

Non-partisan Advertising Review Criteria

Non-partisan Advertising Review Criteria	Meets	Does Not Meet	Comments
<p>1. Informs, encourages and promotes</p> <p>The advertising is a reasonable means to achieve one or more of the following goals:</p> <ul style="list-style-type: none"> a. Informs the public of current or proposed B.C. government policies, programs or services available to them; b. Informs the public of their rights and responsibilities under the law; c. Encourages or discourages specific social behaviour, in the public interest; or, d. Promotes British Columbia or any part of British Columbia as a good place to live, work, invest, study or visit, or promotes any economic activity or sector of British Columbia's economy. 			
<p>2. Objective, factual and engages</p> <p>The advertising presents information objectively, in tone and content, with facts expressed clearly and accurately, using neutral language and the advertising achieves one or more of the following goals:</p> <ul style="list-style-type: none"> a. Points to, or provides information on, B.C. government policies, programs or services; b. Engages the public, providing an opportunity to interact or comment; or, c. Contains reliable and verifiable information and/or data to support the advertising message(s). 			
<p>3. Free from partisan slogans, images and identifiers</p> <p>Examples include, but are not limited to, slogans used on political party materials, websites and social media accounts (e.g. URLs, links, #Hashtags) or publications.</p>			

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<p>4. Free from partisan bias or party affiliation</p> <p>Messages must:</p> <ul style="list-style-type: none"> a. be neutral; b. not be self-congratulatory (e.g. referencing the accomplishments or actions of any political party); or, c. not give the general impression or appear to promote political party interests (taking into consideration, among other matters, the timing of the message, the audience at which it is aimed, and the overall environment in which the message will be communicated). 			
<p>5. Devoid of any name, voice or image of a current or past minister, or member of the legislature</p> <p>This extends to titles such as “Premier”, “Minister”, or “MLA”.</p>			
<p>6. Colour of the governing party not used in a dominant way</p> <p>The primary colour associated with the governing party is not used in a dominant way, unless an item is commonly depicted in that colour.</p> <p>Does not apply to:</p> <ul style="list-style-type: none"> a. Items that commonly depict the Province of British Columbia (e.g. blue, red or gold in the Provincial Coat of Arms or Provincial flag); b. Branding of the word “British Columbia” in communications products and activities for events and celebrations; or c. B.C. government assets. 			