy, Amendments—Print	1	1	— ¹	— ¹
Seasonal Leasing of Campsites—Print	1	1	— ¹	— ¹
Notice of Minor Amendment Seine River Water Plan—Print	1	1	—	—
Temagami Parks—Print	1	1	— ¹	— ¹
Burning Regulations—Print	1	1	— ²	— ²
Northern Development and Mines				
Northern Ontario Heritage Fund Corporation—Print	1	2	—	—
Training, Colleges and Universities				
Apprenticeship Training/Skilled Trades—Radio, TV	1	24	76,851	265,519
Apprenticeship Opens Doors Skills Competition—Print	1	1	—	—
Career and Training Fair in Toronto—Print	1	1	—	—
Career and Training in Kitchener/Waterloo—Print	1	1	— ¹	— ¹
Total	79	295	848,658	676,425

1. No expenditures in 2005/06. Expenditures to be reported in 2006/07.

2. Ad was cancelled.

Production	Third-party Costs (\$)			Media Costs (\$)	Total (\$)
	Talent	Distribution	Other		
140	—	—	—	14,566	14,706
165	—	—	—	3,392	3,557
—	—	—	—	1,462	1,462
—	—	—	—	—	78
—	—	—	—	—	288
—	—	—	—	—	824
—	—	—	—	482	482
—	—	—	—	642	642
— ²	— ²	— ²	— ²	— ²	— ²
—	—	—	—	—	175
—	—	—	—	382	382
—	—	—	—	1,075	1,075
—	—	—	—	408	408
—	—	—	—	258	258
— ²	— ²	— ²	— ²	— ²	— ²
—	—	—	—	210	210
—	—	—	—	2,552	2,552
— ²	— ²	— ²	— ²	— ²	— ²
—	—	—	72	2,379	2,451
—	—	—	—	—	—
—	—	—	—	—	77
— ¹	— ¹	— ¹	— ¹	— ¹	— ¹
— ¹	— ¹	— ¹	— ¹	— ¹	— ¹
—	—	—	—	466	466
— ¹	— ¹	— ¹	— ¹	— ¹	— ¹
— ²	— ²	— ²	— ²	— ²	— ²
—	—	—	—	3,000	3,000
—	—	—	15,270	1,508,275	1,865,915
—	—	—	—	—	—
—	—	—	—	4,287	4,287
— ¹	— ¹	— ¹	— ¹	— ¹	— ¹
3,880,341	350,507	1,042,485	185,490	16,755,215	23,739,121