Corporate Services, Policy and Communications Branch
Management Action Plan
2005-710: Audit of PWGSC's Implementation of Changes to the Management of Government Advertising

December 8, 2006

Recommendation	**OPI**	**Implementation Actions**	**Action Implementation Date(s)**
4. Update PWGSC's departmental advertising policy, and related internal processes and procedures, to ensure they accurately reflect PWGSC's responsibilities for the management of its internal advertising initiatives under the TB Communications Policy of the Government of Canada and the related TB Communications Policy Procedures.	1- Alain Trépanier, ADM, Corporate Services, Policy and Communications; and 2- Jonathan Massey-Smith, A/DG, Communications Sector	1- Updating Departmental Policy 048 - Advertising, to reflect the requirement of documenting all advertising activities in AdMIS and to reflect the November 2004 changes to the *Communications Policy of the Government of Canada* that departments obtain pre-approval from the Privy Council Office and the Government Advertising Committee for all planned advertising initiatives. Update of DP 048 also reflects the new definition of advertising, as contained in the August 2006 update of the *Communications Policy of the Government of Canada*, as well as the roles and responsibilities outlined in the *Framework for Managing Communications and Marketing*. 2- Updating PWGSC Advertising Process to reflect changes contained in the *Communications Policy of the Government of Canada* updated August 2006.	1- *DP 048*: January 2007 2- *PWGSC Advertising Process*: Updated November 2006