

Dr. David Ross  
Office of the president  
Langara College  
100 West 49th Avenue,  
Vancouver, BC  
V5Y 2Z6

Dear Dr. Ross:

I've noticed that Langara College advertises in the Georgia Straight. I recently sent the enclosed letter to the Georgia Straight complaining about their sexual service advertisements and challenging them to an ethical advertising policy.

I want to challenge you to an ethical advertising policy consistent with your mission statement.

The sexual service advertisements in the Georgia Straight are contrary to my vision of Canadian society as a civil, compassionate and egalitarian society and flaunt the spirit of the Canada's constitution which guarantees people the right to security of the person.

Langara College mission statements use words such as dignity and respect. Various Langara College faculties have goals such as promoting the well being of people and community, improving human health and quality of life, developing student's sense of scientific and social responsibility and being agents for change.

By advertising in the Georgia Straight Langara College sends out double messages—*we believe in human health and the quality of life yet we condone all of the inevitable accompaniments of the sex trade—violence human trafficking, and death.*

Do you really want to use your advertising dollars this way? Would you consider an ethical advertising policy that supports your mission statement?

Sincerely,