

Carson, Janet

From: Carson, Janet
Sent: October 07, 2015 12:15 PM
To: Eamer-Goult, Jason
Subject: Excerpt from Pattison Agreement....

5.3 The Company will not post any Advertising on a Advertising Display that:

- (a) contravenes the Canadian Code of Advertising Standards;**
- (b) does not comply with all laws, statutes, regulations and bylaws in force in British Columbia;**
- (c) Any creative deemed questionable by the Company will be vetted through BC Ferries;**
- (d) is likely, in light of prevailing community standard, to cause offense to any person or group or create controversy, including anything that advocated, 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;**
- (e) BC Ferries, in the exercise of its sole discretion, considers disparaging to the image of BC Ferries;**

- (f) Promotes tobacco products or alcoholic spirits;**
- (g) Refers to ferry transportation or BC Ferries, without obtaining the prior written approval of BC Ferries prior to production of advertising materials;**
- (h) Conflicts with BC Ferries sponsorship agreements as may be in place from time to time.**

Janet Carson
Vice President, Marketing & Travel Services
British Columbia Ferry Services Inc.
1010 Canada Place, Vancouver, BC, V6C 0B9
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Notice:

This message, including any attachments, is confidential and may contain information that is privileged or exempt from disclosure. It is intended only for the person to whom it is addressed unless expressly authorized otherwise by the sender. If you are not an authorized recipient, please notify the sender immediately and permanently destroy all copies of this message and any attachments.

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 poster assets. The contract states:

The company will not post any Advertising on a Advertising Display that:

- a) Contravenes the Canadian Code of Advertising Standards;
- b) Does not comply with all laws, statutes, regulations and bylaws in force in British Columbia;
- c) Any creative deemed questionable by the Company [Pattison Outdoor Advertising] will be vetted through BC Ferries;
- d) Is likely, in light of prevailing community standard, to cause offense to any person or group or create controversy, including anything that advocated, 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;
- e) BC Ferries, in the exercise of its sole discretion, considers disparaging to the image of BC Ferries;
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Comment [E11]: Through oversight it wasn't vetted through BC Ferries; ad was noted after customer complaint.

Comment [E22]: Rosa suggests this is the actual provision applicable

Magas, Josee

From: Magas, Josee
Sent: October 13, 2015 10:09 AM
To: Carson, Janet
Cc: Eamer-Gault, Jason
Subject: FOI-2016-012 Raincoast Advertising

Hi Janet,

We've created the attached record to respond to the applicant for the above noted file. If possible, could you please review for accuracy. We will send a fee estimate and if paid we will consult Pattison Outdoor.



FOI-2016-012
responsive recor...

Thank you,

Josée Magas
Information and Privacy Analyst, FOIPP Office
Corporate Affairs
British Columbia Ferry Services Inc.
The Atrium
Suite 500, 1321 Blanshard Street, Victoria, BC V8W 0B7
T: FOIPP s.22 F: 866-846-0453
josee.magas@bcferries.com
www.bcferries.com

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Response:

BC Ferries has a contract with Pattison Outdoor Advertising for managing vessel and terminal poster assets. The contract states BC Ferries 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".

Carson, Janet

From: Carson, Janet
Sent: October 13, 2015 10:15 AM
To: Magas, Josee; Eamer-Goult, Jason
Subject: FOI-2016-012 responsive record

Hi Josee/Jason,

I've edited the attached as it read like BCF posted ads, when in fact it's Pattison that posts the ad and the contract stipulates our restrictions.



FOI-2016-012
responsive recor...

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Response:

BC Ferries has a contract with Pattison Outdoor Advertising for managing vessel and terminal poster advertising signage assets. The contract states BC-Ferries Pattison Outdoor Advertising 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".

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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).

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"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: Marinelli, Rosa
Sent: October 14, 2015 11:51 AM
To: Eamer-Goult, Jason
Subject: FW: Customer complaint - advertising/poster on Rt 1 vessel - Customer Comment
[redacted] -s. 15(1)(l), s. 22

Rosa Marinelli
Marketing Manager, Marketing & Travel Services
British Columbia Ferry Services Inc.
T: [redacted] FOIPP s.22 C: [redacted] FOIPP s.22 F: 604-241-4642
bcferries.com

From: [redacted] -FOIPP s.22
Sent: September 24, 2015 2:06 PM
To: Marinelli, Rosa; [redacted] -FOIPP s.22
Subject: RE: Customer complaint - advertising/poster on Rt 1 vessel - Customer Comment [redacted] -s. 15(1)(l), s. 22

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] -FOIPP s.22

From: [redacted] -FOIPP s.22
Sent: Tuesday, September 22, 2015 7:57 PM
To: [redacted] -FOIPP s.22
Cc: [redacted] -FOIPP s.22
Subject: FW: Customer complaint - advertising/poster on Rt 1 vessel - Customer Comment [redacted] -s. 15(1)(l), s. 22

Hi Guys,

Can you please look into this.

Thanks,

[redacted] -FOIPP s.22

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

Hi [redacted] FOIPP s 22

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.
T: FOIPP s.22 C: FOIPP s 22 F: 604-241-4642
bcferries.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 [redacted] s. 15(1)(l), 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
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Christine.mckenzie@bcferries.com
bcferries.com | Facebook | Twitter

REC'D

Oct 16/15

Hi Rosa Novinelli

LMUM: she might want to give the
Patterson Advertising a heads up since
we will be posting the ads on the
tracker; we'll likely be contacting
Patterson in due course if request
proceeds