

OIA Request (13/6055)

16 December 2013

Dear Gavin

I am responding to your Official Information Act (the Act) request on 7 November in relation to a parody image asking for "*internal and external communication regarding the actions taken by Cameron Moore and others within NZ Police on this.*" You were particularly interested in "*any information relating to who was aware of the threat of prosecution being made and whether it is within Cameron Moore's role to perform such actions.*"

Please find attached copies of the internal and external correspondence relevant to your request. Please note that personal names and some contact information have been withheld from the documents under section 9(2)(a) of the Act, to protect the privacy of natural persons.

By way of background, Police held concerns in relation to the parody image that was posted online as it was considered extremely insensitive to victims of sexual violence and offensive to the police officers who work to help them.

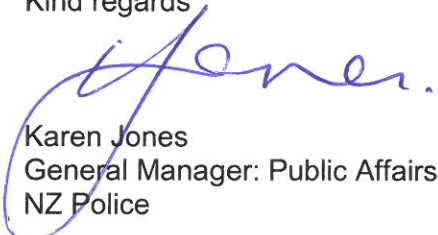
The real life case behind the original image (used in a Police recruitment campaign) involved a police officer who rescued a young woman from an ex-partner who sent hundreds of abusive and seriously threatening text messages to the woman over a matter of days.

Following internal legal advice as to how to approach the situation, correspondence was sent via email to the editor of the blog which had posted the image.

As the legal advice is privileged, I'm not able to provide it in this response and that information is withheld under section 9(2)(h) of the Act.

I hope this information answers your request. If you are not satisfied with this response you have the right to contact the Office of the Ombudsmen in order to request a review.

Kind regards



Karen Jones
General Manager: Public Affairs
NZ Police

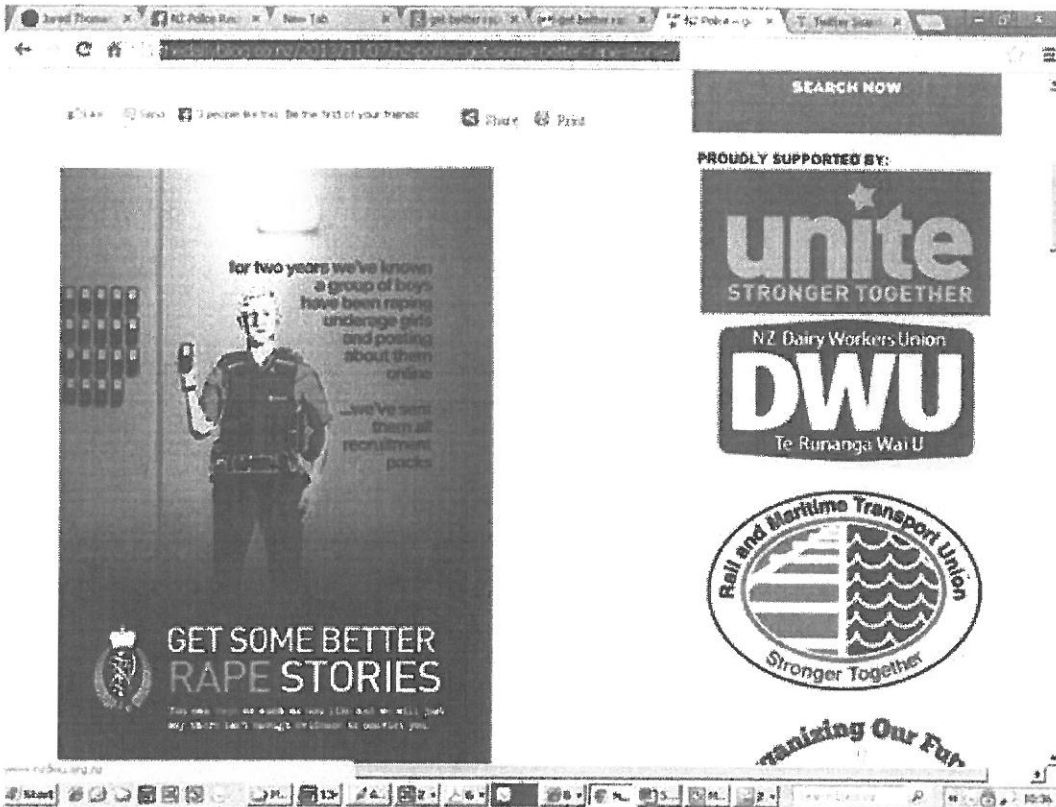
JONES, Karen

From: MOORE, Campbell
Sent: Thursday, 7 November 2013 11:15
To: JONES, Karen
Cc: [REDACTED]
Subject: roastbusters / better work stories

Importance: High

Hi Karen,

You may be aware that the following mash-up was posted on the police recruitment facebook page, and it is also appearing on twitter. I've spoken with [REDACTED] and outlined our intended response below. Please let me know if you are happy with this approach.



Block

I've spoken with [REDACTED] and have requested via helpdesk that the following pages be blocked from police access, as no doubt our staff would find this extremely offensive:

<http://imgur.com/U4emHji>

<http://thedailyblog.co.nz/2013/11/07/nz-police-get-some-better-rape-stories/>

Reactive statement

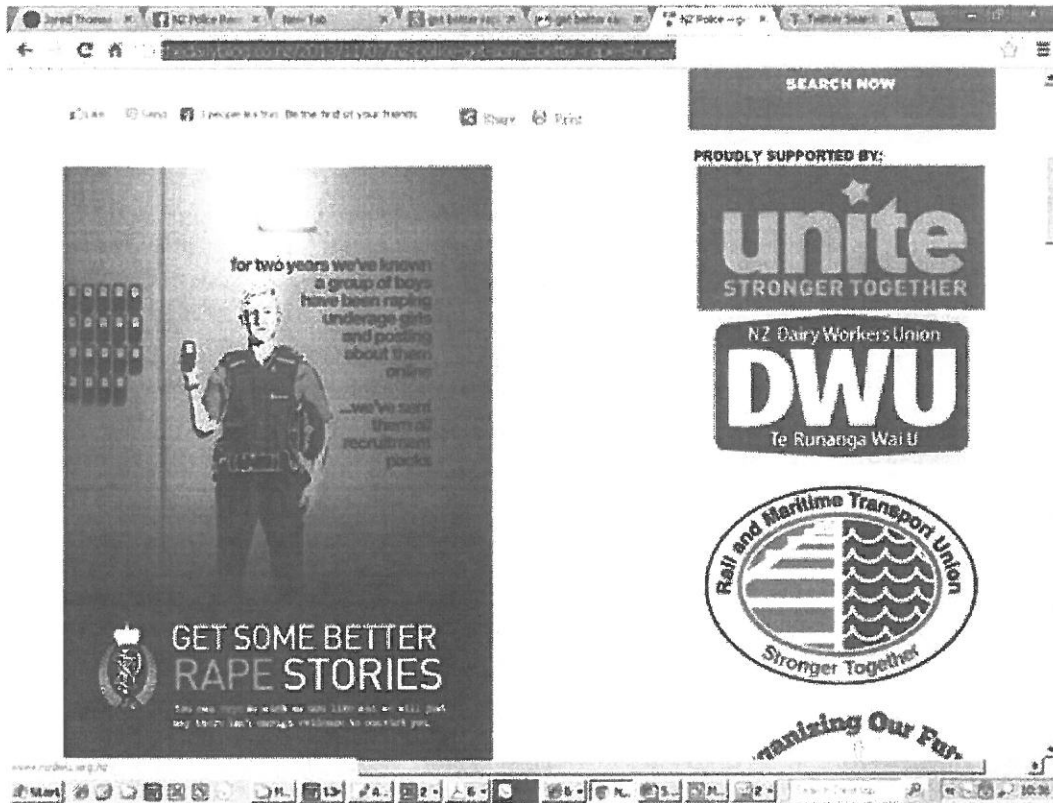
We don't think that we should dignify this image with a proactive response, but in the event that we get queried by media here is a draft reactive statement.

This image is extremely insensitive to victims of sexual violence and is offensive to police officers who work tirelessly to help them. The police recruitment story behind the image features a dedicated police officer who rescued a young woman from an ex-partner who sent hundreds of abusive text messages to the woman over a matter of days.

The message behind the police recruitment story is that we need recruits who continue to provide an empathetic response to victims of cyberbullying. In that case the officer intervened and the man was locked up. This mash-up of the image is not only abhorrent but also breaches the copyright of New Zealand Police. Police have asked the sites who are posting the image to take it down.

Proposed action points:

- I've left a message with [redacted] to call me back - [redacted]
- Will contact site owners and ask them to take it down
- Will leave a message with [redacted]
- Will ask nz police facebook moderators to delete it from our pages if it is posted



sigh!

Cam



Campbell Moore
Senior Marketing Advisor | Public Affairs | NZ Police

Police National Headquarters, 180 Molesworth St, PO Box 3077, Wellington 6140 www.police.govt.nz | www.newcops.co.nz

Safer Communities Together



NZ Police on [Facebook](#)



Follow [@BetterWorkStory](#)



NZ Police on [YouTube](#)

JONES, Karen

From: MOORE, Campbell
Sent: Thursday, 7 November 2013 13:25
To: [REDACTED]
Cc: JONES, Karen
Subject: better work stories - r busters

Hi

I will call you shortly about this following [REDACTED] email to you and [REDACTED]

For your convenience I've noted below the actions we are taking in relation to this matter.

Current action points:

- I've spoke with the officer [REDACTED] to call me back - [REDACTED]

I am in the process of contacting site owners and asking them to take it down.

- I'm contacting site owners and ask them to take it down. I've had advice from legal. [REDACTED]

[REDACTED]

I'm emailing the people/sites who are hosting this image to inform them of this. We are not going into the copyright issue, because this is very murky. However misuse of police articles is potentially an offence. I'm just point that out to them without delivering an ultimatum or fanning the flames in the hope they do the right thing and take it down.

- I have asked nz police facebook moderators to delete it from our pages if it is posted

Reactive statement

We don't think that we should dignify this image with a proactive response, but in the event that we get queried by media here is a draft reactive statement.

This image is extremely insensitive to victims of sexual violence and is offensive to police officers who work tirelessly to help them. The police recruitment story behind the image features a dedicated police officer who rescued a young woman from an ex-partner who sent hundreds of abusive text messages to the woman over a matter of days.

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Block

I've requested via helpdesk that the following pages be blocked from police access, as no doubt our staff would find this extremely offensive:

<http://imgur.com/U4emHJi>

<http://thedailyblog.co.nz/2013/11/07/nz-police-get-some-better-rape-stories/>

Cheers

Cam




Campbell Moore


Senior Marketing Advisor | Public Affairs | NZ Police

Police National Headquarters, 180 Molesworth St, PO Box 3017, Wellington 6140 www.police.govt.nz | www.newcops.co.nz

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 NZ Police on [Facebook](#)

 Follow [@BetterWorkStory](#)

 NZ Police on [YouTube](#)

JONES, Karen

From: [REDACTED]
Sent: Thursday, 7 November 2013 16:50
To: JONES, Karen; [REDACTED]
Subject: RE: Image

Cheers, will do

From: JONES, Karen
Sent: Thursday, 7 November 2013 16:43
To: [REDACTED]
Subject: Image

Hi

Multiple people are now re-tweeting the image in response [REDACTED] censored post.

Suggest we do not respond. [REDACTED] did not publish your polite email so the context has been lost.

Just ensure we monitor our own pages.


cheers
Karen





Karen Jones
General Manager: Public Affairs | New Zealand Police

[REDACTED]
PNHQ, 180 Molesworth Street, Thorndon, PO Box 3017, Wellington, www.police.govt.nz

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 [NZ Police on YouTube](#)

MOORE, Campbell

From: [REDACTED]
Sent: Thursday, 7 November 2013 15:37
To: MOORE, Campbell
Subject: Re: Inappropriate use of Police articles

You've picked the wrong person and blog to threaten

Sent from my iPhone

On 7/11/2013, at 2:48 PM, "MOORE, Campbell" [REDACTED] wrote:

> Hi there,
>
> We have not threatened action of any kind, we simply wanted to point out that the content posted on your site was in breach of the Policing Act 2008. This is standard procedure for any site which misuses the police crest, name, logo etc.

>
> Kind regards

> Cam

> -----Original Message-----

> From: [REDACTED]
> Sent: Thursday, 7 November 2013 13:55
> To: [REDACTED]
> Subject: Re: Inappropriate use of Police articles

> Kia ora I will be responding to your threat to arrest me via the blog.

> Could you include your phone so the media can call you directly?

> Cheers

> Sent from my iPhone

> On 7/11/2013, at 12:57 PM, Campbell Moore [REDACTED] wrote:

>> From: Campbell Moore [REDACTED]
>> Subject: Inappropriate use of Police articles

>> Message Body:

>> Hi there,

>> I refer to the Daily Blog's post: <http://thedailyblog.co.nz/2013/11/07/nz-police-get-some-better-rape-stories/>

>> I just want to let you know that the image in this post is potentially in breach of the Policing Act 2008, section 49 which outlines the "use of the term Police or New Zealand Police in operating name". We kindly request that you take this down from your site.

>> <http://www.legislation.govt.nz/act/public/2008/0072/latest/DLM1102252.html>

>> Thanks

>> Campbell Moore
>> NZ Police Public Affairs

>> --

>> This mail is sent via contact form on The Daily Blog <http://thedailyblog.co.nz>

>
>

=====
> WARNING

> The information contained in this email message is intended for the addressee only and may contain privileged information. It may also be subject to the provisions of section 50 of the Policing Act 2008, which creates an offence to have unlawful possession of Police property. If you are not the intended recipient of this message or have received this message in error, you must not peruse, use, distribute or copy this message or any of its contents.

> Also note, the views expressed in this message may not necessarily reflect those of the New Zealand Police. If you have received this message in error, please email or telephone the sender immediately

MOORE, Campbell

From: [REDACTED]
Sent: Thursday, 7 November 2013 16:08
To: MOORE, Campbell
Subject: Re: FW: Inappropriate use of Police articles

Next time i suggest you check who you are threatening.

BREAKING: Police threaten Daily Blog editor with 6months imprisonment & \$5000 fine for parodying their Roast Buster Rape inaction

- See more at: <http://thedailyblog.co.nz/2013/11/07/breaking-police-threaten-daily-blog-editor-with-6months-imprisonment-5000-fine-for-parodying-their-roast-buster-rape-inaction/#sthash.vdQx0YFz.dpuf>

[REDACTED]
Editor - TheDailyBlog.co.nz
Citizen A - Face TV Sky 83
Facebook [REDACTED]
twitter.com/[REDACTED]

On Thu, Nov 7, 2013 at 2:48 PM, MOORE, Campbell [REDACTED] wrote:
Hi there,

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Cam

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Sent: Thursday, 7 November 2013 13:55
To: [REDACTED]
Subject: Re: Inappropriate use of Police articles

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Could you include your phone so the media can call you directly?

Cheers

Sent from my iPhone

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> From: Campbell Moore [REDACTED]

> Subject: Inappropriate use of Police articles

>

> Message Body:

> Hi there,

>

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From: JONES, Karen
Sent: Thursday, 7 November 2013 19:59
To: [REDACTED]
Cc: [REDACTED] MOORE, Campbell
Subject: RE: Media inquiry re: Daily Blog

Further reply as below - have checked with Cam as legal advice was sought.

"The previous statement explained Police concerns in relation to this image.

The email below was sent as worded following legal advice as to the best approach to follow.

The email is respectful and draws attention to the Act only."

From: [REDACTED]
Sent: Thursday, 7 November 2013 19:36
To: JONES, Karen
Subject: Fw: Media inquiry re: Daily Blog

From: [REDACTED]
Sent: Thursday, November 07, 2013 07:35 PM
To: [REDACTED]
Subject: Media inquiry re: Daily Blog

Hi Mere,

Thanks for the statement.

With respect, it doesn't match up with what happened. The police email, below, made no mention of insensitivity to victims - it referred to a potential breach of the Policing Act 2008.

If police had concerns about insensitivity to victims, why not convey those concerns to the blog editor?

I'd appreciate a prompt response this evening.

Kind regards,

[REDACTED]

[REDACTED]

From: Campbell Moore [REDACTED]
Date: Thu, Nov 7, 2013 at 12:57 PM
Subject: Inappropriate use of Police articles
To: [REDACTED]

From: Campbell Moore [REDACTED]
Subject: Inappropriate use of Police articles

Message Body:
Hi there,

I refer to the Daily Blog's post: <http://thedailyblog.co.nz/2013/11/07/nz-police-get-some-better-rape-stories/>

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Thanks

Campbell Moore
NZ Police Public Affairs

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This mail is sent via contact form on The Daily Blog <http://thedailyblog.co.nz>

NOTICE

This email and any attachments are strictly confidential and subject to copyright. They may contain privileged information. If you are not the intended recipient please delete the message and notify the sender. You should not read, copy, use, change, alter or disclose this email or its attachments without authorisation. The company and any related or associated companies do not accept any liability in connection with this email and any attachments including in connection with computer viruses, data corruption, delay, interruption, unauthorised access or unauthorised amendment. Any views expressed in this email and any attachments do not necessarily reflect the views of the company or the views of any of our related or associated companies.
