



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

MINISTRY Advanced Education - GCPE		BRANCH Adoption Services	DATE 2016-11-08
PROJECT CONTACT NAME Anne Clayton / Jenny St. Claire		CONTACT TEL (250) 387-2281	CONTACT FAX
PROJECT TITLE 1000 Families BC & Adopt BC Kids		START DATE	COMPLETION DATE
DESCRIPTION Facebook ads and PSAs to find adoptive homes for foster kids in BC		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Everyone deserves a family - Adopt BC Kids	AUDIENCE BC adults	REGION ☒ B.C. ☐ Canada ☐ International	
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☒ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☒ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☒ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, posters, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Kimbo	67	\$30,000
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 69			TOTAL COST \$ \$30,000

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Anne Clayton	SIGNATURE <i>Anne Clayton</i>	DATE 2016/11/09
MINISTRY EXPENSE AUTHORITY NAME Anne Clayton	SIGNATURE	DATE

GCPE APPROVALS		
GCPE / MINISTRY COMMUNICATIONS DIRECTOR NAME Karen Johnston	SIGNATURE <i>Karen Johnston</i>	DATE 2016-11-08
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE <i>Mary Dila</i>	DATE 2016-11-15
GCPE EXPENSE AUTHORITY NAME Jason Butler	SIGNATURE <i>Jason Butler</i>	DATE 2016-11-15

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9408 STN PROV GOVT Victoria BC V8W 5V1 | Tel: 250 387-3857 Fax: 250 387-1435

ASSIGNED

PRINT FORM	CLEAR FORM
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GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT

CLIENT: Ministry of Children and Family Development

2016 Adoption Awareness Campaign

November 2, 2016

OBJECTIVES: Raise awareness of adoption as an option to grow a family. Increase traffic to Adoptive Families Association. **Highlight the new Adopt BC Kids portal.**

BACKGROUND:

November is Adoption Awareness Month in British Columbia, a time to raise awareness about the number of children in care waiting to be adopted and to increase the number of families and individuals in B.C. who choose adoption as a way to grow their family. The month draws attention to the difference made in the lives of children by B.C. families who have provided permanent, loving homes.

STRATEGIC APPROACH:

Leverage last year's creative (videos) with a similar Facebook boost including **two new ads: one pointing to 1000familiesbc.com and one pointing to the Adopt BC Kids portal.**

KEY MESSAGES – OVERALL:

- There are more than 1,000 children waiting for the stability and care of an adoptive family, including teenagers, those with special needs and siblings.
- The 1000FamiliesBC campaign is our ongoing, joint effort to connect waiting children with caring families. Waiting children deserve love, respect and acceptance just like you and me.
- **This year, we are highlighting the new Adopt BC Kids portal.**
- All children need the love and security of a caring family. No child is unadoptable and no one is excluded from trying to adopt.
- You don't need to be the perfect parent to adopt, the skills and experience you bring as a parent are invaluable.
- Marital status and sexual orientation don't matter.
- Adoption is about love and a lifelong commitment to making a difference in a child's life.
- If you're looking to build your family, visit 1000familiesbc.com or call 1 877 ADOPT-07.

Secondary Messages:

- We are thankful to all the adoptive families who provide the emotional, physical and financial stability that all children deserve.
- Adoption social workers work tirelessly to find loving homes for B.C.'s waiting children and deserve our gratitude.
- Understandably, the change adoption brings can be an emotional time for both the adoptive families and the adoptive child. You can help adoptive families by lending an ear and offering encouraging words and actions of support.

KEY MESSAGES – THEMES:

- Consider adopting a waiting child.
- **Adopt BC Kids portal makes it easier for prospective parents to match with a waiting child.**

TARGET AUDIENCE:

- Current foster parents
- Adoptive parents with grown children
- Parents with older children who may want to continue parenting
- Adults in B.C. who are focused on giving back to their community

CREATIVE APPROACH:

Animated "Stick Family" window sticker theme from 2014

RECOMMENDED CAMPAIGN TACTICS:

- Facebook
 - Boost of ONE video (from 2015 campaign) driving to 1000families
 - Two Static "stick family" ads (one pointing to 1000families and one pointing to ADOPTBCKIDS)
- TV – Run PSAs throughout November and beyond
- Website
 - Videos and ad should drive to 1000families, which MUST include new link to ADOPTBCKIDS

SCHEDULE:

November 4 to December 7, 2016.

CAMPAIGN MEASUREMENT:

- Facebook post – Impressions, Video Views, Comments/Likes/Shares, Clicks
- #1000FamiliesBC Hashtag Metrics - Tweets/Retweets
- 1000FamiliesBC.com Metrics, Total visits, Video plays, "Build Your Own Family" Widget Users
- Call Centre Metrics
- New Adoptive Family Applications

BUDGET:

All costs are estimates only. A detailed breakdown will be made available once the project and its campaign elements are complete. The budget is estimated at \$30,000. The actual spend will be released with Public Accounts.

Activity	Creative & Production	Media Buy	Total
Creative Production	\$5,000	\$	\$5,000
New Media Buy (online, mobile, social media)	\$	\$25,000	\$25,000
Total	\$5,000	\$25,500	\$30,000

CORE POLICY AND PROCEDURES MANUAL: CHAPTER 22.3

Government Communications & Public Engagement (GCPE) may set standards to mandate the use of specific communications and public engagement services or practices (i.e. advertising, research, online development, etc.). Ministries must follow these standards in the execution of all activities listed on GCPE's website, unless an exemption has been approved by GCPE. Exemptions will be time-bound and reviewed regularly.

Any materials prepared for public consumption, regardless of the medium used, must be approved by GCPE, through the Communications Director assigned to the ministry.

CAMPAIGN CRITERIA:

- **What Ministry data/research is available to validate the messages of the campaign?**
- Success of 2014 campaign w/ same 1000 families messaging.
- **What government program/service/policy/priority does this campaign promote?**
- BC Adoptive Families Association services.
- **What public engagement mechanisms are in place to support the campaign?**
- Social media via BC Gov corp channels.

Approvals: (Please email approvals to the Project Manager at GCPE Advertising and Marketing Services)

X

Ministry GCPE Communications Director

Date

X

Marketing and Communications Support
Services Executive Director

Date



COMMUNICATIONS PROJECT APPROVAL

A2892
CRAN. R4J

Notes: Form must be completed and approved before proceeding. Marketing and materials must be submitted first for the B.C. Govt. (10/10/10) (Attach sample if applicable). Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY CHILDREN & FAMILY DEVELOPMENT	BRANCH VANCOUVER	DATE 2016 NOV 10
PROJECT CONTACT NAME SINA AMAN	CONTACT TEL 604-660-6913	CONTACT FAX 604-660-0641
PROJECT COURT ORDERED AD		
TITLE TCO HAWKING		
DESCRIPTION NOTIFY PARENT		
AUDIENCE VANCOUVER SW		
SCOPE ☒ Campaign ☐ Series ☒ Single		
REGION ☒ B.C. ☐ Canada ☐ Internat'l		
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No		

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Cairpalgr			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
SCOPE / MINISTRY - Discretionary / STOB 67 MINISTRY - Statutory / STOB 68			TOTAL COST \$ \$ 0.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE
S. Beth Rivers		2016-11-10
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE
Hirsten Lauvaas		2016-11-10
GCPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE
Kyle Kelch		2016-11-10
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | P.O. BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250.387-3957 Fax: 250.387-1435

Assigned

PRINT FORM CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

A2893
CPA NO. RHT

Notes: Form must be completed and approved before proceeding. A travelling budget must be submitted for all projects over \$10,000 which require it. If applicable, please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY CHILDREN & FAMILY DEVELOPMENT		BRANCH VAN COUVER	DATE 2016 NOV 10
PROJECT CONTACT NAME SHANA CHAN		CONTACT TEL 604-660-6913	CONTACT FAX 604-660-0641
PROJECT TITLE COURT ORDERED AD			
DESCRIPTION CCO HEARING		START DATE 2016 NOV 12	COMPLETION DATE 2016 NOV 13
THEME / MESSAGE NOTIFY PARENT (DAD)		SCOPE ☒ Campaign ☐ Series ☒ Single	
OBJECTIVE		AUDIENCE PRINCE GEORGE CITIZEN	REGION ☒ B.C. ☐ Canada ☐ Internat'l
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No			

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, posters, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GOPE / MINISTRY - Discretionary STOB 67			TOTAL COST \$ \$ 0.00
MINISTRY - Statutory STOB 68			

CONTENT	
☐ New	☐ Update / Reprint
☐ Draft	☐ Final / Approved
PRODUCTION	
☐ Online	☐ Print (STOB required)
DISTRIBUTION	
☐ Ministry	☐ BC Mail Phys (STOB required)
OTHER	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE
		YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE
Beth Rivers		2016-11-10
GOPE APPROVALS		
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE
Kirsten Lawras		2016-11-10
GOPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE
		YYYY-MM-DD
GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE
		2016-11-11

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ASSIGNED

PRINT FORM CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Government of British Columbia - Department of Social Services - Ministry of Children and Family Development - Communications Section

MINISTRY Children and Development		BRANCH Youth Justice & Forensic Services	DATE 2016-11-16
PROJECT CONTACT NAME Julia Muldoe		CONTACT TEL. (250) 356-1588	CONTACT FAX (250) 356-2079
PROJECT TITLE Restorative Justice Brochure		START DATE	COMPLETION DATE
DESCRIPTION Brochure used to provide consistent information on restorative justice		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Youth Justice	AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE provincial resource on restorative justice information		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☒ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☒ Other (explain) brochure
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Brochure - QP	88	\$ 915.00
SCOPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 915.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Phil Peachey	SIGNATURE <i>Phil Peachey</i>	DATE 2016/12/05
MINISTRY EXPENSE AUTHORITY NAME Lenora Angel	SIGNATURE <i>Lenora Angel</i>	DATE 2016/12/07

GCPA APPROVALS		
GCPA MINISTRY COMMUNICATIONS DIRECTOR NAME KIRSTEN LAURMAS	SIGNATURE <i>Kirsten Laurmas</i>	DATE 2016-12-14
GCPA MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE <i>Mary Dila</i>	DATE DEC 16 2016
GCPA EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPA MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

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PRINT FORM ☐ CLEAR FORM ☐



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A2901

MINISTRY Children and Family Development		BRANCH Vancouver North Family Services		DATE YYYY-MM-DD 2016-12-01	
PROJECT CONTACT NAME Reed Eurchuk		CONTACT TEL (604) 775-0096		CONTACT FAX	
PROJECT TITLE Legal Ad - James Stephen Hansen					
DESCRIPTION CCO Court Ordered newspaper subserve		SCOPE ☒ Campaign ☐ Series ☐ Single			
THEME / MESSAGE		AUDIENCE		REGION ☒ B.C. ☐ Canada ☐ International	
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No			

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☒ Other (explain)
Legal Ad

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)

- ☐ Public Service Announcement
(no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOPS	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

GCPE / MINISTRY - Discretionary STOPS 07

MINISTRY - Signature STOPS 08

TOTAL COST \$
\$ 0.00

CONTENT

- ☐ New
- ☐ Draft
- ☐ Update / Reprint
- ☐ Final / Approved

PRODUCTION

- ☐ Online
- ☐ Print (STOPS required)

DISTRIBUTION

- ☐ Ministry
- ☐ BC Mail Plus (STOPS required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Balwant Kang	SIGNATURE B.K. Kang	DATE YYYY-MM-DD 2016 Dec 01
MINISTRY EXPENSE AUTHORITY NAME Balwant Kang	SIGNATURE B.K. Kang	DATE YYYY-MM-DD 2016 Dec 01

GCPE APPROVALS

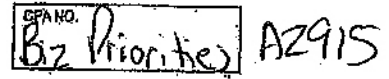
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Shawn Larabee	SIGNATURE	DATE YYYY-MM-DD 2016 12 01
GCPE MARKETING & SUPPORT SERVICES NAME Kela Keld	SIGNATURE	DATE YYYY-MM-DD 2016 12 01
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9400 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250.387-3957 Fax: 250.387-1435

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PRINT FORM

CLEAR FORM



CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO. **Biz Priorities V2915**

NOTE: Form must be completed and approved before a project is submitted for funding. Projects are submitted for funding if they are over \$10,000. Please refer to the B.C. Government Communications Policies and Services Policy and Procedures.

MINISTRY Ministry of Children and Family Development	BRANCH North Fraser Resource Team	DATE 2016-11-29
PROJECT CONTACT NAME Paula Miller	CONTACT TEL. (604) 520-2915	CONTACT FAX (604) 520-2904

PROJECT TITLE Advertisement in Parks and Recreation Guides Spring 2017	START DATE	COMPLETION DATE
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DESCRIPTION For Burnaby Parks and Recreation Guide	SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Promotion of Fostering Information Session	AUDIENCE Individuals/families
OBJECTIVE To recruit foster parents	REGION ☒ B.C. ☐ Canada ☐ Internal
	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOP	COST ESTIMATE
Campaign			
Media Purchase	Maple Ridge Parks & Leisure		\$ 346.50
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
SCOPE / MINISTRY - Statutory STOP or MINISTRY - Statutory STOP.65			TOTAL COST \$ \$ 346.50

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME George Phillips	SIGNATURE <i>George Phillips</i>	DATE 2016-11-28
MINISTRY EXPENSE AUTHORITY NAME George Phillips	SIGNATURE <i>George Phillips</i>	DATE 2016-11-28

GOPE APPROVALS		
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME K. Lauvaas	SIGNATURE <i>K. Lauvaas</i>	DATE 2016/11/29
GOPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE <i>Mary Dila</i>	DATE 2017/01/06
GOPE EXPENSE AUTHORITY NAME JASON BUTLER	SIGNATURE <i>Jason Butler</i>	DATE 2017/01/09

GOPE MARKETING & SUPPORT SERVICES | PO BOX 8409 STN PROV GOVT Victoria BC V8W 5V1 | Tel: 250-367-4957 Fax: 250-367-1435

ASSIGNED

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COMMUNICATIONS PROJECT APPROVAL

GRAND: **Biz. Priorities** A2915

Note: Form must be completed and approved by a professional. Materials must be submitted first for approval of the BC Government Communications Materials and Services Policy and Procedures.

MINISTRY Ministry of Children and Family Development		BRANCH North Fraser Resource Team	DATE YYYY-MM-DD 2016-11-29
PROJECT CONTACT NAME Paula Miller		CONTACT TEL (604) 520-2915	CONTACT FAX (604) 520-2904
PROJECT			
TITLE Advertisement in Parks and Recreation Guides Spring 2017		START DATE	COMPLETION DATE
DESCRIPTION For Coquitlam Parks, Recreation and Culture Program Guide		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME/MESSAGE Promotion of Fostering Information Session	AUDIENCE Individuals/families	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE To recruit foster parents		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain):	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain): ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain):

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOPS	COST ESTIMATE
Campaign			
Media Purchase	Tri-City News		\$ 418.95
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCP / MINISTRY - discretionary STOPs: MINISTRY - discretionary STOPs:			TOTAL COST \$ \$ 418.95

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME George Phillips	SIGNATURE <i>George Phillips</i>	DATE YYYY-MM-DD 2016-11-28
MINISTRY EXPENSE AUTHORITY NAME George Phillips	SIGNATURE <i>George Phillips</i>	DATE YYYY-MM-DD 2016-11-28
GCP APPROVALS		
GCP MINISTRY COMMUNICATIONS DIRECTOR NAME K. Lauvaas	SIGNATURE <i>K. Lauvaas</i>	DATE YYYY-MM-DD 2016/11/29
GCP MARKETING & SUPPORT SERVICES NAME Jayson Burton	SIGNATURE <i>Jayson Burton</i>	DATE YYYY-MM-DD 2017/01/09
GCP EXPENSE AUTHORITY NAME Nora D.	SIGNATURE <i>Nora D.</i>	DATE YYYY-MM-DD 2017/01/06

GCP MARKETING & SUPPORT SERVICES | P.O. BOX 948 STN PROV GOVT Victoria BC V8W 8V1 | Tel: 250 387-9957 Fax: 250 387-1435

ASSIGNED

PRINT FORM | CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Ministry of Environment		BRANCH		DATE 2016-08-15	
PROJECT CONTACT NAME Hilda Ozawa / Mike Wilson		CONTACT TEL (778) 677-1950		CONTACT FAX	
TITLE Environment - Climate Leadership Program		START DATE 2016-10-25		COMPLETION DATE 2017-01-20	
DESCRIPTION Connect British Columbians to services and programs		SCOPE ☒ Campaign ☐ Series ☐ Single		AUDIENCE ☒ B.C. ☐ Canada ☐ International	
MESSAGE Connect at gov.bc.ca. Our opportunity is here.		AUDIENCE British Columbians		IS THIS INCLUDED IN YOUR AGENCY'S BUDGET? ☒ Yes ☐ No	
OBJECTIVE Increase awareness and registration in government services and programs					
ADVERTISING & MARKETING SERVICES		ADVERTISING & MARKETING MATERIALS		GRAPHIC COMMUNICATIONS SERVICES	
☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☒ Website Development / Hosting ☒ Social Media Development ☒ Audio / Video / Photography ☒ Translation Services ☐ Other (specify)		☒ Paid Advertising ☒ Print Materials ☒ Promotional Items ☒ Display (static or digital) ☒ Online Content & Advertising ☒ Other (specify) Public Service Announcement (to be included in budget)		☐ Graphic Design Services (packaging, etc.) ☐ Print Publication (reports, notes, etc.) ☐ Digital Publication (PDF, DVD, email, etc.) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding / New Mark Development ☐ Storage ☐ Other (specify)	
TOTAL ESTIMATE		TOTAL COSTS		TOTAL COSTS	
\$ 1,350,000.00		\$ 1,350,000.00		\$ 1,350,000.00	
CPPE / MARKETING / ADVERTISING SERVICES		MINISTRY - OTHER SERVICES		TOTAL COSTS	
\$ 1,350,000.00		\$ 1,350,000.00		\$ 1,350,000.00	
PROGRAM DIRECTOR NAME		SIGNATURE		DATE	
Nes Boyd		[Signature]		2016-11-16	
MINISTRY DEPUTY DIRECTOR NAME		SIGNATURE		DATE	
David Cusbo		[Signature]		2016-11-16	
CPPE MARKETING & SUPPORT SERVICES NAME		SIGNATURE		DATE	
Mary Oila		[Signature]		2016-11-16	
CPPE EXPENSE AUTHORITY NAME		SIGNATURE		DATE	

CPPE MARKETING & SUPPORT SERVICES | PO BOX 8408 STN PRINCE GEORGE VICTORIA BC V8W 5V1 | Tel: 250 367-3957 Fax: 250 367-1435

APPROVED



COMMUNICATIONS PROJECT APPROVAL

GCP NO.
AZ907

This form must be completed and approved by the project manager, submitted for review to the Communications Services Unit, and then approved by the Communications Services Unit Manager and the Communications Services Unit Manager. It is a requirement of the Communications Services Unit Manager and the Communications Services Unit Manager.

INDUSTRY Ministry of Environment	BRANCH Environmental Assessment Office	DATE YYYY-MM-DD 2016-12-22
PROJECT CONTACT NAME Nicole Yvette	CONTACT TEL. (250) 356-5311	CONTACT FAX. (250) 356-6448
PROJECT TITLE Public Comment Period for EA of Kemess Underground Project		
DESCRIPTION Newspaper & radio ads to notify public about the public comment period		
SCOPE ☒ Campaign ☒ Series ☒ Single		
THEME / MESSAGE Opportunity for the public to submit comments		
AUDIENCE General Public		
REGION ☒ B.C. ☒ Canada ☒ Internat'l		
OBJECTIVE To notify the public about this opportunity to participate in the EA		
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☒ No		

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☒ Website Development / Hosting ☒ Social Media Development ☒ Audio / Video / Photography ☒ Translation Services ☒ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☒ Print Materials ☒ Promotional Items ☒ Display (static or digital) ☒ Online Content & Advertising ☒ Other (explain) ☒ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) ☒ Print Publication (reports, posters, etc) ☒ Digital Publication (PDF, DVD, e-pub, etc) ☒ Display (static or digital) ☒ Information Graphics ☒ Web Design and Online Graphics ☒ Promotional Items ☒ Presentation (PowerPoint, PDF) ☒ Video / Motion Graphics ☒ Stock Photography ☒ Branding, New Mark Development ☒ Signage ☒ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Vizeum	68	\$5,134.84
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCP / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 69			TOTAL COST \$ \$5,134.84

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Autumn Cousins	SIGNATURE <i>Autumn Cousins</i>	DATE YYYY-MM-DD 2016/12/23
MINISTRY EXPENSE AUTHORITY NAME Cheryl Lawrence	SIGNATURE <i>Cheryl Lawrence</i>	DATE YYYY-MM-DD 2016/12/23
GCP APPROVALS		
GCP MINISTRY COMMUNICATIONS DIRECTOR NAME David Grebo	SIGNATURE <i>David Grebo</i>	DATE YYYY-MM-DD 2016/12/23
GCP MARKETING & SUPPORT SERVICES NAME Kyla Kelen	SIGNATURE <i>Kyla Kelen</i>	DATE YYYY-MM-DD 2016/12/23
GCP EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCP MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 367-2957 Fax: 250 367-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPANO

Note: Form must be completed and approved by the appropriate advertising agency before submission for approval. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Environment	BRANCH Water Protection and Sustainability	DATE 2016-12-08
PROJECT CONTACT NAME Jen Turner		CONTACT TEL. (250) 367-9440
PROJECT Bringing the Water Sustainability Act and regulations into effect		COMPLETION DATE 2017-03-31
DESCRIPTION Booth, banner and updated brochure to promote new WSA requirements		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Using groundwater? You may need a licence		REGION ☒ B.C. ☐ Canada ☐ Internat'l
AUDIENCE approx. 20,000 GW users		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No
OBJECTIVE Communicate new WSA requirements to B.C. groundwater users		

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☒ Print Materials ☐ Promotional Items ☒ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc.) ☒ Print Publication (reports, poster, etc.) ☒ Digital Publication (PDF, DVD, e-pub, etc.) ☒ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	banner	65	\$ 370.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary - STOB 67		MINISTRY - Statutory STOB 62	
		TOTAL COST \$	
		\$ 370.00	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE
		2016-12-08
MINISTRY EXPENSE AUTHORITY NAME		
Ian Graeme	SIGNATURE	DATE
		2016-12-08
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE
Fernande Mundy		2017-01-04
GCPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE
Mary Dila		2017-01-04
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 367-3957 Fax: 250 367-1435

ASSIGNED

PRINT FORM

CLEAR FORM



Communications Project Approval

Note: Form must be completed and pre-approved before proceeding. Grey area is for final release. Attach sample if applicable. A marketing brief must be submitted first for projects over \$10,000. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

Date <i>MM/DD/YY</i> 2017-01-01	Ministry Environment	Branch BC Parks - Visitor Experience and Business De	CPA Number A2914
Contact Sarah Fennell	Contact Phone Number 250.387-4318	Contact Fax Number	Project Start Date
Project Title North Sunshine Coast Recreation Service Opportunity			Project Completion Date

Is this included in your annual marketing plan? ☒ Yes ☐ No

Objective

Increase competition for Park Operator Agreement tenders. Fulfill requirement of Park Act.

Theme / Message

Operating parks represents a unique nature-based business opportunity

Audience

Frontcountry service vendors

Communications Services Required

- ☐ Strategic Planning
- ☐ Issues Management
- ☐ Media / Public Relations
- ☒ Marketing
- ☐ Video / Audio
- ☒ Graphic Design
- ☐ Website Development
- ☐ Translation
- ☐ Other (explain)

Communications Materials Required

- ☒ Publication / Newsletter
- ☐ Brochure / Fact Sheet
- ☐ Poster
- ☐ Video
- ☐ Display
- ☐ Promotional Items
- ☐ Web Hosting
- ☐ Public Service Announcement (no funding required)
- ☐ Other (explain)

Paid Advertising Required

- ☐ Radio
- ☒ Newspaper
- ☐ Television
- ☐ Householder
- ☐ Other (explain)

Purpose of Product

- ☐ GCPE Informational
- ☐ Ministry Informational
- ☒ Statutory

Explanation of "Other"

Estimated Costs	Service Provider (Agency, Contractor, Ministry Branch (e.g.: GCPE Graphic Design, GCPE Writing, Ministry Branch Name))	STOB	Cost Estimate	
Service				
Creative Design				
Production				
Writing				
Consultation / Research				
Photography				
Audio / Video				
Website Development				
Distribution				
Other (explain)	Advertising Rates			
Approval Authority	Pre-Approval (Signature)	Final Approval (Signature)	Total Cost \$	
Ministry Program Director			(Print Name)	(Date)
Ministry Expense Authority				
Government Communications Ministry Communications Director			JANE REBO	JAN 10/16
GCPE Advertising and Marketing Services Unit				
Government Communications Expense Authority				

GCPE - CPA - 2012a



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A2890

Note: This form must be completed online at www.bccorp.gov.bc.ca or by mail to: Communications Project Approval, 250-387-3857. Fax: 250-387-1435. Email: communications@bccorp.gov.bc.ca. For more information, visit www.bccorp.gov.bc.ca.

MINISTRY FLNRO	BRANCH Thompson Okanagan Region	DATE 2016-11-03
PROJECT CONTACT NAME Susan Omelchuk		CONTACT TEL. (250) 828-4263
PROJECT Blanket APO for statutory ads		
TITLE Proposed Swan Lake Wildlife Management Area		COMPLETION DATE 2017-03-31
DESCRIPTION advertising for an open house		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE community events	AUDIENCE general public	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Blanket APO for statutory ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GORE / MINISTRY - discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT

- ☐ New ☐ Update / Reprint
☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Ted Zimmerman, Regional Director of Resource Mgmt	SIGNATURE <i>[Signature]</i>	DATE 2016/11/04
MINISTRY EXPENSE AUTHORITY NAME Eric Valda	SIGNATURE <i>[Signature]</i>	DATE 2016/11/04

GORE APPROVALS

GORE MINISTRY COMMUNICATIONS DIRECTOR NAME Sharon Dean	SIGNATURE <i>[Signature]</i>	DATE Nov 4 2016
GORE MARKETING & SUPPORT SERVICES NAME Kristi Elvers	SIGNATURE <i>[Signature]</i>	DATE Nov 4 2016
GORE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GORE MARKETING & SUPPORT SERVICES | PO BOX 9408 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250-387-3857 Fax: 250-387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GPA NO.

A2894

MINISTRY Forests, Lands & Natural Resource Operations		BRANCH BC Timber Sales, Stuart-Nechako		DATE 2016-11-09	
PROJECT CONTACT NAME Bruce Middleton		CONTACT TEL (250) 567-6472		CONTACT FAX (250) 567-6370	
PROJECT TITLE Notice of Forest Stewardship Plan for Review & Comment		START DATE 2016-11-15		COMPLETION DATE 2016-12-02	
DESCRIPTION Ads in each of the local papers (PG Citizen & Omineca Express)		SCOPE ☒ Campaign ☐ Series ☐ Single			
THEME / MESSAGE Forest Stewardship Plan available for review		AUDIENCE General Public		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE To provide opportunities for public review & comment		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?		☒ Yes ☐ No	
SERVICES & MATERIALS REQUIRED					
ADVERTISING & MARKETING SERVICES		ADVERTISING & MARKETING MATERIALS		GRAPHIC COMMUNICATION SERVICES	
☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☒ Other (explain) Newspaper Ad		☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☒ Public Service Announcement (no funding required)		☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)	
ESTIMATED COSTS					
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE		
Campaign					
Media Purchase					
Consultation / Research					
Website Development					
Social Media Development					
Audio / Video / Photography					
Production					
Distribution					
Other					
GCEP / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68		TOTAL COST \$ \$ 0.00	
MINISTRY APPROVALS					
PROGRAM DIRECTOR NAME Bruce Middleton		SIGNATURE <i>Bruce Middleton</i>		DATE 2016-11-09	
MINISTRY EXPENSE AUTHORITY NAME Betty Baker		SIGNATURE <i>Betty A Baker</i>		DATE 2016-11-09	
GCEP APPROVALS					
GCEP / MINISTRY COMMUNICATIONS DIRECTOR NAME <i>Sharon Dean</i>		SIGNATURE <i>Sharon Dean</i>		DATE 2016-11-09	
GCEP / MINISTRY MARKETING & SUPPORT SERVICES NAME <i>Kyla Ketch</i>		SIGNATURE <i>Kyla Ketch</i>		DATE 2016/11/13	
GCEP EXPENSE AUTHORITY NAME		SIGNATURE		DATE YYYY-MM-DD	

GCEP MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 367-8957 Fax: 250 367-1455

ASSIGNED:

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A2896

sent to Kyla 11/18/16

*Note: Form must be completed and approved before proceeding. All projects must be submitted with all required forms. If you are unsure of the requirements, please refer to the B.C. Government Communications and Marketing Services Policy and Procedures Manual.

MINISTRY: **FLNRO** BRANCH: **Skeena Region** DATE: **YYYY-MM-DD**
2016-11-16

PROJECT CONTACT NAME: **Laura Bolster** CONTACT TEL: **(250) 847-7758** CONTACT FAX: **(250) 847-7728**

PROJECT TITLE: **Skeena Region Blanket APO 16/17**

START DATE: **2017-11-16** COMPLETION DATE: **2017-03-31**

SCOPE: ☒ Campaign ☐ Series ☐ Single

REGION: ☒ B.C. ☐ Canada ☐ Internat'l

IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No

OBJECTIVE: **Blanket APO for statutory ads**

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES
☐ Strategic Planning
☐ Marketing Planning
☐ Media Planning / Media Purchasing
☐ Website Development / Hosting
☐ Social Media Development
☐ Audio / Video / Photography
☐ Translation Services
☐ Other (explain):

ADVERTISING & MARKETING MATERIALS
☒ Paid Advertising
☐ Print Materials
☐ Promotional Items
☐ Display (static or digital)
☐ Online Content & Advertising
☐ Other (explain):
☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES
☒ Graphic Design Services (advertising, etc)
☐ Print Publication (reports, poster, etc)
☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Display (static or digital)
☐ Information Graphics
☐ Web Design and Online Graphics
☐ Promotional Items
☐ Presentation (PowerPoint, PDF)
☐ Video / Motion Graphics
☐ Stock Photography
☐ Branding, New Mark Development
☐ Signage
☐ Other (explain):

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COSTS \$ 0.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: **Anthony Pesklevits** SIGNATURE: *[Signature]* DATE: **2016/11/16**

MINISTRY EXPENSE AUTHORITY NAME: **Brian Kolman** SIGNATURE: *[Signature]* DATE: **2016/11/16**

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME: **Charm Jean** SIGNATURE: *[Signature]* DATE: **2016/11/18**

GCPE MARKETING & SUPPORT SERVICES NAME: **Kyla Kelch** SIGNATURE: *[Signature]* DATE: **2016/11/21**

GCPE EXPENSE AUTHORITY NAME: SIGNATURE: DATE:

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ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A2898

Note: This form is to be completed by the project manager and submitted to the Communications Services Branch for review and approval. It is not to be used for projects that are not funded by the Ministry of Agriculture and Food.

MINISTRY FLNRO	BRANCH Resource Practices Board	DATE YYYY-MM-DD 2016-11-22
PROJECT CONTACT NAME Tim Ebata	CONTACT TEL (250) 387-8739	CONTACT FAX (250) 387-1467
PROJECT TITLE Gypsy Moth Eradication Project		
DESCRIPTION Public consultation and outreach advertising for treatments		SCOPE ☒ Campaign ☐ Series ☐ Single
THOUGHT MESSAGE	AUDIENCE Public	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Blanket APO for statutory ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, posters, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign		68	
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
SCOPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Mailsby ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Tim Ebata	SIGNATURE 	DATE YYYY-MM-DD 2016-11-22
MINISTRY EXPENSE AUTHORITY NAME Neil Hughes	SIGNATURE 	DATE YYYY-MM-DD 2016-11-22
GOPE APPROVALS		
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME 	SIGNATURE 	DATE YYYY-MM-DD 2016/11/23
GOPE MARKETING & SUPPORT SERVICES NAME Kyla Belch	SIGNATURE 	DATE YYYY-MM-DD 2016/11/23
GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3557 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GPA NO.
A2897

MINISTRY FLNRO		BRANCH BC Timber Sales, Skeena Business Area	DATE 2016-11-14
PROJECT CONTACT NAME David Berg		CONTACT TEL. (250) 638-5132	CONTACT FAX (250) 638-5176
PROJECT TITLE		START DATE 2016-11-14	COMPLETION DATE 2017-03-31
DESCRIPTION		SCOPE ☐ Campaign ☐ Series ☐ Single	
THEME / MESSAGE		REGION ☐ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Blanket APO for statutory ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES Strategic Planning Marketing Planning Media Planning / Media Purchasing Website Development / Hosting Social Media Development Audio / Video / Photography Translation Services Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising Print Materials Promotional Items Display (static or digital) Online Content & Advertising Other (explain) Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) Print Publication (reports, poster, etc) Digital Publication (PDF, DVD, e-pub, etc) Display (static or digital) Information Graphics Web Design and Online Graphics Promotional Items Presentation (PowerPoint, PDF) Video / Motion Graphics Stock Photography Branding, New Mark Development Signage Other (explain)
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
SCOPE / MINISTRY - Discretionary STOB 07 MINISTRY - Statutory STOB 50			TOTAL COST \$ \$ 0.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE
MINISTRY EXPENSE AUTHORITY NAME Gordon Haley, RFT	SIGNATURE	DATE 2016/11/15
GCPE APPROVALS		
GCPE MARKETING & SUPPORT SERVICES DIRECTOR NAME	SIGNATURE	DATE
GCPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 367-3957 Fax: 250 367-1435

ASSIGNED





COMMUNICATIONS PROJECT APPROVAL

OPANO

DATE OF APPROVAL: 2018-11-15

MINISTRY Health	BRANCH Healthy Living and Health Promotion	DATE 2018-11-15
PROJECT CONTACT NAME Eric Bernick		CONTACT TEL. (250) 952-3010
		CONTACT FAX

PROJECT TITLE Public Engagement Task Group: Phase 3 Marketing & Outreach		START DATE	COMPLETION DATE
DESCRIPTION Print and digital materials for persons most at-risk for opioid overdose		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Together is better; treatment is possible.	AUDIENCE People who use drugs	REGION ☒ B.C. ☐ Canada ☐ International	
OBJECTIVE To improve knowledge and understanding of overdose response and treatment		IF THIS IS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES	ADMINISTRATIVE & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☒ Audio / Video / Photography ☐ Translation Services ☐ Other (specify)	☐ Field Advertising ☒ Print Materials ☒ Promotional Items ☐ Display (static or digital) ☒ Online Content & Advertising ☐ Other (specify) ☐ Public Service Announcement (no funding required)	☒ Graphic Design Services (advertising, etc.) ☒ Print Publication (reports, poster, etc.) ☐ Digital Publication (PDF, DVD, e-sub, etc.) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☒ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☒ Black Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (specify)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STORY	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography	Traction (Hogan Miller)	80	\$ 38,000.00
Production	Traction	80	\$ 35,000.00
Distribution	Queens Printer	95	\$ 15,000.00
Other			
GCP / MINISTRY - Operational STORY BY MINISTRY - Strategy STORY BY			TOTAL COSTS \$ 88,000.00

MINISTRY APPROVAL		
PROGRAM DIRECTOR NAME Regan Hansen	SIGNATURE 	DATE 2018-11-15
MINISTRY EXPENSE AUTHORITY NAME		DATE 2018-11-15

GCP APPROVAL		
GCP MINISTRY COMMUNICATIONS DIRECTOR NAME Sarah Plank	SIGNATURE 	DATE 2018-11-15
GCP MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE 2018-11-17
GCP EXPENSE AUTHORITY NAME MATT HERMAN	SIGNATURE 	DATE 2018-11-18



COMMUNICATIONS PROJECT APPROVAL

CPAND.
CPA-CEU-1617-014

Note: Communications completed and approved before proceeding. A minimum of 10 business days is required for projects over \$10,000. All projects must be submitted to the Communications Branch for approval. Projects over \$10,000 must be submitted to the Communications Branch for approval. Projects over \$10,000 must be submitted to the Communications Branch for approval.

MINISTRY: **Jobs, Tourism & Skills Training** BRANCH: **Trades, Training, Strategic Planning and** DATE: **2016-12-15**

PROJECT CONTACT NAME: **Adam Skulsky** CONTACT TEL: **(250) 356-5391** CONTACT FAX:

PROJECT TITLE: **WorkBC.ca/BC Corrections Distribution** START DATE: **2016-11-28** COMPLETION DATE: **2017-01-31**

DESCRIPTION: **Guides, Rack Cards, Posters, Tabletop Signs** SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME/MESSAGE: **WorkBC can support your career development** AUDIENCE: **Those in Corrections** REGION: ☒ B.C. ☐ Canada ☐ International

OBJECTIVE: **Provide soon to be released inmates with labour market information** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES: ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain):

ADVERTISING & MARKETING MATERIALS: ☐ Paid Advertising ☒ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain): ☐ Public Service Announcement (no funding required):

GRAPHIC COMMUNICATION SERVICES: ☐ Graphic Design Services (advertising, etc.) ☒ Print Publication (reports, poster, etc.) ☐ Digital Publication (PDF, DVD, e-pub, etc.) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding / New Mark Development ☐ Signage ☐ Other (explain):

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	QP, St. Bernadine	65	\$ 18,240.26
Distribution	BC Mail+, St. Bernadine	65	\$ 4,941.09
Other	St. Bernadine	60	\$ 1,859.66
TOTAL COSTS			\$ 25,041.01

GCPE / MINISTRY - Distribution STOB 67 MINISTRY - St. Bernadine STOB 65

CONTENT: ☐ New ☒ Update / Reprint ☐ Draft ☐ Final / Approved

PRODUCTION: ☐ Online ☒ Print (STOB required)

DISTRIBUTION: ☐ Ministry ☒ BC Mail Plus (STOB required)

OTHER:

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: **Renee Derksen** SIGNATURE: *[Signature]* DATE: **2016-12-15**

MINISTRY EXPENSE AUTHORITY NAME: **Renee Derksen** SIGNATURE: *[Signature]* DATE: **2016-12-15**

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME: **Merhan McRae** SIGNATURE: *[Signature]* DATE: **2016-12-15**

GCPE MARKETING & SUPPORT SERVICES NAME: **Mary Dila** SIGNATURE: *[Signature]* DATE: **2016-12-15**

GCPE EXPENSE AUTHORITY NAME: SIGNATURE: DATE:

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9400 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-8857 Fax: 250 387-1356

ASSIGNED

PRINT FORM

CLEAN FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
CPA-CEU-1617-014

Notes: Form must be completed and submitted before processing. All marketing cost must be submitted first for projects over \$10,000. All projects must be approved by the B.C. Government Communications Materials and Services Policy and Procedures Council.

MINISTRY Jobs, Tourism & Skills Training	BRANCH Trades, Training, Strategic Planning and	DATE 2016-12-07
PROJECT CONTACT NAME Adam Skulsky		CONTACT TEL (250) 356-5391
		CONTACT FAX

PROJECT TITLE WorkBC.ca/BC Corrections Distribution		START DATE 2016-11-28	COMPLETION DATE 2017-01-31
DESCRIPTION Guides, Rack Cards, Posters, Tabletop Signs		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME/MESSAGE WorkBC can support your career development	AUDIENCE Those in Corrections	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Provide soon to be released inmates with labour market information		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☒ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATIONS SERVICES ☐ Graphic Design Services (advertising, etc) ☒ Print Publication (reports, posters, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOR	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	GP, St. Bernadine	85	\$ 21,485.00
Distribution	BC Mail+, St. Bernadine	85	\$ 1,855.00
Other	St. Bernadine	60	\$ 1,580.00
GCP/ MINISTRY - Discretionary STOR ST		MINISTRY - Discretionary STOR ST	
		TOTAL COSTS \$ 24,920.00	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Renee Danksen	SIGNATURE 	DATE 2016-12-8
MINISTRY EXPENSE AUTHORITY NAME Renee Danksen	SIGNATURE 	DATE 2016-12-8

GCP APPROVALS		
GCP MINISTRY COMMUNICATIONS DIRECTOR NAME Meghan McRae	SIGNATURE 	DATE 2016-12-12
GCP MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE DEC 14 2016
GCP EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCP MARKETING & SUPPORT SERVICES | PO BOX 3409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250-367-3957 Fax: 250-587-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
CPA-CEU-1617-015

Note: This form must be completed and approved before proceeding with the project. It must be submitted first to the project officer (PO) and then to the communications manager (CM) for approval. Once approved, it must be submitted to the BC Government Communications Manager (BCM) for final approval. The BCM will then forward the approved form to the project officer (PO) for final approval.

MINISTRY Jobs, Tourism and Skills Training	BRANCH Trades Training, Strategic Planning and	DATE YYYY-MM-DD 2016-12-13
PROJECT CONTACT NAME Leslie Page		CONTACT TEL. (250) 952-6363
PROJECT TITLE BC Newcomers' Guide - 2017 Edition - Translations (7 languages)		COMPLETION DATE 2017-03-16
DESCRIPTION French/Punjabi/Simplified Chinese/Trad. Chinese/Tagalog/Arabic/Korean		SCOPE ☒ Campaign ☒ Series ☐ Single
THEME / MESSAGE Welcoming newcomers to BC	AUDIENCE Newcomers	REGION ☒ B.C. ☐ Canada ☐ International
OBJECTIVE Support newcomers with on-line & hard copy guide to BC resources		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☒ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)

☐ Public Service Announcement
(no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, posters, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PPT)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☒ Other (explain)
- Typesetting, final files and layout

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	RESPONSE	60	\$ 135,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB-67			TOTAL COST \$
MINISTRY - Statutory STOB-68			\$ 135,000.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Renee Darksen	SIGNATURE 	DATE YYYY-MM-DD 2016/12/13
MINISTRY EXPENSE AUTHORITY NAME Renee Darksen	SIGNATURE 	DATE YYYY-MM-DD 2016/12/13

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Sheldene Johnson	SIGNATURE 	DATE YYYY-MM-DD 2016/12/14
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dike	SIGNATURE 	DATE YYYY-MM-DD DEC 15 2016
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO:

Ministry		Branch		Date	
Natural Gas Development		BC Housing		2016-12-01	
Project Contact Name		Contact Tel.		Contact Fax	
Hide Ozaiva/Mike Wilson		(778) 677-1968			
Project Title		Start Date		Completion Date	
Services Campaign		2016-12-16		2017-03-31	
Description		Scope			
Connect British Columbians to services and programs		☒ Campaign ☐ Series ☐ Single			
Theme / Message		Audience		Region	
Connect at gov.bc.ca. Our opportunity is here		British Columbians		☒ B.C. ☐ Canada ☐ Internal	
Objective		Is this included in your annual marketing plan?			
Increase awareness and registration in government services and programs		☐ Yes ☒ No			
Services & Materials Required					
Advertising & Marketing Services		Advertising & Marketing Materials		Graphic Communication Services	
☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☒ Website Development / Hosting ☒ Social Media Development Audio / Video / Photography Translation Services Other (explain):		☒ Paid Advertising Print Materials Promotional Items ☒ Display (static or digital) ☒ Online Content & Advertising Other (explain): Public Service Announcement (no funding required)		Graphic Design Services (advertising, etc) Print Publication (reports, poster, etc) Digital Publication (PDF, DVD, e-pub, etc) Display (static or digital) Information Graphics Web Design and Online Graphics Promotional Items Presentation (PowerPoint, PDF) Video / Motion Graphics Stock Photography Branding, New Mark Development Signage Other (explain):	
ESTIMATED COSTS					
Service	Service Provider	Stds	Cost Estimate		
Campaign					
Media Purchase	Vizeum/Kinibo	67	\$ 1,358,000.00		
Consultation / Research					
Website Development					
Social Media Development					
Audio / Video / Photography					
Production	St. Bernard/Response	67	\$ 142,000.00		
Distribution					
Other					
GOPE / MINISTRY - Discretionary Stds or			MINISTRY - Signatory Stds or	TOTAL COST \$	
				\$ 1,500,000.00	
MINISTRY APPROVALS					
PROGRAM DIRECTOR NAME		SIGNATURE		DATE	
				YYYY-MM-DD	
MINISTRY EXPENSE AUTHORITY NAME		SIGNATURE		DATE	
Kenbir Bernier				Dec 12/16	
GOPE APPROVALS					
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME		SIGNATURE		DATE	
Paul Woolley		Paul O. Woolley		Dec 12/16	
GOPE MARKETING & SUPPORT SERVICES NAME		SIGNATURE		DATE	
Mary Dile		Mary Dile		DEC 12 2016	
GOPE EXPENSE AUTHORITY NAME		SIGNATURE		DATE	
				YYYY-MM-DD	

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 6V1 | Tel: 250-897-3957 Fax: 250-897-1495

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

MINISTRY Small Business and Red Tape		BRANCH Small Business & Regulatory Reform Division	DATE YYYY-MM-DD 2016-03-21
PROJECT CONTACT NAME Jenny St. Claire		CONTACT TEL. (250) 896-6346	CONTACT FAX
PROJECT			
TITLE Red Tape Reduction		START DATE 2016-08-02	COMPLETION DATE 2016-03-31
DESCRIPTION Encourage BCers to share their ideas on how to reduce red tape		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE #helpcutredtape		AUDIENCE British Columbians	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Increase awareness and uptake of the online public engagement		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No	
SERVICES & MATERIALS REQUIRED			
ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)		ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☒ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	
GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (sports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)			
ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Kimbo	67	\$ 20,000.00
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St. Bernadine	67	\$ 5,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 25,000.00
MINISTRY APPROVALS			
PROGRAM DIRECTOR NAME		SIGNATURE	DATE YYYY-MM-DD
Francois Bertrand			2016/11/08
GCPE APPROVALS			
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME		SIGNATURE	DATE YYYY-MM-DD
Bill Anderson			2016/11/09
GCPE MARKETING & SUPPORT SERVICES NAME		SIGNATURE	DATE YYYY-MM-DD
Mary Pila			NOV 15 2016
GCPE EXPENSE AUTHORITY NAME		SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9400 STN PROV GOVT Victoria BC V8W 0V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED:

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

INDUSTRY Transportation & Infrastructure		BRANCH Emergency Management BC	DATE YYYY-MM-DD 2016-11-04
PROJECT CONTACT NAME Lisa Barrett		CONTACT TEL 250-213-8075	CONTACT FAX
PROJECT TITLE Flood and Landslide Mitigation and Preparedness Video Series		START DATE 2016-11-07	COMPLETION DATE 2017-02-17
DESCRIPTION EMBC has received federal funding (\$50k cost-shared) under the National		SCOPE Campaign Series Single	
THEME / MESSAGE Taking steps to protect your home and property	AUDIENCE Homeowners/buyers	REGION B.C. Canada Internat'l	
OBJECTIVE Mitigating damage to homes and property caused by floods/landslides;		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? Yes No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- Strategic Planning
- Marketing Planning
- Media Planning / Media Purchasing
- Website Development / Hosting
- Social Media Development
- Audio / Video / Photography
- Translation Services
- Other (explain)

ADVERTISING & MARKETING MATERIALS

- Paid Advertising
- Print Materials
- Promotional Items
- Display (static or digital)
- Online Content & Advertising
- Other (explain)

Public Service Announcement
(no funding required)

GRAPHIC COMMUNICATION SERVICES

- Graphic Design Services (advertising, etc)
- ✓ Print Publication (reports, poster, etc)
- Digital Publication (PDF, DVD, e-pub, etc)
- Display (static or digital)
- Information Graphics
- Web Design and Online Graphics
- Promotional Items
- Presentation (PowerPoint, PDF)
- Video / Motion Graphics
- Stock Photography
- Branding, New Mark Development
- Signage
- Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography	In procurement process with		\$15,000
Production			
Distribution			
Other	Printing (2 brochures)		\$25,000
TOTAL COSTS			\$40,000

GOPE / MINISTRY - Discretionary STOB BY MINISTRY - Statutory STOB BY

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Carol McClintock	SIGNATURE 	DATE YYYY-MM-DD 2016-11-14
MINISTRY EXPENSE AUTHORITY NAME Carol McClintock	SIGNATURE 	DATE YYYY-MM-DD 2016-11-14

GOPE APPROVALS

GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME Julianne McCaffrey	SIGNATURE 	DATE YYYY-MM-DD 2016-11-18
GOPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE YYYY-MM-DD 2016-11-22
GOPE EXPENSE AUTHORITY NAME	SIGNATURE 	DATE YYYY-MM-DD

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 6V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A2912

Not for use by other than the British Columbia Government or its agencies. This form is to be used for the approval of projects funded by the British Columbia Government. Please refer to the BC Government Communications Office (GCO) for more information.

MINISTRY Justice - Transportation & Infra	BRANCH Emergency Management BC	DATE YYYY-MM-DD 2016/12/08
PROJECT CONTACT NAME Johanna Morrow	CONTACT TEL (250) 952-4912	CONTACT FAX (250) 952-5542

PROJECT Disaster Financial Assistance Event 1617-03	START DATE	COMPLETION DATE
---	------------	-----------------

DESCRIPTION Public information Notice in local newspapers	SCOPE ☐ Campaign ☐ Series ☒ Single
THEME / MESSAGE Disaster assistance is available	AUDIENCE Local residents
OBJECTIVE Notify residents that DFA is available for Event 1617-03	REGION ☒ B.C. ☐ Canada ☐ Internet?
	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES - Strategic Planning - Marketing Planning - Media Planning / Media Purchasing - Website Development / Hosting - Social Media Development - Audio / Video / Photography - Translation Services - Other (explain)	ADVERTISING & MARKETING MATERIALS - Paid Advertising - Print Materials - Promotional Items - Display (static or digital) - Online Content & Advertising - Other (explain) - Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES - Graphic Design Services (advertising, etc) - Print Publication (reports, poster, etc) - Digital Publication (PDF, DVD, e-pub, etc) - Display (static or digital) - Information Graphics - Web Design and Online Graphics - Promotional Items - Presentation (PowerPoint, PDF) - Video / Motion Graphics - Stock Photography - Branding, New Mark Development - Signage - Other (explain)
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	\$ 3,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCOPE / MINISTRY - Discretionary STOB \$		MINISTRY - Strategy STOB \$	TOTAL COST \$ \$ 3,000.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Johanna Morrow	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2016/12/08
MINISTRY EXPENSE AUTHORITY NAME Chris Duffy	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD DEC 8, 2016

GCOPE APPROVALS		
GCOPE MINISTRY COMMUNICATIONS DIRECTOR NAME McCaffrey, J.E.	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2017/01/04
GCOPE MARKETING & SUPPORT SERVICES NAME Kula Kelch	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2017/01/06
GCOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCOPE MARKETING & SUPPORT SERVICES | PO BOX 9403 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 367-3957 Fax: 250 367-1435

ASSIGNED

PRINT FORM CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A2913

Ministry of Justice - Transportation + Infra

BRANCH: Emergency Management BC DATE: YYYY-MM-DD 2016/12/08

PROJECT CONTACT NAME: Johanna Morrow CONTACT TEL: (250) 952-4912 CONTACT FAX: (250) 952-5542

PROJECT TITLE: Disaster Financial Assistance Event 1617-04

DESCRIPTION: Public Information Notice in local newspapers

SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME/MESSAGE: Disaster assistance is available AUDIENCE: local residents REGION: ☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE: Notify residents that DFA is available for Event 1617-04. IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
- Strategic Planning - Marketing Planning - Media Planning / Media Purchasing - Website Development / Hosting - Social Media Development - Audio / Video / Photography - Translation Services - Other (explain)	- Paid Advertising - Print Materials - Promotional Items - Display (static or digital) - Online Content & Advertising - Other (explain) - Public Service Announcement (no funding required)	- Graphic Design Services (advertising, etc) - Print Publication (reports, poster, etc) - Digital Publication (PDF, DVD, e-pub, etc) - Display (static or digital) - Information Graphics - Web Design and Online Graphics - Promotional Items - Presentation (PowerPoint, PDF) - Video / Motion Graphics - Stock Photography - Branding, New Mark Development - Signage - Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOR	COST ESTIMATE
Campaign		68	\$ 4,000.00
Media Purchases			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
TOTAL COSTS			\$ 4,000.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: Johanna Morrow SIGNATURE: [Signature] DATE: YYYY-MM-DD 2016/12/08

MINISTRY EXPENSE AUTHORITY NAME: Chris Duffy SIGNATURE: [Signature] DATE: YYYY-MM-DD Dec 8, 2016

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME: [Signature] SIGNATURE: [Signature] DATE: YYYY-MM-DD 2017/01/04

GCPE MARKETING & SUPPORT SERVICES NAME: Kyla Kelch SIGNATURE: [Signature] DATE: YYYY-MM-DD 2017/01/06

GCPE EXPENSE AUTHORITY NAME: [Signature] SIGNATURE: [Signature] DATE: YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A2895

Note: Form must be completed and approved before proceeding. Applications must be submitted first for projects over \$10,000. Please refer to applicable Budget and the B.C. Government Communications Materials and Services Policy and Procedure Manual.

MINISTRY Technology, Innovation and Citizens' Services		BRANCH Accommodation Management - Leasing	DATE YYYY-MM-DD 2016-11-08
PROJECT CONTACT NAME Linda Low - Leasing Assistant		CONTACT TEL. (250) 952-8425	CONTACT FAX (250) 952-8288
PROJECT TITLE Project #100018264 - Primary Care Clinic - NHA, Fort St James, BC		START DATE	COMPLETION DATE
DESCRIPTION Request for Proposal		SCOPE ☒ Campaign ☒ Series ☐ Single	
THEME / MESSAGE		AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Prince George Citizen, Journal of Commerce, and local Fort St James		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☒ Paid Advertising	☐ Graphic Design Services (advertising, etc)
☐ Marketing Planning	☐ Print Materials	☐ Print Publication (reports, poster, etc)
☐ Media Planning / Media Purchasing	☐ Promotional Items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☐ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☐ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services	☐ Public Service Announcement (if funding required)	☐ Promotional Items
☐ Other (explain)		☐ Presentation (PowerPoint, PDF)
		☐ Video / Motion Graphics
		☐ Stock Photography
		☐ Branding, New Mark Development
		☐ Signage
		☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICES PROVIDER	STOPS	COST ESTIMATE
Campaign			
Media Purchase		600	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
SCOPE / MINISTRY - discretionary STOPS 67 MINISTRY - statutory STOPS 88			TOTAL COSTS \$0.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME John Marsh	SIGNATURE John Marsh	DATE YYYY-MM-DD 2016-11-08
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Tasha Scholten	SIGNATURE Tasha Scholten	DATE YYYY-MM-DD 2016-11-09
GCPE MARKETING & SUPPORT SERVICES NAME Kyla Ketch	SIGNATURE Kyla Ketch	DATE YYYY-MM-DD 2016-11-15
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1488

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CRA NO:

Note: Form must be completed and approved before proceeding. A marketing plan must be submitted with the project proposal. For more information, please refer to the B.C. Government Communications Policy and Procedures Manual.

MINISTRY Technology Innovation and Citizens' Services		BRANCH Service BC	DATE 2016-12-09
PROJECT CONTACT NAME Melanie Miceli		CONTACT TEL. (778) 698-2094	CONTACT FAX
PROJECT BC Hydro			
DESCRIPTION Brochure providing step by step instructions for citizens to access services		SCOPE ☒ Campaign ☐ Series ☐ Single	COMPLETION DATE 2017-03-31
THEME / MESSAGE		AUDIENCE Public	REGION ☒ B.C. ☐ Canada ☐ Internal
OBJECTIVE Informational		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATIONS SERVICES
☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☒ Website Development / Hosting ☒ Social Media Development ☒ Audio / Video / Photography ☒ Translation Services ☐ Other (explain):	☒ Paid Advertising ☒ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain): ☐ Public Service Announcement (no funding required)	☒ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, posters, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain):

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOPS	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GOPE / MINISTRY - Discretionary STOP 67			MINISTRY - Statutory STOP 68
TOTAL COSTS			\$ 0.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Peggy Duncan	SIGNATURE <i>Peggy Duncan</i>	DATE 2016/12/09
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GOPE APPROVALS		
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME TASIA SCHOLLEN	SIGNATURE <i>Tasia Schollen</i>	DATE Dec. 9/16
GOPE MARKETING & SUPPORT SERVICES NAME Mary Dita	SIGNATURE <i>Mary Dita</i>	DATE DEC 14 2016
GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-9957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM