

Request under the Freedom of Information and Protection of Privacy Act:

Please provide detailed reasons for, and the authority by which BC Ferries has requested that Pattison Outdoor Advertising remove Raincoast Conservation Foundations' "BC: Stop Killing Wolves" paid advertisements from BC Ferries, given that this directive appears to be an act of censorship, and that these paid advertisements reflect Freedom of Expression, which is a Fundamental Freedom protected under Section Two of the CONSTITUTION ACT, 1982 (80).

Response:

BC Ferries has a contract with Pattison Outdoor Advertising for managing vessel and terminal advertising signage assets. Our contract with Pattison states that Pattison will not post any Advertising Display that:

"Is likely, in light of prevailing community standard, to cause offense to any person or group or create controversy, including anything that advocated [sic], promotes or opposes a specific ideology, religious ethic, point of view, policy or action or which conveys information about a political meeting, gathering, event, political party or candidacy".

Marinelli, Rosa

From: [REDACTED]
Sent: September 24, 2015 2:06 PM
To: Marinelli, Rosa; [REDACTED]
Subject: RE: Customer complaint - advertising/poster on Rt 1 vessel - Customer Comment [REDACTED]

Hi Rosa, I hope this finds you well. Please note we have issued cards to have these posters removed this week as there are some still up.

Further to this, we have taken steps to ensure something like this would not be posted again without alerting/flagging the creative internally with management in order to contact you for approval prior to posting. This should help keep these to a minimum!

Thanks,

[REDACTED]

From: [REDACTED]
Sent: Tuesday, September 22, 2015 7:57 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Customer complaint - advertising/poster on Rt 1 vessel - Customer Comment [REDACTED]

Hi Guys,

Can you please look into this.

Thanks,

[REDACTED]

From: Marinelli, Rosa [mailto:Rosa.Marinelli@bcferries.com]
Sent: September-22-15 3:22 PM
To: [REDACTED]
Subject: FW: Customer complaint - advertising/poster on Rt 1 vessel - Customer Comment [REDACTED]

Hi [REDACTED]

Hope all is well today! Please see email below. Do you know which campaign this is and if it's still up? If it's still up, can it be removed asap?

Thanks,

Rosa Marinelli
Marketing Manager, Marketing & Travel Services
British Columbia Ferry Services Inc.

s. 22 Telephone / fax numbers

bceferrys.com

From: McKenzie, Christine

Sent: September 22, 2015 3:13 PM

To: Marinelli, Rosa

Cc: Westwood, Sean

Subject: Customer complaint - advertising/poster on Rt 1 vessel - Customer Comment

s. 15(1)(b), s. 22

Good afternoon,

Sharing this customer feedback. If you have any information or suggested response that would be helpful to us in responding, please let us know. Thx

Aug 21/15 ~ Customer wrote: "A couple weeks ago, while traveling on the Coastal Celebration, I saw a rather large advertisement inside the ship sponsored by the Rainforest Conservation Society. The advertisement was regarding the provincial government decision to cull wolves in certain areas of the province.

I found this advertisement to be thoroughly offensive, as it was an attempt by a special interest group to oppose this wolf cull by disseminating the kind of propaganda that one has come to expect from extremist environmental groups. There was nothing factual about the information presented.

Why is BC Ferries, a publicly owned utility, allowing special-interest groups to carry out politicized propaganda campaigns on its ships? I think it is very inappropriate for BC ferries to allow this offensive material onto its ships. Please remove it."

Kind Regards,

Christine McKenzie
Advisor, Customer Relations,
Customer Care

British Columbia Ferry Services Inc.

The Atrium

Suite 500, 1321 Blanshard St., Victoria, BC V8W 0B7

T: [s. 22]

**Christine.mckenzie@bcferries.com
bcferries.com | [Facebook](#) | [Twitter](#)**

NOTICE:

The department is looking for individuals who are interested in providing services to the public. The department is currently accepting applications for the position of Customer Service Representative. If you are interested in applying, please visit the website at www.bcferry.com for more information.

Marinelli, Rosa

From: [redacted]
Sent: September 04, 2015 10:19 AM
To: Labis, Shayne; [redacted]
Cc: Marinelli, Rosa
Subject: RE: Raincoast Add

Great, thanks Shayne!

[redacted]

From: Labis, Shayne [mailto:Shayne.Labis@bcferries.com]
Sent: Friday, September 04, 2015 10:18 AM
To: [redacted]
Cc: Marinelli, Rosa
Subject: RE: Raincoast Add

Good morning,

The vessel has confirmed for me that the sign obscuring the poster has been removed.

Have a great weekend.

Shayne Labis
Marketing Coordinator, Corporate Marketing
British Columbia Ferry Services Inc.

[redacted]
Shayne.Labis@bcferries.com
bcferries.com

From: Labis, Shayne
Sent: September 01, 2015 1:26 PM
To: [redacted]

Cc: Marinelli, Rosa
Subject: RE: Raincoast Add

Hi [redacted]

I have spoken to the Sr. Chief Steward of the vessel and they are having the sign removed. I have requested that let me know as soon as it has been taken down and I will update you both.

Thank you for bringing this to our attention.

Cheers,

Shayne Labis
Marketing Coordinator, Corporate Marketing
British Columbia Ferry Services Inc.

[redacted]
Shayne.labis@bcferries.com
bcferries.com

From: Marinelli, Rosa
Sent: August 31, 2015 1:47 PM
To: [redacted] Labis, Shayne
Cc: [redacted]
Subject: RE: Raincoast Add

Hi [redacted]

I apologize for the delay in responding but I have been on holidays. We are looking into this and we'll get back to you asap.

Cheers,

Rosa Marinelli
Marketing Manager, Marketing & Travel Services
British Columbia Ferry Services Inc.

[redacted]
bcferries.com

From: [redacted]
Sent: August 21, 2015 2:11 PM
To: Marinelli, Rosa
Cc: [redacted]
Subject: FW: Raincoast Add

Hi Rosa, just wanted to follow up to see if you were able to follow up on the outcome of this inquiry?

Thanks,

[redacted] S.22

From: [redacted] S.22
Sent: Friday, August 14, 2015 11:28 AM
To: Marinelli, Rosa; [redacted] S.22
Subject: FW: Raincoast Add

Hi Rosa, I hope you are well. Please see attached photos. We have had a complaint from our client about an obstruction of their ad on the Queen of New West, and wondering if we could possibly move the sign to the left or right? Sorry I don't have a better photo to show you what is around the sign but I could probably dig one up.

Please advise on your thoughts / comments.

Thanks,

[redacted] S.22

[redacted] web version redacted
From: [redacted]
Sent: Friday, August 14, 2015 11:25 AM
To: [redacted] S.22
Subject: FW: Raincoast Add

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[redacted] web version redacted
From: [redacted] [mailto:[redacted]@raincoast.org]
Sent: Thursday, August 13, 2015 4:26 PM
To: [redacted]
Cc: [redacted] web version redacted
Subject: Fwd: Raincoast Add

Hi [redacted]

[redacted] web version redacted

One of our supporters emailed us to alert us that the "mens washroom" sign on the Queen of New Westminster is obscuring our poster on that ferry. Photos are attached. We are obviously not happy about it. Can this be remedied?

Thanks,

[redacted]
[web version redacted]

[web version redacted]

[redacted]

Raincoast Conservation Foundation

[redacted] [web version redacted]

Sidney, British Columbia V8L 3Y3

Tel: 250.655.1229, [redacted] [web version redacted]

Fax: [redacted] [web version redacted]

Email: [redacted]@raincoast.org [web version redacted]

Website: <http://www.raincoast.org>

Twitter: <http://twitter.com/raincoast>

Facebook: <http://facebook.com/raincoast>

Instagram: <http://instagram.com/raincoastconservation>

[redacted]

----- Forwarded message ----- [S.22]

From: [redacted]

Date: Thu, Aug 13, 2015 at 3:34 PM

Subject: Fwd: Raincoast Add

To: [redacted]@raincoast.org>, [redacted]@raincoast.org>

[web version redacted]

FYI

[redacted] [S.22]

----- Forwarded message -----

From: [redacted]
Date: Thu, Aug 13, 2015 at 3:24 PM
Subject: Raincoast Add
To: [redacted]

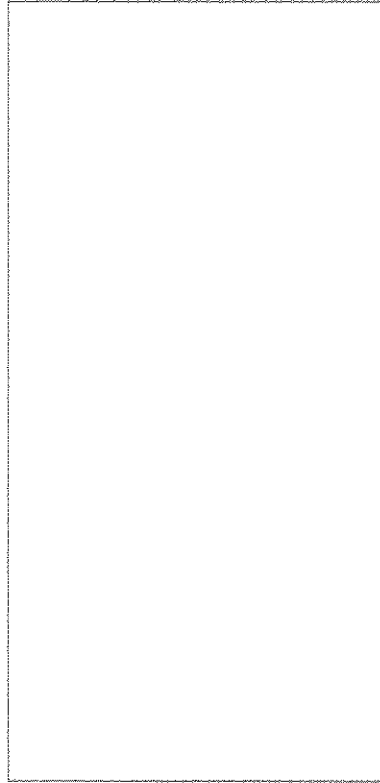
Hi [redacted],

I was a student of yours for a couple classes at UVic. I am on the Queen of New Westminster (a BC Ferry) and noticed that one of Raincoast's adds is obscured by a 'men's washroom' sign. (See below).

I guess it would be fine if you guys weren't paying full price, but as it stands, I think it really takes away from the message, and should be addressed. Maybe your marketing department knows about this already, but I wasn't sure...pls pass along if necessary.

Thanks,

[redacted]



s. 15(1)(f)

From: [REDACTED]
Sent: August-17-15 6:58 PM
Subject: Re: Complaint regarding advertising on the Coastal Celebration

A couple weeks ago, while traveling on the Coastal Celebration, I saw a rather large advertisement inside the ship sponsored by the Rainforest Conservation Society. The advertisement was regarding the provincial government decision to cull wolves in certain areas of the province.

I found this advertisement to be thoroughly offensive, as it was an attempt by a special interest group to oppose this wolf cull by disseminating the kind of propaganda that one has come to expect from extremist environmental groups. There was nothing factual about the information presented.

Why is BC Ferries, a publicly owned utility, allowing special-interest groups to carry out politicized propaganda campaigns on its ships? I think it is very inappropriate for BC ferries to allow this offensive material onto its ships. Please remove it.

s. 22

From: McKenzie, Christine
Sent: September 22, 2015 3:13 PM
To: Marinelli, Rosa
Cc: Westwood, Sean

Subject: Customer complaint - advertising/poster on Rt 1 vessel - Customer Comment

s. 15(1)(f), s. 22

Good afternoon,

Sharing this customer feedback. If you have any information or suggested response that would be helpful to us in responding, please let us know. Thx

Aug 21/15 – Customer wrote: "A couple weeks ago, while traveling on the Coastal Celebration, I saw a rather large advertisement inside the ship sponsored by the Rainforest Conservation Society. The advertisement was regarding the provincial government decision to cull wolves in certain areas of the province.

I found this advertisement to be thoroughly offensive, as it was an attempt by a special interest group to oppose this wolf cull by disseminating the kind of propaganda that one has come to expect from extremist environmental groups. There was nothing factual

about the information presented.

Why is BC Ferries, a publicly owned utility, allowing special-interest groups to carry out politicized propaganda campaigns on its ships? I think it is very inappropriate for BC ferries to allow this offensive material onto its ships. Please remove it."

Kind Regards,

Christine McKenzie
Advisor, Customer Relations,

From: McKenzie, Christine
Sent: September 23, 2015 1:23 PM
To: § 22
Subject: BC Ferries

Hi § 22

Thank you for taking the time to write to BC Ferries and for sharing your feedback about a certain poster/advertisement you observed on the Coastal Celebration that left you with a negative impression – that was certainly not our intention. I have shared your concern with the appropriate manager.

Again, thank you for letting us know your view point.

Kind Regards,

Christine McKenzie
Advisor, Customer Relations,