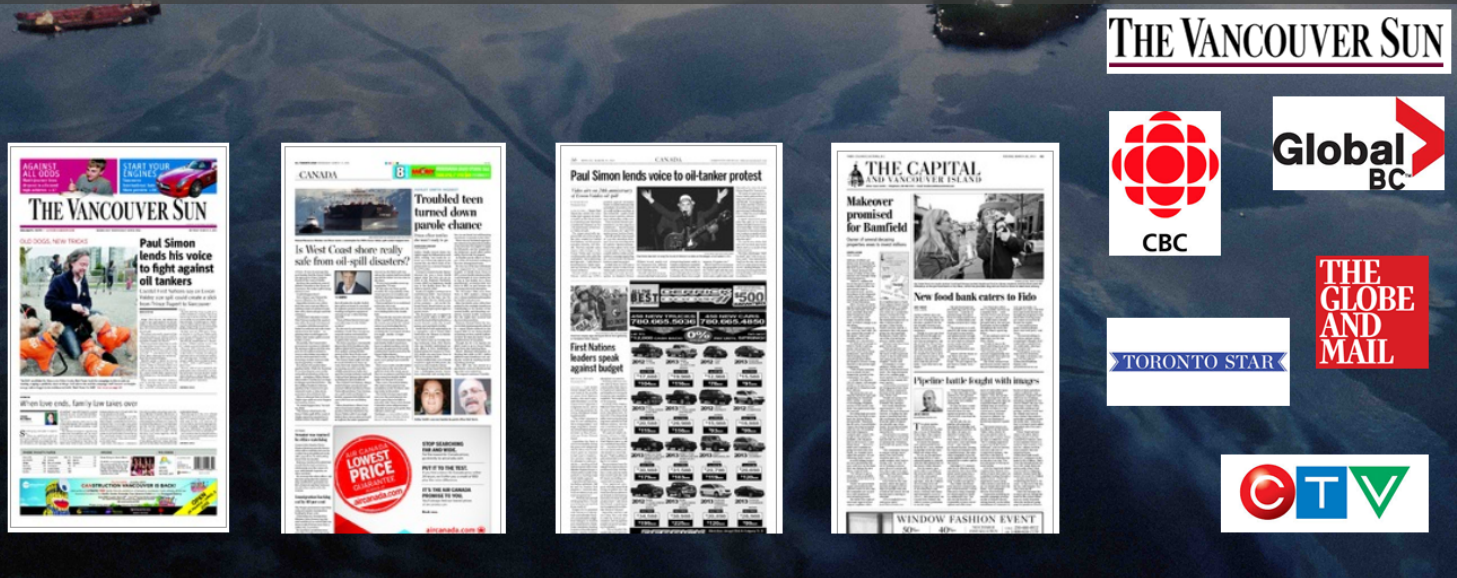


The Sound of Silence

Exxon Valdez 24th Anniversary Oil Spill Ad Campaign



“Use of Paul Simon song to tell of oil tanker peril is a hit.” – Globe & Mail.

“Paul Simon lends his voice to fight against oil tankers.” - Vancouver Sun.

Estimated Reach: 12,739,555 Campaign ROI: 710%

“A native group has claimed a small victory in its public-relations war against a pipeline giant – with the help of Paul Simon...the choice appears to be turning into a crafty public relations move, as the ad is gaining significant media attention and thousands of clicks online.”

– The Globe and Mail.

Client: Coastal First Nations
Agency: Andrew Frank Communications



For 'the price of a nice dinner out,' Paul Simon lends song to B.C. oil spill ad

National Post | News

Mon Mar 25 2013

Byline: Denise Ryan, Postmedia News

Singer **Paul Simon** has added his voice to ... 24th anniversary of the **Exxon Valdez** oil spill. The singer ... the use of his song The **Sound of Silence** in the video created by ...

Length:223 words

Tone: Positive



Paul Simon lends song for oil spill ad to air in B.C

National Post

Mon Mar 25 2013

Page:A6

Byline: Denise Ryan

Source: Postmedia News

Singer **Paul Simon** has added his voice to ... 24th anniversary of the **Exxon Valdez** oil spill. The singer ... the use of his song The **Sound of Silence** in the video created by ...

Length:220 words

Tone: Positive

Circulation:159480



Paul Simon on tanker risks: 'Hello darkness, my old friend'; Singer joins Coastal First Nations TV ad campaign against oil tanker traffic along the B.C. coast

Ottawa Citizen

Mon Mar 25 2013

Page:A4

Byline: Denise Ryan

Source: Postmedia News

Singer **Paul Simon** has added his ... anniversary of the **Exxon Valdez** oil spill. The ... video created by **Coastal First Nations**, said the group's ... executive director, ...

Length:544 words

Tone: Positive

Circulation:114846



Paul Simon joins fight against oil tankers

Montreal Gazette
Mon Mar 25 2013

Page:A10
Byline: DENISE RYAN
Source: Postmedia News

Singer **Paul Simon** has added his ... anniversary of the **Exxon Valdez** oil spill. The ... video created by **Coastal First Nations**, said the group's ... executive director, ...

Length:254 words
Tone: Neutral
Circulation:116451



Group marks Exxon date with anti-pipeline campaign

Prince George Citizen
Mon Mar 25 2013

Page:8
Source: Canadian Press

... William Sound. The **Exxon Valdez** disaster was one ... executive director of **Coastal First Nations**, **Art Sterritt**. "All of the social ... commemorate the **Exxon** ...

Length:839 words
Tone: Neutral
Circulation:14220



Paul Simon lends voice to oil-tanker protest; Video airs on 24th anniversary of Exxon-Valdez oil spill

Edmonton Journal
Mon Mar 25 2013

Page:A6
Byline: Denise Ryan
Source: Postmedia News

Singer **Paul Simon** has added his ... anniversary of the **Exxon Valdez** oil spill. The ... video created by **Coastal First Nations**, said the group's ... footage of the ...

Length:487 words
Tone: Positive
Circulation:125057



Paul Simon lends his voice to fight against oil tankers (with video)

vancouversun.com
Mon Mar 25 2013
Byline: Denise Ryan

Singer **Paul Simon** has added his ... anniversary of the **Exxon Valdez** oil spill. The ... video created by **Coastal First Nations**, said the group's ... executive director, ...

Length:549 words
Tone: Positive
Circulation:1520000



Paul Simon lends his classic tune to fight against oil tankers

Calgary Herald
Mon Mar 25 2013

Page:A6
Byline: Denise Ryan
Source: Postmedia News

Singer **Paul Simon** has added his voice to ... 24th anniversary of the **Exxon Valdez** oil spill. The singer ... in the video created by **Coastal First Nations**, said the group's ...

Length:409 words
Tone: Positive
Circulation:124613



Use of Simon song to tell of oil tanker peril is a hit; Ad with tune is gaining significant media attention and thousands of clicks online

globeandmail.com
Mon Mar 25 2013, 11:49pm ET
Byline: DANIEL BITONTI

... the help of **Paul Simon**. **Art Sterritt**, executive ... director of the **Coastal First Nations**, decided ... song **The Sound of Silence** in an ...

Length:703 words
Tone: Neutral



Paul Simon lends his voice to fight against oil tankers; Coastal First Nations say an Exxon Valdez size spill could create a slick from Prince Rupert to Vancouver

Vancouver Sun
Mon Mar 25 2013

Page:A1 / Front
Byline: Denise Ryan
Source: Vancouver Sun

Singer **Paul Simon** has added his ... anniversary of the **Exxon Valdez** oil spill. The ... video created by **Coastal First Nations**, said the group's ... executive director, ...

Length:544 words
Tone: Positive
Circulation:156769



24 years after Exxon Valdez, danger looms

Times Colonist (Victoria)
Tue Mar 26 2013

Page:B3
Source: Times Colonist

... Prince William Sound. The **Exxon Valdez** disaster was one of history's ... executive director of **Coastal First Nations, Art Sterritt**. "All of the social ... to ...

Length:209 words
Tone: Neutral
Circulation:58839



First Nations ad blitz marks Exxon oil spill; Group opposes Gateway pipeline

The Province
Mon Mar 25 2013

Page:A10
Source: The Canadian Press

... Alaska's Prince William Sound. The **Exxon Valdez** disaster was one of history's worst ... according to the executive director of **Coastal First Nations, Art Sterritt**. ...

Length:311 words
Tone: Neutral
Circulation:144996



Pipeline battle fought with images

Times Colonist (Victoria)
Tue Mar 26 2013

Page:A3
Byline: Jack Knox
Source: Times Colonist

... anniversary of the **Exxon Valdez** disaster ... Garfunkel's **Sound of Silence**. **Paul Simon** gave the **Coastal First Nations**, the video's

Length:704 words
Tone: Neutral
Circulation:58839



Group launches ads to mark Exxon spill

The Daily News (Nanaimo)
Mon Mar 25 2013

Page:A9
Byline: Rebekah Funk
Source: The Canadian Press

... Prince William Sound. The **Exxon Valdez** disaster was one of history's ... executive director of **Coastal First Nations, Art Sterritt**. "All of the social ... to ...

Length:473 words
Tone: Neutral
Circulation:5866



Excalibur joins the election

Chilliwack Times
Tue Mar 26 2013

Page:A1 / Front
Byline: Paul J. Henderson
Source: The Times

... tweet was in response to the recent news that **Paul Simon** had agreed to allow the song **The Sound of Silence** to be used in an anti-oil tanker video created by **Coastal**

...

Length:781 words
Tone: Neutral
Circulation:30500

times transcript

Group opposes pipeline on anniversary of Alaskan oil spill; ? B.C. group points to tragedy as proof proposed Northern Gateway pipeline project should not go forward

Times & Transcript (Moncton)
Mon Mar 25 2013

Page:C1
Byline: Rebekah Funk THE CANADIAN PRESS ?

... William Sound. The **Exxon Valdez** disaster was one ... executive director of **Coastal First Nations**, **Art Sterritt**. "All of the social ... commemorate the **Exxon** ...

Length:638 words
Tone: Neutral
Circulation:33141



Use of Simon song to tell of oil tanker peril is a hit

The Globe and Mail
Tue Mar 26 2013

Page:S3
Byline: Daniel Bitonti

... the help of **Paul Simon**. **Art Sterritt**, executive ... director of the **Coastal First Nations**, decided ... song **The Sound of Silence** in an ...

Length:706 words
Tone: Neutral
Circulation:309154



Paul Simon lends his voice to fight against oil tankers

vancouversun.com
Mon Mar 25 2013
Byline: Denise Ryan

Singer **Paul Simon** has added his ... anniversary of the **Exxon Valdez** oil spill. The ... video created by **Coastal First Nations**, said the group's ... executive director, ...

Length:549 words
Tone: Positive
Circulation:1520000



Exxon Valdez anniversary sparks renewed pipeline debate in B.C.: Tim Harper

thestar.com

Tue Mar 26 2013

Byline: Tim Harper

... which led to the **Exxon Valdez** spill off the ... years ago. The **Exxon Valdez** spill cost Alaska ... that led to the **Exxon Valdez** spill: it was ... double hull. **Art** ...

Length:747 words

Tone: Neutral



First Nations ad blitz marks Exxon oil spill

theprovince.com

Mon Mar 25 2013

... Alaska's Prince William Sound. The **Exxon Valdez** disaster was one of history's worst ... according to the executive director of **Coastal First Nations**, **Art Sterritt**. ...

Length:315 words

Tone: Neutral



Is West Coast shore really safe from oil-spill disasters?

Toronto Star

Wed Mar 27 2013

Page:A8

Byline: Tim Harper Toronto Star

... which led to the **Exxon Valdez** spill off the ... years ago. The **Exxon Valdez** spill cost Alaska ... that led to the **Exxon Valdez** spill: it was ... double hull. **Art** ...

Length:744 words

Tone: Neutral

Circulation:361323



Falling silent on oil tankers ; Natives use Simon & Garfunkel tune in clip

The Edmonton Sun

Mon Mar 25 2013

Page:31

Byline: MICHELLE GAVAGE QM AGENCY

... released by the **Coastal First Nations** Sunday ... anniversary of the **Exxon Valdez** disaster ... 14, said **Coastal First Nations** executive director ...

Length:221 words

Tone: Neutral

Circulation:45936



Unlike pandas, pipelines aren't black and white

Calgary Herald
Wed Mar 27 2013

Page:A14
Byline: Jack Knox
Source: Calgary Herald

... anniversary of the **Exxon Valdez** disaster ... Garfunkel's **Sound of Silence**. **Paul Simon** gave the **Coastal First Nations**, the video's

Length:692 words
Tone: Neutral
Circulation:124613



Simon & Garfunkel OK song for anti-tanker ad

24 Hours Vancouver
Mon Mar 25 2013

Page:4
Byline: MICHELLE GAMAGE 24 HOURS VANCOUVER.24HRS.CA

... the B.C. **Coastal First Nations** on Sunday ... anniversary of the **Exxon Valdez** disaster ... 14, said **Coastal First Nations** executive director **Art** ...

Length:208 words
Tone: Neutral



Anti Oil Tanker Ad Campaign Launched

CTV NEWS CHANNEL - POWER PLAY WITH DON MARTIN
Mon Mar 25 2013, 5:00pm ET
Byline: DON MARTIN

... produced by **Coastal First Nations** of the **Exxon Valdez** captain sort ... director **Art Sterritt** doesn't ... why... **ART STERRITT (Coastal** ...

Length:903 words
Tone: Positive



Group launches anti-pipeline ads on anniversary of Alaskan oil spill

Cape Breton Post
Mon Mar 25 2013

Page:A11
Source: CP

... Alaska's Prince William Sound. The **Exxon Valdez** disaster was one of history's worst ... according to the executive director of **Coastal First Nations**, **Art Sterritt**. ...

Length:320 words
Tone: Neutral
Circulation:21604



Media Advisory-First Nations to Release Oil Spill Commercial Reminding British Columbians of the Dangers of Oil Tankers

Marketwire
Fri Mar 22 2013, 1:13pm ET

... anniversary of the **Exxon Valdez** oil spill, powerful ... session with **Art Sterritt**,
Executive Director of the **Coastal First Nations**, for a new oil ... drives. Who: ...

Length:138 words
Tone: Neutral



Strategy Session

CTV NEWS CHANNEL - POWERPLAY WITH DON MARTIN
Mon Mar 25 2013, 5:00pm ET
Byline: DON MARTIN

... Sounds of Silence" is a Simon and Garfunkel classic, but **Coastal First Nations** in
British Columbia are using the hit song to make some ... the 24th anniversary of that
massive oil spill from the **Exxon** ...

Length:2096 words
Tone: Neutral



Group launches anti-pipeline ads on anniversary of Alaskan oil spill

The Telegram (St. John's)
Mon Mar 25 2013

Page:C4
Byline: Rebekah Funk
Source: The Canadian Press

... Sound. The **Exxon Valdez** disaster ... director of **Coastal First Nations**, **Art
Sterritt**. "All of ... something that **Coastal First Nations** ...

Length:857 words
Tone: Neutral
Circulation:27945



Media Advisory: First Nations to Release Oil Spill Commercial Reminding British Columbians of the Dangers of Oil Tankers

Marketwire
Sun Mar 24 2013, 9:00am ET

... anniversary of the **Exxon Valdez** oil spill, powerful ... session with **Art Sterritt**,
Executive Director of the **Coastal First Nations**, for a new two-minute ... drives. ...

Length:139 words
Tone: Neutral

KPU Instructor Teams Up with the Coastal First Nations to Launch 'Sound of Silence' Oil Spill Awareness Campaign

Targeted News Service
Thu Mar 28 2013

... with the **Coastal First Nations** (CFN) to ... launch The **Sound of Silence**, an oil ... music of **Paul Simon**. The campaign ... the tragic **Exxon** ...

Length:492 words
Tone: Positive

The Chronicle Herald

Anti-pipeline ads mark Exxon Valdez anniversary

The Chronicle-Herald
Mon Mar 25 2013

Page:C7
Source: The Canadian Press

... William Sound. The **Exxon Valdez** disaster was one ... executive director of **Coastal First Nations**, **Art Sterritt**. "All of the social ... commemorate the **Exxon** ...

Length:772 words
Tone: Neutral
Circulation:108639

Okanagan Sunday

An oil spill will never happen off B.C., natural resources minister insists

Okanagan Sunday
Sun Mar 31 2013

Page:A11
Byline: Tim Harper
Source: Special to Okanagan Sunday

... which led to the **Exxon Valdez** spill off the ... years ago. The **Exxon Valdez** spill cost Alaska ... that led to the **Exxon Valdez** spill: it was ... double hull. **Art** ...

Length:729 words
Tone: Neutral
Circulation:23429

marketwire

The Sound of Silence: First Nations Release Oil Spill Commercial Reminding British Columbians of Dangers and Costs of Oil Tankers

Marketwire
Sun Mar 24 2013, 4:00pm ET

... 2013) - The **Coastal First Nations** today released ... anniversary of the **Exxon Valdez** oil spill ... said **Art Sterritt**, Executive ... Director of the **Coastal** ...

Length:385 words

Tone: Positive



Group launches anti-pipeline ads on anniversary of Exxon Valdez oil spill

The Globe and Mail

Mon Mar 25 2013

Page:S2

Byline: Rebekah Funk

Source: The Canadian Press

... William Sound. The **Exxon Valdez** disaster was one ... executive director of **Coastal First Nations**, **Art Sterritt**. "All of the social ... commemorate the **Exxon** ...

Length:626 words

Tone: Neutral

Circulation:309154



First Nations group launches anti-pipeline ads on 24th anniversary of Alaskan oil spill

vancouversun.com

Sun Mar 24 2013

... the worst oil spills in history. **Art Sterritt** with **Coastal First Nations** says the catastrophic **Exxon Valdez** spill in Alaska over two decades ... environment. He says a ...

Length:148 words

Tone: Negative

Circulation:1520000

Brooks Bulletin

Is West Coast shore really safe from oil-spill disasters?

Brooks Bulletin

Tue Apr 2 2013

Page:A7

Byline: Tim Harper

Source: Brooks Bulletin

... which led to the **Exxon Valdez** spill off the ... years ago. The **Exxon Valdez** spill cost Alaska ... that led to the **Exxon Valdez** spill: it was ... double hull. **Art** ...

Length:725 words

Tone: Neutral

Circulation:3694



Broadcast news

Broadcast news

Mon Mar 25 2013

... anniversary of the catastrophic **Exxon Valdez** spill in Alaska. And B-C's **Coastal First Nations** is using the environmental tragedy ... port for export to Asia. But

Coastal ...

Length:435 words
Tone: Negative



Paul Simon lends voice to B.C. group's anti-pipeline commercial

vancouversun.com
Sun Mar 24 2013
Byline: Denise Ryan

Singer **Paul Simon** has added ... anniversary of the **Exxon Valdez** oil spill ... created by **Coastal First Nations**, said CFN ... Executive Director **Art** ...

Length:304 words
Tone: Positive
Circulation:1520000

VANCOUVER ISLAND
NEWS GROUP

Ill informed debate on oil tankers

Parksville Qualicum Beach News
Tue Apr 2 2013

Page:1

... radio program I had listened to a few days earlier. **Art Sterritt**, executive director of the **Coastal First Nations**, was talking to Bill Good on CKNW about his television commercial The ...

Length:269 words
Tone: Neutral
Circulation:8000



A look at a new campaign against increased tanker traffic off British Columbia

THE NATIONAL
Sun Mar 24 2013, 10:00pm ET
Byline: CURT PETROVICH; ART STERRITT

... a start. **ART STERRITT** (EXECUTIVE DIRECTOR, **COASTAL FIRST NATIONS**): What ... that end, **Coastal First Nations**, which inhabit ... understatement. The ...

Length:484 words
Tone: Negative



(With video) Paul Simon lends voice to B.C. group's anti-pipeline commercial

vancouversun.com
Sun Mar 24 2013
Byline: Denise Ryan

Singer **Paul Simon** has added ... anniversary of the **Exxon Valdez** oil spill ... created

by **Coastal First Nations**, said CFN ... Executive Director **Art** ...

Length:266 words
Tone: Positive
Circulation:1520000



Anti-tanker ad marks Alaskan spill anniversary

Oil and Gas News
Mon Apr 29 2013, 5:14am ET
Byline: Oil & Gas News

THE **Exxon Valdez** disaster of March ... executive director of **Coastal First Nations**, **Art Sterritt**. "All of the social ... commemorate the **Exxon Valdez** ...

Length:671 words
Tone: Neutral



Paul Simon lends song to oil spill ad; Native group's commercial to air in B.C. Monday

National Post
Mon Mar 25 2013

Page:A6
Byline: Denise Ryan
Source: Postmedia News

Singer **Paul Simon** has added ... anniversary of the **Exxon Valdez** oil spill ... song The **Sound of Silence** in the video created by **Coastal First** ...

Length:222 words
Tone: Positive
Circulation:159480



Broadcast news

Broadcast news
Mon Sep 23 2013

... underway today in B-C as **Coastal First Nations** make their case about the ...
Simon and Garfunkel's "**Sound of Silence**," is an edited version ... crude to overseas
markets. ...

Length:683 words
Tone: Negative



Paul Simon on tanker risks: 'Hello darkness, my old friend'

ottawacitizen.com
Mon Mar 25 2013
Byline: Denise Ryan

Singer **Paul Simon** has added his ... anniversary of the **Exxon Valdez** oil spill. The ...
video created by **Coastal First Nations**, said the group's ... executive director, ...

Length:549 words

Tone: Positive

CASTANET

Group launches anti-pipeline ads

castanet.net

Sun Mar 24 2013

Byline: The Canadian Press

... from the tanker **Exxon Valdez**, top, swirls ... William Sound. The **Exxon Valdez** disaster was one ... executive director of **Coastal First Nations, Art** ...

Length:355 words

Tone: Neutral



First Nations launch ads in battle against oil pipeline; New TV and YouTube ads use Exxon Valdez images in appeal aimed directly at Harper

globeandmail.com

Mon Sep 23 2013, 11:08pm ET

Byline: MARK HUME

Coastal First Nations in British ... song, The **Sound of Silence**, and dramatic ... images of the **Exxon Valdez** oil spill ... in B.C. **Art** ...

Length:637 words

Tone: Neutral



Kill Northern Gateway now, First Nations leaders say amid ad campaign; New TV and YouTube ads use Exxon Valdez images in appeal aimed directly at Harper

globeandmail.com

Mon Sep 23 2013, 11:08pm ET

Byline: MARK HUME

Coastal First Nations in British ... song (The **Sound of Silence**, and dramatic ... images of the **Exxon Valdez** oil spill ... in B.C. **Art** ...

Length:646 words

Tone: Neutral



Group launches anti-pipeline ads on anniversary of Alaskan oil spill

calgaryherald.com

Sun Mar 24 2013

Byline: Rebekah Funk, The Canadian Press

... William Sound. The **Exxon Valdez** disaster was one ... executive director of **Coastal First Nations, Art Sterritt**. "All of the social ... commemorate the **Exxon** ...

Length:1007 words

Tone: Neutral



Northern Gateway: une publicite anti-oleoduc rappelle l'Exxon Valdez; Northern Gateway: une publicite sur l'Exxon Valdez

La Presse Canadienne - Le fil radio

Sun Mar 24 2013

Byline: Rebekah Funk

... desastre de l'**Exxon Valdez** fut l'un ... l'organisme **Coastal First Nations, Art Sterritt**. M. Sterritt ... deversement de l'**Exxon Valdez** et offrir ...

Length:358 words

Tone: Neutral



First Nations want pipeline project killed; Leader says they have built a 'wall of opposition'

Vancouver Sun

Tue Sep 24 2013

Page:A4

Byline: Kim Pemberton

Source: Vancouver Sun

... project is dead, says **Art Sterritt** of the **Coastal First Nations**. That's the message ... up an oil spill and **Coastal First Nations** has spent hundreds

Length:692 words

Tone: Neutral

Circulation:156769



First Nations launch ads in battle against oil pipeline

The Globe and Mail

Tue Sep 24 2013

Page:S1

Byline: Mark Hume

... VANCOUVER -- **Coastal First Nations** in British ... song, The **Sound of Silence**, and dramatic ... images of the **Exxon Valdez** oil spill ... in B.C. ...

Length:649 words

Tone: Neutral

Circulation:309154



Paul Simon lends voice to B.C. group's anti-pipeline commercial (with video)

calgaryherald.com

Sun Mar 24 2013

Byline: Denise Ryan

Singer **Paul Simon** has added ... anniversary of the **Exxon Valdez** oil spill ... created

by **Coastal First Nations**, said CFN ... Executive Director **Art** ...

Length:266 words

Tone: Positive



Group launches anti-pipeline ads on anniversary of Alaskan oil spill; Anti-pipeline ads commemorate Alaskan spill

Canadian Press

Sun Mar 24 2013

... the worst oil spills in history. **Art Sterritt** with **Coastal First Nations** says the catastrophic **Exxon Valdez** spill in Alaska over two decades ... environment. He says a ...

Length:146 words

Tone: Negative



Christy Clark warns Canada unprepared for tanker oil spills

CBC.CA News

Wed Oct 2 2013, 6:06pm ET

Byline: CBC News

... Her comments come amid a recent video ad campaign by **Coastal First Nations** in B.C. directed at Prime Minister Stephen Harper. The video shows devastating images from the **Exxon Valdez** oil ...

Length:326 words

Tone: Neutral



Group draws on oil disaster in protest; First Nations launch anti-pipeline ads on anniversary of Alaskan oil spill

The Daily News (Kamloops)

Mon Mar 25 2013

Page:A5

Byline: Rebekah Funk

Source: Canadian Press

... Alaska's Prince William Sound. The **Exxon Valdez** disaster was one of history's worst ... according to the executive director of **Coastal First Nations**, **Art Sterritt**. ...

Length:281 words

Tone: Neutral

Circulation:27044



Christy Clark warns Canada unprepared for tanker oil spills

CBC.CA News

Wed Oct 2 2013, 10:07pm ET

Byline: CBC News

... Her comments come amid a recent video ad campaign by **Coastal First Nations** in B.C. directed at Prime Minister Stephen Harper. The video shows devastating images from the **Exxon Valdez** oil ...

Length:583 words

Tone: Positive



Broadcast news

Broadcast news

Sun Mar 24 2013

... history with a new ad campaign against the proposed Northern Gateway project. **Art Sterritt** (STARE-it) with **Coastal First Nations** says the catastrophic **Exxon Valdez** ...

Length:415 words

Tone: Negative



Christy Clark warns Canada unprepared for tanker oil spills

CBC.CA News

Wed Oct 2 2013, 10:07pm ET

Byline: CBC News

... Her comments come amid a recent video ad campaign by **Coastal First Nations** in B.C. directed at Prime Minister Stephen Harper. The video shows devastating images from the **Exxon Valdez** oil ...

Length:594 words

Tone: Positive