

# FORD FEST: COMMUNITY BBQ OR ETHICAL NIGHTMARE?

Adam Garisto | AP/PPAS 4190 Ethics and the Public Service | Faculty of Liberal Arts and Professional Studies

## ABSTRACT

Ford Fest is an annual barbeque organized by one of Ontario's most powerful families: the Fords. The main concern is that Doug Ford, the Premier of Ontario, is using the event to make voters beholden to the Progressive Conservative Party; therefore, the ethics of Ford Fest must be examined. Applying Ford Fest to two conflicting ethical theories aids in determining the ethicality of Ford Fest. Due to their conflicting nature, if utilitarian and deontological approaches produce the same result they can create a broad consensus regarding an ethical dilemma.

## RESEARCH QUESTION

Doug Ford's position as Premier places Ford Fest in the centre of an ethical dilemma. It appears that the event is intended to promote the political interests of the Progressive Conservative Party. Based on the activities and intended purpose of Ford Fest, one must ask: is the event ethical?



FORD FEST is back – bigger and better than ever!

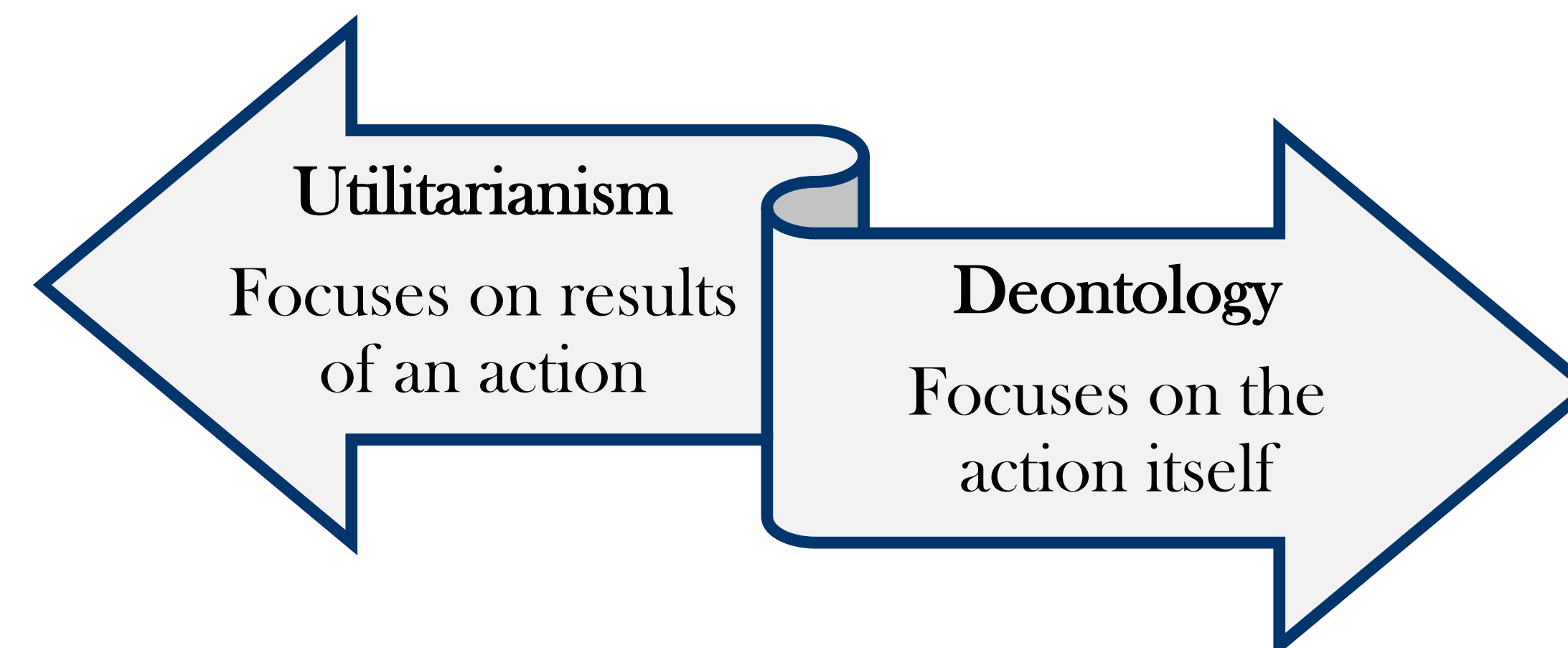
Join the Ford family and our all-star PC team for a BBQ. It's going to be a great evening filled with entertainment and lots of #FordFest fun!

Everything is FREE – register today at [FordFest.ca](http://FordFest.ca)

## APPROACH

To find information regarding Ford Fest, Premier Ford's and the Ontario Progressive Conservative Party's social media was used. Their social media accounts depicted how the event was marketed to the public. News media articles provided facts regarding how the event was received by politicians and the public and the activities of the event. Once this information was collected, it could be applied to an ethical analysis using two competing theories: utilitarianism and deontology. The results of the analyses determined the ethicality of Ford Fest.

## METHODS



## RESULTS

Does Ford Fest Commit Unethical Acts	
Action	Verdict
Misinforming the Public	Guilty
Bribing the Public	Guilty
Principle of Fairness	Violated

Results of Ethical Analyses	
Theory	Result
Utilitarianism	Unethical
Deontology	Unethical

## CONCLUSION

Ford Fest is unethical because it misleads the public by being disguised as a community event when in reality it is a political event. At this political event, the Progressive Conservative Party use free perks to garner support and turn that support into potential votes. This should be called for what it is: bribery of the voters. The event is a means to corrupt the public and make them vote based on the perks they received from Ford Fest. These actions are concerning for all who value the integrity of elections. Large political parties should not be able to bribe voters for support. Political parties should be expected to appeal to voters through messaging and policy, not barbeques and perks.