

Ministry of Education
Communications Branch
14th Floor, Mowat Block
900 Bay Street
Toronto ON M7A 1L2

Ministère de l'Éducation
Direction des communications
14^e étage, Édifice Mowat
900, rue Bay
Toronto ON M7A 1L2



MEMORANDUM TO: George Zegarac
Deputy Minister

THROUGH: Catherine Montreuil
Assistant Deputy Minister, Learning and Curriculum Division
Susan Flanagan
Director, Corporate Finance and Services Branch

FROM: Murray Leaning
Director, Communications Branch

CC: Melanie Robert
Cabinet Office Communications
Joan Allison
Assistant Director, Communications Branch

DATE: July 8, 2015

SUBJECT: Fall 2015 Advertising and Public Education about the revised
Health and Physical Education Curriculum

The purpose of this memorandum is to seek approval of the overall budget for the fall 2015 advertising campaign related to the updated Health and Physical Education Curriculum. The budget is composed of media costs and fees plus advertising agency fees and production hard costs.

The total budget for the campaign is not to exceed \$4.05 million before HST.

The following is a presentation of the estimated costs for production, media and agency fees, and market research:

Advertising Agency (fees and hard costs ¹)	\$990,000.00
Media Agency of Record (fees and media space ²)	\$3,000,000.00
Market research (theme and creative testing)	\$60,000.00
Total:	\$4,050,000.00

The majority of the costs associated with the campaign will be encumbered with the Ministry of Education's Learning and Curriculum Division: S. 12

The Advertising Review Board (ARB) will also be

s. 12

¹ Fees: e.g. account service, strategic planning, creative development and administration
Hard costs: (e.g. talent, studio time, photography, filming, post production, illustration, translation, desk-top publishing, distribution etc.)

² Fees: distribution and media planning and buying. Media planning/buying is charged as a percentage of the total media purchased. The percentage varies in accordance with the medium according to the Master Agreement.

providing funds to support ethnic advertising and this will be recovered through a journal entry after payment.

The recovery amount will be \$3.99 million. The Learning and Curriculum Division will cover the market research costs and the Communications Branch may assist with these costs.

The start of the campaign will coincide with the beginning of the school year. This is a Television-led advertising campaign in English and French and will also include online display and pre-roll video advertising. It could also include the following elements:

- paid search and social media advertising
- Multicultural advertising in community newspapers and television
- other media as recommended by the media agency of record.

The advertising agency is Grey Canada Ltd. This vendor is part of the standing agreement for communications services and was assigned to this project after a second stage competition conducted by the Advertising Review Board.

The media agency is PHD Canada - the new Ontario government Agency of Record (AOR) for media buying and planning services. Some planning fees for ZenithOptimedia, the outgoing government AOR for media buying and planning services, will be included in the \$3.99 million allocation.

The market research firm is The Strategic Counsel which was procured through a second stage competition from the Ontario government's Vendor of Record #OSS-00348304.

Ministry of Education Delegation of Authority for Advertising, Public/Media Relations and Creative Communications Services requires that the Deputy Minister approve items over \$999,999.

The Director of Communications will have authority to approve estimates and invoices pertaining to the agreed budget envelope of \$4.05 million on behalf of the Assistant Deputy Minister, Learning and Curriculum Division and for the Deputy Minister. The Communications Branch will provide the Learning and Curriculum Division with budget updates periodically and upon request.

Sincerely,

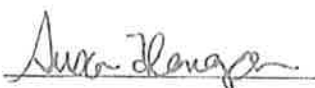


Murray Leaning
Director, Communications
Ministry of Education

Corporate Finance and Services Branch's Direction

Agree/Approve

Do Not Agree/Approve



Susan Flanagan
Director, Corporate Finance and Services Branch

July 13/15
Date

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July 8, 2015

Stephanie Nerlich
President and CEO
Grey Canada
46 Spadina Avenue, Suite 500
Toronto, Ontario M5V 2H8

Dear Stephanie,

**Amendment to Letter of Agreement
between the Ministry of Education (Client) and Grey Canada (Supplier)
dated June 15, 2015**


The purpose of this amending letter is to increase the maximum ceiling cost of our agreement from \$750,000.00 to \$990,000.00.

This is to provide for the development and execution of additional elements to support ethnic communities, such as, but not limited to, Punjabi and Arabic of the public education campaign for the revised Health and Physical Education curriculum

All of the other terms and conditions outlined in the June 15, 2015 Letter of Agreement will continue to apply.

This agreement is subject to the terms and conditions of the Master Agreement with the Advertising Review Board.

Signed:



Murray Leaning
Director, Communications Branch,
Ministry of Education

Signed:



for Susan Flanagan
Director, Corporate Finance and Services Branch
Ministry of Education

Williams, Katie V. (EDU)

From: Tedesco, Lauren (EDU)
Sent: May-26-15 12:20 PM
To: Williams, Katie V. (EDU)
Subject: RE: Template ads | Communicating curriculum changes

Also, please follow up with the Minister.

From: Tedesco, Lauren (EDU)
Sent: May-26-15 12:08 PM
To: Williams, Katie V. (EDU); Carruthers, Mora (EDU)
Cc: Colleen Hogan; Bender, Howie (EDU)
Subject: RE: Template ads | Communicating curriculum changes

Dropping the Minister and adding Mora.

We had reviewed this last week with the Minister and she specifically requested that the community meetings be removed from the MPP templates.

What happened with the Minister's feedback when it was provided to LCSB?

From: Liz Sandals, MPP [<mailto:lsandals.mpp@liberal.ola.org>]
Sent: May-26-15 12:02 PM
To: Williams, Katie V. (EDU); Tedesco, Lauren (EDU)
Cc: Colleen Hogan; Bender, Howie (EDU)
Subject: Fw: Template ads | Communicating curriculum changes

Why are we sending out templates that still suggest community meetings are a good idea?

Liz

 Sent from my BlackBerry Wireless Device

From: Ghione, André
Sent: Tuesday, May 26, 2015 11:54 AM Eastern Standard Time
To: Ghione, André
Cc: Banas, Caroline
Subject: Template ads | Communicating curriculum changes

Good morning Caucus and staff,

In response to demand for additional products to help you communicate changes to the Health and Physical Education curriculum to your constituents, we have developed four print ads. The ads (attached) are for placement in local newspapers. You will note that there are two levels of detail offered. Additionally, the ads can either invite readers to contact your constituency offices with any questions OR serve as notice for community information sessions you might be organizing.

In order to avoid the possibility of duplication between offices and to help your offices allocate your advertising budget most effectively, LCSB will coordinate your individual ad buys centrally. Should you wish to place an ad, please contact LCSB Communications Advisor Caroline Banas (cbanas@liberal.ola.org) to discuss where and when you would like the ad

To: MacKenzie, Rebecca (OPO); Fusco, Alessandra (EDU); Mannone, Jenna (OPO); Beaudry, Jennifer (OPO); @OPO-Media Relations and Issues Management
Cc: Tedesco, Lauren (EDU)
Subject: RE: CBC Media Request-Sex-Ed Ads

Correct.

We don't even really allude to it – so, we don't evn use descriptors like “robust”, etc.
 We have said “province-wide” – but that is about it.

From: MacKenzie, Rebecca (OPO)
Sent: August-31-15 10:46 AM
To: Fusco, Alessandra (EDU); Mannone, Jenna (OPO); Beaudry, Jennifer (OPO); @OPO-Media Relations and Issues Management
Cc: Tedesco, Lauren (EDU); Byberg, Ann (OPO)
Subject: Re: CBC Media Request-Sex-Ed Ads

Adding Ann

We don't usually share the ad buy cost

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Fusco, Alessandra (EDU)
Sent: Monday, August 31, 2015 10:19 AM
To: Mannone, Jenna (OPO); Beaudry, Jennifer (OPO); @OPO-Media Relations and Issues Management
Cc: Tedesco, Lauren (EDU)
Subject: RE: CBC Media Request-Sex-Ed Ads

Apologies-

Is the ad going to be appearing on TV? Starting when? Until when?

The TV ads will begin running on Ontario-based television networks today for four weeks.

How much is the government budgeting for this ad campaign?

Our students deserve an up to date, research-based curriculum that provides them with the skills they need in today's complex and ever-changing world. This campaign is similar to advertising campaigns we have done in the past to inform parents and build awareness. For example, we launched a campaign on child care and with the introduction of full day kindergarten. The total budget for this campaign is \$4 million dollars. Parents play an integral role in their children's education, and we are launching this campaign so parents have factual information about what's in the updated curriculum.

Alessandra Fusco
 Press Secretary & Issues Manager
 Office of the Hon. Liz Sandals
Alessandra.fusco@ontario.ca
 D: 416.212.3758
 C: s. 21

From: Mannone, Jenna (OPO)
Sent: August-31-15 10:18 AM

Tedesco, Lauren (EDU)

From: Liz Sandals, MPP <lsandals.mpp@liberal.ola.org>
Sent: August-28-15 1:14 PM
To: Tedesco, Lauren (EDU)
Subject: Re: FYI Only: HPE Ads Statement

That's fine. They are more likely to run the whole statement.
 Liz

 Sent from my BlackBerry Wireless Device

From: Tedesco, Lauren (EDU) [mailto:Lauren.Tedesco@ontario.ca]
Sent: Friday, August 28, 2015 12:54 PM Eastern Standard Time
To: Sandals, Liz MPP
Subject: FYI Only: HPE Ads Statement

FYI only. A few tweaks from PO on your statement – edited down, no content changes:

“Our government’s top priority is the health and safety of our students. The Health and Physical Education curriculum was dangerously out of date, last updated in 1998, long before Facebook and Snapchat became part of everyday life.

Parents play an integral role in their child’s education, and we’re launching this campaign so that parents have factual information about what’s in the updated curriculum.

Health and physical education is only part of what children will learn this year, and the updated curriculum will ensure that students stay safe, healthy, well-informed.”

From: Liz Sandals, MPP [mailto:lsandals.mpp@liberal.ola.org]
Sent: August-28-15 11:55 AM
To: Tedesco, Lauren (EDU)
Subject: Re: URGENT APPROVAL NEEDED: HPE Ads Statement

Ok. Just as long as we have vetted the ad with others in the LGBTQ community.
 Liz

 Sent from my BlackBerry Wireless Device

From: Tedesco, Lauren (EDU) [mailto:Lauren.Tedesco@ontario.ca]
Sent: Friday, August 28, 2015 11:50 AM Eastern Standard Time
To: Sandals, Liz MPP
Cc: Carruthers, Mora (EDU) <Mora.Carruthers@ontario.ca>
Subject: RE: URGENT APPROVAL NEEDED: HPE Ads Statement

They showed the ad to those in the LGBTQ community here are Queen’s Park to see if anyone else had the same concerns – they did not. With the ad buy already purchased, and the AG’s approval, they won’t be able to tweak the ad until later, and will only do so if we get pushback from the community.