

Marinelli, Rosa

Web version redacted

From: [redacted]@PattisonOutdoor.com]  
Sent: September 22, 2011 9:52 AM  
To: Marinelli, Rosa  
Subject: FW: billboard creative concept  
Importance: High

Hi Rosa,

Hope you are well !

We have just had a potential customer send the attached creative to us for consideration for a short 4 week campaign they want to run at the Tsawassen Terminal. I've sent it to you for your review as I'm fairly certain you wouldn't allow one of the creative executions to run based on its veiled criticism of the government . The other one ironically is an opinion of sorts but may also border on being slanderous and therefore may require a change to its wording if we all agree to run it at all.

I'd appreciate your review and response to whether you approve either and if so under what conditions .

From my research it appears this group is connected and/or funded by the Sierra Group .

Hope all is well with you...

Regards

[redacted] Web version redacted

From: [redacted]@vtacc.org]  
Sent: Monday, September 19, 2011 1:43 PM  
To: [redacted]  
Subject: Fwd:billboard creative concept

Web version redacted

Hi [redacted] Web version redacted

Web version redacted

That is a very good deal on the two billboards. Thanks for that.

Here are the mock ups. Minor word changes possible. The website isn't up yet, it will be a very simple issue specific site with factual details on coal – volumes of exports, emissions resulting, documented climate change impacts around the world (famine, drought, flooding etc), and what people can do about it (contacting government and industry, links to groups working on the issue and so on).

Deep breath... yes lets go with a hold please. One final appeal out to our lists for support, and I think we're good.

Cheers

[redacted] Web version redacted



**How can B.C. be a climate action leader and export 25 million tonnes of coal per year?**

**Answer:**

**BeyondCoal.ca**



*Hey, look over there →*  
**(It's North America's largest exporter of global warming)**

**BeyondCoal.ca**

Marinelli, Rosa **Web version redacted**

From: [redacted]@PattisonOutdoor.com  
Sent: September 22, 2011 9:55 AM  
To: Marinelli, Rosa  
Subject: FW: billboard creative concept

Rosa, **Web version redacted**

This additional information may give you more understanding of what theyre planning.

[redacted] **Web version redacted**

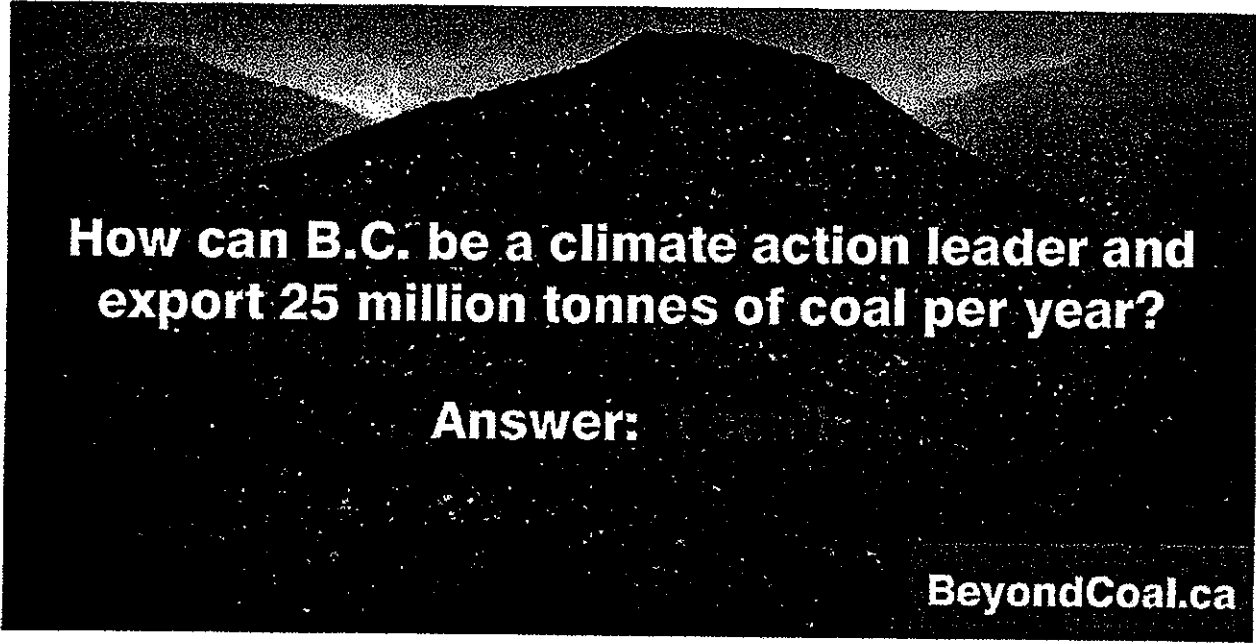
[redacted] check out [www.stopcoal.ca](http://www.stopcoal.ca)

**Web version redacted**

From: [redacted]  
Sent: Monday, September 19, 2011 1:58 PM  
To: [redacted] **Web version redacted**  
Subject: FW: billboard creative concept

Hey [redacted] **Web version redacted**

Below are the ads that they want to run on the BC Ferries Tsawwassen trio boards.





Marinelli, Rosa **Web version redacted**

From: [redacted]@PattisonOutdoor.com  
Sent: September 23, 2011 4:00 PM  
To: Marinelli, Rosa  
Subject: Re: billboard creative concept

Thanks Rosa.

**Web version redacted**

From: Marinelli, Rosa <Rosa.Marinelli@bcferries.com>  
To: [redacted]  
Sent: Fri Sep 23 17:14:27 2011  
Subject: RE: billboard creative concept

Hi [redacted] **Web version redacted**

Unfortunately, we find this inappropriate to run at our terminals. We decline this request. Thanks for running it by me.

Cheers,

Rosa Marinelli  
Marketing Manager, Marketing & Travel Services  
British Columbia Ferry Services, Inc.  
Phone: 604-[redacted]  
[rosa.marinelli@bcferries.com](mailto:rosa.marinelli@bcferries.com)  
[www.bcferries.com](http://www.bcferries.com)

**s. 22 - telephone number**

From: [redacted]@PattisonOutdoor.com  
Sent: September 22, 2011 9:52 AM  
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Importance: High

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**Answer:**

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*Hey, look over there →*  
**(It's North America's largest exporter of global warming)**

**BeyondCoal.ca**

Marinelli, Rosa **Web version redacted**

From: [redacted]@PattisonOutdoor.com]  
Sent: September 27, 2011 5:06 PM  
To: Marinelli, Rosa  
Subject: RE: billboard creative concept  
Importance: High

Hi Rosa,

We have informed the prospective client about your decision. He has now asked that we provide a contact name or an "official written reason" from BC Ferries as to why the creative was turned down. Can you suggest what you might be willing to do or provide please.

FYI he has also asked if Pattison would run the creative on our boards exclusive of BC Ferries. I have told him that the creative would not be acceptable by us and that if we were to run anything for them it would have to be something we pre-approved. I haven't heard back from him as of yet.

[redacted] **Web version redacted**

From: Marinelli, Rosa [mailto:Rosa.Marinelli@bcferries.com]  
Sent: Friday, September 23, 2011 2:14 PM  
To: [redacted] **Web version redacted**  
Subject: RE: billboard creative concept

Hi [redacted]  
Unfortunately, we find this inappropriate to run at our terminals. We decline this request. Thanks for running it by me.

Cheers, **Web version redacted**

Rosa Marinelli  
Marketing Manager, Marketing & Travel Services  
British Columbia Ferry Services, Inc.  
Phone: 504-[redacted] s. 22 - telephone number  
[rosa.marinelli@bcferries.com](mailto:rosa.marinelli@bcferries.com)  
[www.bcferries.com](http://www.bcferries.com)

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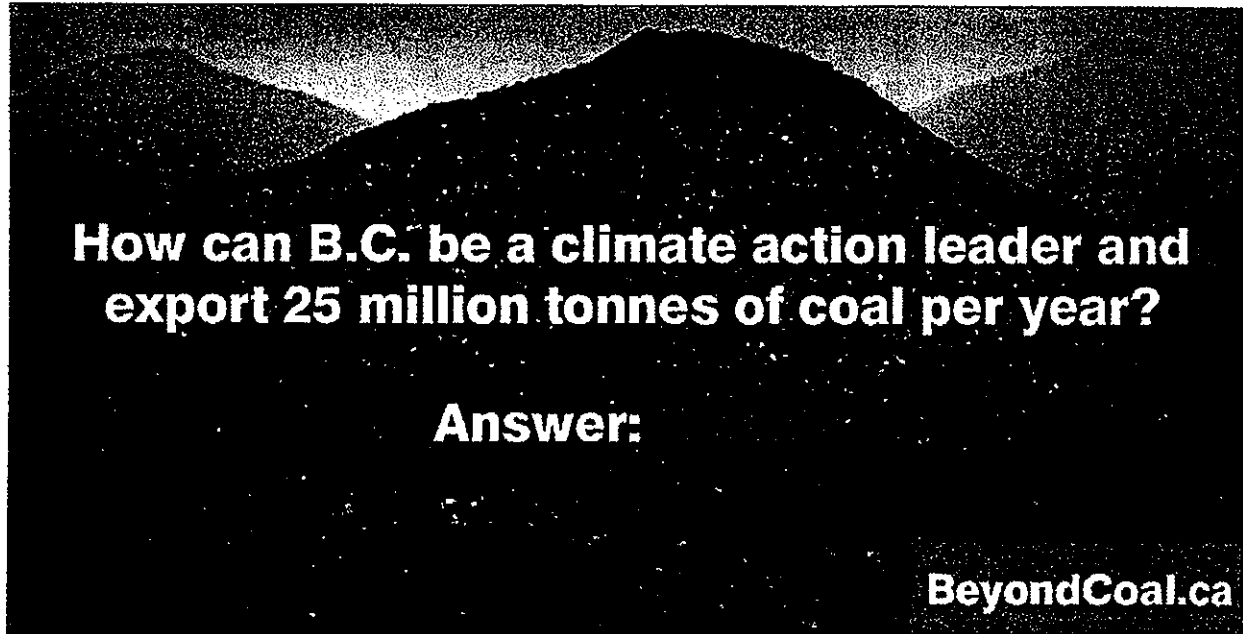
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on coal -- volumes of exports, emissions resulting, documented climate change impacts around the world (famine, drought, flooding etc), and what people can do about it (contacting government and industry, links to groups working on the issue and so on).

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Marinelli, Rosa

Web version redacted

From: [redacted]@PattisonOutdoor.com]
Sent: September 29, 2011 3:42 PM
To: Marinelli, Rosa
Subject: RE: billboard creative concept

Thanks Rosa .

From: Marinelli, Rosa [mailto:Rosa.Marinelli@bcferries.com]
Sent: Thursday, September 29, 2011 1:11 PM
To: [redacted]
Subject: RE: billboard creative concept

Web version redacted

Hi [redacted]
thanks for keeping me in the loop. We will not be providing a written response as it will not say anything different than our verbal response of "No". Please let me know if you need anything else.

Cheers,
Rosa

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Web version redacted

From: [redacted]@PattisonOutdoor.com]
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Phone: 604-[redacted]
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