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SUBJECT			
Approval of Podcast Interviews			

This Policy Replaces:

None

Staff and Organizations Affected:

Resource Stewardship Division
Directors of Resource Management
Fish and Wildlife Regional Staff

Reason for this Policy:

Communication with the public, to learn about and engage on wildlife stewardship issues that are important to them, is an important aspect of improving public trust and confidence and connecting people with nature. Podcast interviews are a relatively new communications medium and Government Communications and Public Engagement Department (GCPE) has directed approval to the Assistant Deputy Minister level.

The Resource Stewardship Division has established this policy to guide the approval of podcast requests for Resource Stewardship Division and Fish and Wildlife regional staff.

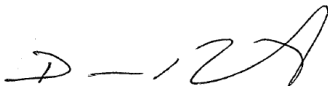
POLICY

It is the policy of the Ministry that:

Participation in a podcast interview by a Resource Stewardship Division and/or Fish and Wildlife regional staff must meet the following criteria:

- (a) staff are available and costs (time and travel) are negligible,
- (b) the topic content is within the scope of the role of the specific government employee(s) being interviewed,
- (c) the the topic is focused on wildlife management and staff-level expertise and does not include resourcing questions or politically-sensitive issues, and
- (d) the language and content of the podcast fits within the BC Public Service's Standards of Conduct.

Requests for podcast interviews that meet the above noted criteria may be reviewed and approved by the appropriate Director that the employee is accountable to.

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			DATE EFFECTIVE
			September 21 2021



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The Government Communications and Public Engagement Department (GCPE) will not be involved in podcast requests.

Definitions:

podcast – means a digital audio file of speech, music, broadcast material, etc., made available on the internet for downloading to a computer or portable media player; a series of such files, new instalments of which can be received by subscribers automatically as defined by Oxford English Dictionary.

Policy Manual Cross-References:

None

Procedure Manual Cross-References:

4-7-11.04 Approval of Podcast Interviews Procedure

Other Cross-References:

None