

Stephens Sarah (NHQ-AC)

From:
Sent: Friday, April 17, 2015 3:40 PM
To: (NHQ-AC);
Cc: GEN-NHQ Media Requests; 100-Media Relations; (NHQ-AC);
(NHQ-AC); (NHQ-AC); (NHQ-AC); Communications Issues
Management / Communications Gestion des Enjeux (PS/SP);
Subject: Re: FOR INFORMATION: Media Call 215-2015 - CSC Virtual Tour

Ok. Please send to PCO.

From: (NHQ-AC)
Sent: Friday, April 17, 2015 3:34 PM
To:
Cc: GEN-NHQ Media Requests; 100-Media Relations; (NHQ-AC); (NHQ-AC);
(NHQ-AC); (NHQ-AC); Communications Issues Management / Communications Gestion des Enjeux
(PS/SP);
Subject: FOR INFORMATION: Media Call 215-2015 - CSC Virtual Tour

Hello,

I am sending you this for your approval please.

Thank you,

Journalist: [REDACTED]
Media: CBC News
Contact information: [REDACTED]
Deadline: April 17, 2015 – ASAP

Request:

s.19(1)

Issue: CSC Virtual Tour

Questions: Some critics say it presents a "sanitized" depiction of real prisons. Is there a response to this from CSC?

Response:

Some areas of the virtual tour were altered to ensure there were no security or privacy breaches. For example, walls were whitened to remove sensitive information such as inmate names.

Also, the maximum-security area at Collins Bay Institutions was recently built and vacant at the time of video shooting.

Many victims groups have expressed interest in being able to see inside an institution for safety and security reasons. The virtual tour will provide victims of crime an opportunity to experience and learn about an offender's surroundings while incarcerated.

1. What is the purpose/objective of the video?
2. How much did it cost to produce?
3. Does it present a realistic depiction of penitentiaries/services/programs?

Response:

The Correctional Service of Canada (CSC) has developed a Virtual Tour of a correctional institution to allow all Canadians to better learn about federal corrections.

The contract for the virtual tour with Procom Consulting Ltd was in the amount of \$80,000.

CSC recognizes the importance of an informed public and is dedicated to increasing awareness about the criminal justice system.

Following the closure of Kingston Penitentiary in 2013, approximately 20,000 people visited the facility as part of fundraisers for United Way and Habitat for humanity.

As these tours sold out quickly and generated significant interest from the public, CSC wanted to give Canadians the unique opportunity to see inside a federal institution from any device with Internet access.

The Virtual Tour consists of 360-degree panoramic scenes of various areas of both Collins Bay Institution and Bath Institution showcasing elements of a maximum-, medium-, and minimum-security facilities as well as various other areas of the institutions, including the chapel, workshop, programs room and health care centre.

Recommendation: Send the response to the reporter.