
COMMUNICATIONS PROTOCOL

PURPOSE

This Communications Protocol shall guide all communications activity planning, development and implementation with a view to ensuring efficient, structured, continuous and coordinated communications to British Columbians.

The provisions of this Communications Protocol shall apply to all communications activities related to any Projects funded through the Small Communities Fund Program, or allocations. Such communications activities may include, but are not limited to, public or media events, news releases, reports, web and social media products or postings, blogs, project signs, digital signs, publications, success stories and vignettes, photo compilations, videos, advertising campaigns, awareness campaigns, editorials, and multi-media products.

GUIDING PRINCIPLES

Communications activities undertaken through this Communications Protocol should ensure that British Columbians are informed of infrastructure investments made to help improve their quality of life and that they receive consistent information about funded Projects and their benefits.

The communications activities undertaken jointly by Canada, British Columbia, and the Ultimate Recipient shall recognize the funding of all parties to the Projects.

PROGRAM COMMUNICATIONS

The Ultimate Recipients will not unreasonably restrict Canada and British Columbia from using, for their own purposes, public communications products related to Projects funded through the Small Communities Fund Program and if web-based, from linking to it.

OPERATIONAL COMMUNICATIONS

The Ultimate Recipients are solely responsible for operational communications with respect to Projects, including but not limited to, calls for tender, construction, and public safety notices. Operational communications as described above are not subject to the federal official language policy.

The Ultimate Recipients shall share information promptly with the lead ministry staff should significant media inquiries be received or emerging media or stakeholder issues arise relating to the Projects.

MEDIA EVENTS AND ANNOUNCEMENT FOR PROJECTS

Media events include, but are not limited to, news conferences, public announcements, official events or ceremonies, and news releases.

The Ultimate Recipients will have regular media events about the funding and status of the Projects. Key milestones may be marked by public events, news releases and/or other mechanisms.

Media events related to the Projects shall not occur without the prior knowledge and agreement of Canada and British Columbia.

The Ultimate Recipients shall provide at least **15 working days' notice** to the lead ministry staff of their intention to undertake a media event. The event shall take place at a mutually agreed date and location.

All joint communications material related to media events shall be approved by Canada and British Columbia and recognize the funding of all funding partners, as appropriate.

All joint communications material shall reflect Canada's policy on official languages and the federal identity program.

COMMUNICATIONS COSTS

The eligibility of expenditures related to communication activities will be subject to Eligible and Ineligible Costs under the Small Communities Fund Program.