



**POLICY AND PROCEDURE
CONSERVATION OFFICER SERVICE**

Title:	Media Contacts
Effective:	July 03, 2015
Revised:	August 07, 2015
Staff Affected	Members of the COS

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1.0 PURPOSE

1. The purpose of this policy is to ensure a uniform approach to media communications, including both news and social media.
2. The Conservation Officer Service (“COS”) will use the media to enhance public understanding of and confidence in the organization. The provision of timely and accurate information on matters relating to environmental protection and public health and safety builds positive public opinion of the COS, which in turn supports community engagement and assistance.

2.0 REFERENCES

1. COS Policy
 - a. Code of Professional Conduct
 - b. Collecting or Disclosing Personal Information
2. Human Resource Policy 09, Standards of Conduct
3. Government Communications and Public Engagement, Ministry of Environment,
 - a. General Media Relations Policy
 - b. Dealing with Media Enquiries to Staff
 - c. Requests for News Releases or Publicity for Initiatives
4. Government Communications and Public Engagement, Ministry of Advanced Education,
 - a. Guidelines for Conducting Citizen Engagement, Specific to Social Media

3.0 DEFINITIONS

1. **Media**, for the purposes of this policy, includes both traditional news media and social media (e.g., Facebook, Twitter, YouTube, etc.).
2. **Province-wide media release** means an official, written media release which provides public information on government policy, programs, services and/or results. A province-wide media release may be considered for the COS when a matter of public interest involves one or more of the following:
 - a. a significant precedent;
 - b. a high-profile party whose involvement is expected to attract significant attention;
 - c. COS intervention which protects human health or safety on a significant scale;
 - d. planned operations related to key ministry priorities;
 - e. an issue which is significantly broad in scope (i.e., affects multiple regions); or
 - f. any other issue that has attracted, or is expected to attract, widespread media and public attention.

A province-wide media release, in the form of a press release or information bulletin, is developed by staff in the ministry’s Government Communications and Public Engagement (“ENV-GCPE”) branch, with input from operational staff.

4.0 MEDIA CONTACT GUIDELINES

4.1 Authority to Comment

1. A conservation officer ("officer") is authorized to contact the media, including comment on approved social media sites/platforms, about routine operations and investigations at the regional or zone level - incidents or situations which are typically limited in scope and public interest.
 - a. A media enquiry that involves a policy issue (e.g., budget, staffing, priority setting) is best addressed by the person(s) who made the decision and may only be approved by COS Executive and ENV-GCPE.
2. Contact with the media should be in-person or by phone.
 - a. If this is impracticable or not possible, officers will ensure any written communication will not be taken as an official government media release.
3. A conservation officer engaged in the execution of his/her duties will not make use of the media to express personal opinions or political views.

4.2 Information That Must Not be Released

1. Information will be withheld from the media where its disclosure could
 - a. endanger officer or public safety (e.g., the use/identity of an informant or undercover operative);
 - b. hinder or jeopardize an investigation or operation (e.g., details of evidence only available through disclosure and not in the public domain; details of investigative techniques or operational tactics which could undermine their effectiveness);
 - c. damage the reputation of an innocent party;
 - d. prejudice court proceedings or violate the rights of an accused; or
 - e. otherwise violate legal or government policy requirements, including a person's privacy rights under the *Freedom of Information and Protection of Privacy Act (FOIPPA)*.
2. To ensure a person's privacy rights are protected, the following information about an individual must not be disclosed to the media
 - a. the name of an injured or deceased person (e.g., as the result of a predator attack)
 - b. the name of a suspect not yet charged,
 - c. the name of a victim or witness, or
 - d. the address of a victim, witness, suspect or accused.
3. If information must be withheld by the COS, an explanation should be provided whenever possible.

4.3 Information That May be Released

1. Information may be disclosed to the media where it will
 - a. warn the public of an imminent risk to human health or safety and/or to the environment (e.g., a chemical spill, dangerous wildlife, etc.);
 - b. promote general deterrence by demonstrating the consequence(s) of non-compliance;
 - c. maximize assistance and information from the public to help solve crime;
 - d. generate public awareness and support for human-wildlife conflict prevention;
 - e. highlight good work and increase COS visibility in the community, demonstrating the organization's commitment to protecting human health and the environment; or
 - f. otherwise provide communities with accurate and timely information on COS priorities and activities.
2. Information disclosed to the media will be consistent with COS Standard Messaging in Appendix 1, wherever applicable.
 - a. The "COS Standard Messaging" document provides accurate and consistent information on a wide range of subjects which are either of current or long-standing public interest.
 - b. Suggested revisions or additions may be submitted through your supervisor to the Division Initiatives Manager ~~Officer in Charge, Support Services~~. [Revised August 7, 2015]
3. Information about a specific incident, including alleged violations, should be limited to a description of the basic facts (excluding those facts only available through disclosure), which may include
 - a. the time and location of the incident, not including a specific address;
 - b. a general description of the person(s) and things (e.g., vehicles, weapons, etc.) involved.
4. Where public assistance is sought to further an investigation, more specific detail about the case, including the use of images or video recordings, may be disclosed if
 - a. disclosure does not violate the requirements described in this policy, and
 - b. a case-specific media strategy (i.e., what may be said to the media and who will say it) has been approved by your Inspector.
5. Where charges have been laid, the following additional information may be disclosed
 - a. name of the accused(s), except for a young offender
 - b. approved charges,
 - c. date, time and location of the offence(s)
 - d. date and location of court appearance, and
 - e. penalties provided by law.

Officers will **not** express an opinion about the guilt of an accused.

6. When a person has been convicted, but not sentenced, or sentenced but the appeal period has not expired, factual statements about the conviction and investigation may be disclosed.
7. A media request for information beyond that described in items #5 and 6 above respecting a case before the courts should be referred to Crown Counsel.

4.3.1 Feature Stories / In-depth Interviews

1. A media request for a feature story or in-depth interview with a particular officer must be submitted to COS Executive for review and approval.
 - a. In certain circumstances, and with the requisite planning, this may include a member (or members) of the media accompanying an officer on a “ride-along”.

4.3.2 Province-Wide Media Release

1. Information suitable for a province-wide media release may not be disclosed
 - a. unless a request is approved by an officer’s Inspector, and
 - b. forwarded to COS Executive and ENV-GCPE for review and final drafting.

4.4 Corrections

1. All due diligence will be applied to ensure the accuracy of every statement, written or verbal, issued to the media. If a substantive error is made, for any reason, every effort will be made to correct the error and inform the media and any other affected party, including the COS.

5.0 INTERNAL NOTIFICATION OF MEDIA CONTACT

5.1 Pending Media Contact

This section applies to proactive communications with the media, but does not include social media.

1. Prior to contacting the media, complete a COS Media Contact Form, ensuring you have selected “**Pending**” in the “Media Contact Status” field.
 - a. Media Contact forms are located on the COS SharePoint under “Forms Library”.
2. Once a pending media contact form is saved
 - a. automatic email notification is sent to the COS Provincial Leadership Team (“PLT”) and ENV-GCPE, and
 - b. the form is saved to the media contact form “ledger” on the COS SharePoint to assist with issues tracking.
3. Advise your supervisor directly (e.g., by email, phone) of a pending media contact.
4. If you are not advised by a member of the PLT or ENV-GCPE to cancel or postpone the pending media contact **within 2-hours of saving the form**, the media contact is approved.
 - a. If approved, you are not required to change the status of a pending media contact form (i.e., you do not have to edit the form, by selecting “Concluded”, after you contact the media).
5. The 2-hour time limit prescribed in item #4 above does **not** apply where contact with the media is related to an **urgent public health or safety risk** (e.g., human-wildlife conflict response). In these instances, the necessary information should be released without delay.

5.2 Concluded Media Contact

This section applies to reactive communications with the media, but does not include social media.

1. As soon as practicable after responding to a media request for information, complete a COS Media Contact Form, ensuring you have selected “**Concluded**” in the “Media Contact Status” field.
2. Once a concluded media contact form is saved
 - a. automatic email notification is sent to the PLT and ENV-GCPE, and
 - b. the form is saved to the media contact form “ledger” on the COS SharePoint to assist with issues tracking.
3. Advise your supervisor directly (e.g., by email, phone) of a concluded media contact.

6.0 SOCIAL MEDIA

6.1 Approved Sites/Platforms

1. To post information on a social media site/platform not listed below (e.g., Twitter, YouTube, etc.), you must first submit a request to your Inspector for review and forwarding, if appropriate, to COS Executive and ENV-GCPE.

6.2 COS Facebook

1. The COS Facebook page can be found at: <https://www.facebook.com/pages/Conservation-Officer-Service/282011641840394>.
2. Officers may email a draft “post” directly to the page administrators if the post is consistent with the COS “Facebook Submission Guidelines” in Appendix 2.
3. Disclosing personal information on the COS Facebook page should be avoided.
 - a. If personal information is considered essential content for a post, you must first discuss its use with your Inspector.
4. An image or audio/video file may be included in a post
 - a. If the image or audio/video file discloses personal information (e.g., the image includes an identifiable person other than a government employee), and/or is copyrighted, you must first discuss its use with your Inspector.

7.0 APPENDICES

Appendix 1: COS Standard Messaging

- Attached

Note: Appendix 1 is currently under review by the PLT. It is anticipated that the review and approval process will be complete by no later than the end of July. [Revised August 7, 2015]

Appendix 2: Facebook Submission Guidelines

- Attached



POLICY AND PROCEDURE CONSERVATION OFFICER SERVICE

Name of Policy: Media Contacts

Appendix 2: Facebook Submission Guidelines

COS Facebook: <https://www.facebook.com/pages/Conservation-Officer-Service/282011641840394>.

How to Submit a “Post” for the COS Facebook Page

1. Review COS Policy “Media Contacts” to ensure the content of your post is appropriate.
2. Complete a concise draft which includes:
 - a. subject heading (or “headline”)
 - i. preferred length: 6 words or less
 - ii. where possible, use a similar format to the headings listed below in the sample Facebook posts (see pages 2-4)
 - b. body of the post
 - i. preferred length: 100 words or less
 - ii. indicate: who and where (e.g., office, zone or other specific geography), what has occurred / will happen, the objective or results, and what the reader can or should do (if applicable)
 - iii. include hyperlinks to additional information, if appropriate
 - iv. use plain language; avoid jargon and acronyms, if not widely known
 - c. photo(s) and/or audio/video
 - i. 1 or 2 high quality photos are usually sufficient
 - ii. audio/video files should be high quality where possible and relatively short in length (1-2 minutes)
3. Proof-read your draft.
4. Send an email of the draft to the page administrators, CO Simon Gravel and CO David Cox, which includes:
 - a. “Facebook Post” in the email subject line,
 - b. the subject heading in the first line of the email (e.g., Patrol, Convicted, Wildlife),
 - c. the body of the post underneath the subject heading, and, where applicable,
 - d. the photo or audio/video attachments.

Sample Facebook Posts

[Heading] PATROL

[Body] Okanagan Conservation Officers will be on the water over the long weekend, May 16 - 18. Ensure your vessel is properly equipped with the required safety equipment. If you are fishing, know the regulations and have your licence with you.



[Heading] CONVICTED - HUNTING GUIDE FINED \$20, 424.00

[Body] On January 6th, 2015, Guide Outfitter Stewart Berg was sentenced in a Smithers court for offences under the BC *Wildlife Act*. The file originated in the winter of 2011 when a client of Berg's killed a grizzly bear in an area where Berg was not authorized to guide. Further investigation revealed harvest declarations were not being submitted on time and records were being submitted with incomplete information.

The Conservation Officer Service encourages the public to report known or suspected violations of fisheries, wildlife or environmental protection laws to their 24/7 toll-free conservation officer hotline, at 1-877-952-7277; or report a violation online.



[Heading] WILDLIFE RESCUE

[Body] Okanagan Conservation Officers successfully immobilized and relocated a stranded whitetail buck from the thin ice of Buck Lake. The Conservation Officer Service would like to thank the public for their timely notification, which helped to prevent further injury to, and possibly the fatality of the injured buck.

Please contact the conservation officer 24/7 hotline, at 1-877-952-7277, to report a human-wildlife conflict where public safety may be at risk.



[Heading] DANGEROUS WILDLIFE ATTRACTANTS

[Body] It's not the best idea to store food or garbage in an insecure vehicle. Please do your part to prevent human-bear conflicts by properly securing wildlife attractants.

Contact the conservation officer 24/7 hotline, at 1-877-952-7277, to report a human-wildlife conflict where public safety may be at risk.

For more information on wildlife attractant management, please visit [WildSafeBC](http://WildSafeBC.com).



[Heading] **UNSOLVED CRIMES – ELK POACHING**

[Body]The Conservation Officer Service is seeking information from the public regarding elk poaching in the Port Alberni area on central and east Vancouver Island. Most recently, six Roosevelt elk have been found illegally killed since the fall of 2014, placing the existence of the local population at extreme risk.

Local First Nations, business owners and the BC Guide Outfitters Association have offered a reward of up to \$30,000 for information leading to a conviction.

Please call the conservation officer 24/7 hotline, at 1-877-952-7277, if you have any information about these wildlife crimes.



From: [Andrews, Sarah ENV:EX](#) on behalf of [Standen, Jim ENV:EX](#)
To: [ENV PPA All](#)
Subject: BC Parks Communications
Date: Monday, February 6, 2017 9:00:15 AM
Attachments: [BCP Internal Communications Protocol 2016.pdf](#)
[Interregnum Period Communications Protocols.pdf](#)

Good morning,

In late fall, the BC Parks Communications Protocol was finalized and adopted for use by all BC Parks staff. This document was created to provide instructions for communication management for the division. Attached is the protocol document, which can also be found on our BC Parks policy page: https://www.nrs.gov.bc.ca/env/files/env/media/bcparks/policy_manual/bcp-internal-communications-protocol.pdf. I ask that you familiarize yourself with this document.

Communications Management during Interregnum (period when normal government is suspended):

Prior to the upcoming provincial election (**May 9, 2017**), there will be a moratorium on general government communications. From **March 31, 2017** to the general voting day of **May 9, 2017**, there is an imposed moratorium on almost everything related to Government communications. As of **March 31, 2017**, all Government of BC advertising, communications, internet/web updates and social media and public engagements will be limited to public health and safety, responding to the public regarding services and statutory advertising. All other communications requests will be considered by GCPE on a 'case by case' basis. I ask that you review the attached GCPE document entitled 'Interregnum Period Communications Protocols' to ensure you are aware of the expectations during this period.

If you have any questions, concerns, or comments related to this document, please contact Launa Murai at launa.murai@gov.bc.ca or at 250-387-3979.

Thanks,

Jim

Jim Standen

Assistant Deputy Minister

BC Parks and Conservation Officer Service

BC Parks Communications Protocol

2016

MEnv Media:	Ministry of Environment Government Communications and Public Engagement-Media
GCPE Comms:	Government Communications and Public Engagement - Communications Manager
IM:	BC Parks Issues Manager - BCP/COS

Comms/Issue Type	Objective/Request	Media Type Intent	Audience	Instructions	Internal Contact	Contact Name	Contact #	Email	Process	Other
Sit Reps	Inform on situation within Park	Provide initial Info and subsequent updates	BCP Exec, RD, HQ Manager(s), Sect. Heads, Area Supervisor, IM, GCPE, HQ Office Manager	Data fill Situation Report found on BCP Intranet, route to all individuals who require information. Provide Sit Rep updates as situation required Related Media contact will be referred to ENV Media line: 250-953-3834	MEnv Media Line and GCPE Comms	Media Line and Danielle Bell	250-956-3834 250-356-9630		1) Immediately inform ED, RD and Sect. Head of incident (one email with cc's) 2) Data fill Sit Rep form (BCP Intranet) 3) Route form to appropriate staff to provide heads up 4) Provide subsequent updates as required	If there is immediate contact with media, refer them directly to media line @ 250-953-3834.
Media Contact	Interview Quote Request Information request	Print Television Radio Web Social Media	External	All media contact must be redirected to MEnv Media Line: 250-953-3834	MEnv Media Line		Media Line: 250-953-3834		1) Refer reporter to <u>MEnv Media Line: 250-953-3834</u> 2) MEnv Media to Issues Manager (IM) 3) IM to staff for info 4) Info to IM for approvals - IM manages internal approval process 5) IM fwds Approved content to MEnv Media contact	
MLA Office	Speak to staff regarding constituency area issue	Inquiry related to constituency	Political Constituent	Redirect to ENV Minister's Office	Minister's Office	N/A	250-387-1187	Mary.Polak@gov.bc.ca	1) Refer MLA office back to MO: ask caller to email MO or call the office directly: 250-387-1187 Mary.Polak@gov.bc.ca 2) MO will route inquiry to IM 3) IM to staff for info 4) Info to IM for approvals 5) IM manages approval process 6) IM fwds approved content/info to MO 7) MO fwds info to MLA	Request will be routed by MO through Issues Manager for tracking purposes.
Minister Office Requests	Direct staff contact from MO staff seeking information from program	Inquiry Info gathering	Political Stakeholder Public Partner Constituent	Take information and email to Issues Manager. Or, Ask MO to contact Issues Manager directly	BCP Issues Manager (IM)	Launa Murai	250-387-3979	launa.murai@gov.bc.ca	1) Refer to IM (take info and email info to IM, cc to RD) 2) IM will contact MO 3) IM to coordinate staff input 4) Info to IM for approvals 5) IM manages approval process 6) IM fwds approved info to MO	This rarely happens, however there are a few instances where it may: MO staff are new, or, situation is urgent. Staff can take information and forward back to IM, or, refer MO to IM.

BC Parks Communications Protocol

2016

MEnv Media:	Ministry of Environment Government Communications and Public Engagement-Media
GCPE Comms:	Government Communications and Public Engagement - Communications Manager
IM:	BC Parks Issues Manager - BCP/COS

Comms/Issue Type	Objective/Request	Media Type Intent	Audience	Instructions	Internal Contact	Contact Name	Contact #	Email	Process	Other
Announcement Event	All events with intent to announce good news re new projects, capital project upgrades or completion, new park designation.	Public Event Print Social Media Email to partners	Stakeholders Partners First Nations General Public	Preliminary planning must be discussed with IM and GCPE who will raise to Minister's Office. MO will only determine Minister involvement, not whether event goes forward.	BCP Issues Manager and GCPE Comms Manager	Launa Murai Danielle Bell	250-387-3979 250-356-9630	launa.murai@gov.bc.ca danielle.bell@gov.bc.ca	1) Refer to IM and GCPE Comms 2) Meeting will be set with staff, IM, GCPE, for discussion and clarification on intent and requirements 3) GCPE Comms raise to MO as FYI - MO attendance will be raised and purely up to sched. 4) Info to GCPE and IM for approvals: - GCPE manages MO approval - IM manages internal approval process 5) IM to communicate approvals and fwd info to staff.	Events of non statutory requirement will be funded by Region, Program or PEF budgets.
Public Engagement - regulatory	Regulatory requirement event: public meeting to push information, or gather input etc.	Print Social Media Email to partners	Public	Preliminary planning begins in region/HQ Branch, and includes GCPE Comms Manager and Issues Manager	BCP Issues Manager and GCPE Comms Manager	Launa Murai Danielle Bell	250-387-3979 250-356-9630	danielle.bell@gov.bc.ca launa.murai@gov.bc.ca	Applies only when public engagement is mandated for legislated process - likely HQ only.	Financial support in place for statutorily- required public engagement.
Public Engagement - non-regulatory	All events or meetings engaging public but non-regulatory in nature.	Print Social Media Email to partners	Public Stakeholder	Notification to IM and GCPE. Based on information provided, ADM, DM, and-or MO will be apprised of event	BCP Issues Manager and GCPE Comms Manager	Launa Murai Danielle Bell	250-387-3979 250-356-9630	danielle.bell@gov.bc.ca launa.murai@gov.bc.ca	1) Notification to IM and GCPE Comms 2) GCPE will raise to MO 3) IM will raise to ADM to inform and request approval, if necessary 4) IM will advise staff of approval status, or whether changes are required.	No financial support in place for non regulated requirement public engagement.

BC Parks Communications Protocol

2016

MEnv Media:	Ministry of Environment Government Communications and Public Engagement-Media
GCPE Comms:	Government Communications and Public Engagement - Communications Manager
IM:	BC Parks Issues Manager - BCP/COS

Comms/Issue Type	Objective/Request	Media Type Intent	Audience	Instructions	Internal Contact	Contact Name	Contact #	Email	Process	Other
Public Notification - regulatory	Public Notification	Print BCP Internet	Public	Regulatorily required public notifications related to new PUPs or posting of RFP's or other regulatory activity	BCP Issues Manager	Launa Murai	250-387-3979	launa.murai@gov.bc.ca	Courtesy email to IM to inform of public notification being posted in local publication(s) No GCPE involvement is required due to regulatory requirement.	
Public Event - Not led by BCP	Parks staff participation in event led by different division, Ministry or external partner event, meeting, public facing gathering	Anything: Event Meeting - Any public facing gathering or event	Public	Notification to IM and GCPE. Based on information provided, ADM, DM, and-or MO will be apprised of event	BCP Issues Manager and GCPE Comms Manager	Launa Murai Danielle Bell	250-387-3979 250-356-9630	launa.murai@gov.bc.ca danielle.bell@gov.bc.ca	1) Notification to IM and GCPE Comms 2) GCPE will raise to MO 3) IM will raise to ADM, MO and to inform and request approval, if necessary 4) IM will advise staff of approval status, or whether changes are required.	
GCPE HQ	Anything	Info	Anything	Direct contact from GCPE HQ seeking information should be rerouted through ENV GCPE <i>Exception:</i> Strategic project work with GCPE HQ will be brought to attn. of ENV GCPE staff as FYI	GCPE Comms Manager	Danielle Bell	250-356-9630	danielle.bell@gov.bc.ca	Process will be dependent upon intent of request from GCPE HQ.	
External facing Employee written contributions: Articles, Parks updates, Submissions to Newsletters, etc. from BCP perspective (In official capacity)	Written contributions or submissions as BC Parks employees for external publications.	Print Email Web Social Media Newsletters. Etc.	Stakeholders Partners General Public	Staff to advise supervisor, IM and GCPE Comm's of request	BCP Issues Manager GCPE Comms Manager	Launa Murai Danielle Bell	250-387-3979 250-356-9630	launa.murai@gov.bc.ca danielle.bell@gov.bc.ca	1) Email to Sup/IM/GCPE Comms with details of request 2) Write material and fwd to IM 3) IM will move through internal approval process 4) IM provide material to GCPE to raise with MO for either approval or simply to advise (MO decision dependent upon situation) 5) GCPE Comms to advise IM of MO decision 6) IM will forward outcome to EE and approval chain	

BC Parks Communications Protocol

2016

MEnv Media:	Ministry of Environment Government Communications and Public Engagement-Media
GCPE Comms:	Government Communications and Public Engagement - Communications Manager
IM:	BC Parks Issues Manager - BCP/COS

Comms/Issue Type	Objective/Request	Media Type Intent	Audience	Instructions	Internal Contact	Contact Name	Contact #	Email	Process	Other
Employee contributions to BCP blogs, etc. (more casual)	Written contributions or submissions to BCP blog, BCP social media, BCP newsletter (for gov ee's or BCP)	Web Print	BCP/Gov Staff Public	Staff to provide material to RD for approval. RD will share or raise to IM and-or Executive if necessary.	Regional Director	Regional Director			Process as determined by Region RD will raise to IM and-or GCPE if need requires	

GCPE Directors and Managers

Election Communications Guidelines for Government Communicators

The campaign period of an election lasts 29 days including General Voting Day. The campaign period runs from April 11, 2017 to May 10, 2017 (the day after General Voting Day May 9, 2017) (Elections BC).

Based on previous practice, and to ensure strict compliance with guidelines, all Government of B.C. advertising, communications, internet/web updates and social media and public engagements will be limited to public health and safety, responding to the public regarding services and statutory advertising as of **March 31st, 2017**. All other communications requests will be considered on a case-by-case basis.

Advertising:

Advertising is any paid or in-kind informational activity including print, radio, TV, outdoor displays or internet. All advertising falls into two categories—"Informational" or "Statutory":

- "Informational" advertising provides information about government priorities, programs, services or policies which are *not* required by statute, regulation or policy. Out of an abundance of caution, "Informational" advertising is not permitted during the election period.
- "Statutory" advertising is required by statute, regulation or policy. "Statutory" advertising is permitted during the above period.

Distribution of advertising materials during the election period must be approved by the ministry GCPE Communications Director and Executive Director, Marketing and Communications Support Services.

Communications Materials:

Communications materials are also divided into two categories, "Informational" and "Statutory." "Informational" materials and services are any activities or products that are used to inform audiences, or raise awareness about a particular program, service, policy or issue. These may include (but are not limited to) publications, presentations, brochures, posters, videos, pins, buttons, coffee mugs, flags, signs or services, including those provided by a media relations or public relations contractor such as strategic planning, media relations, graphic design, video production, etc.

Generally, distribution of "Informational" material is not permitted during the election period.

Distribution of communications materials during the election period must be approved by the ministry GCPE Communications Director.



Memorandum

Government Communications and
Public Engagement
Communications Support Services

Internet:

New internet websites /web-pages should either go live **before 1:30 p.m., March 31, 2017** or after May 10, 2017. The only exception for website changes is for fixing spelling errors or correcting information.

Any other postings to internet websites during the election period must be approved by the ministry GCPE Communications Director.

Social Media/ Public Engagements:

If your ministry has a program area that uses social media or is conducting a public engagement, we ask that you communicate these guidelines to them and inform them that they are not allowed to publish content that may be perceived as promotion of government priorities, programs, services, policies, etc. This includes all consultation be it multi-year or ongoing.

However, public feedback can still be accepted, but no new promotion or engagement can occur. The only exception is for emergency or public health or safety purposes, which must be coordinated with the respective GCPE Communications Director and the Executive Director, Communications Support Services, with Government Communications and Public Engagement.

Please note: Websites and social media accounts considered critical to public health and safety will continue during the election period. These accounts are: Drive BC, Emergency Info BC (including PreparedBC and emergency preparation accounts) and Wildfire Info. All other accounts will be considered on a case-by-case basis via the ministry Communications Director.

FAQ's:

In the case of the Ministry of Health / Health authorities – how do these rules impact ongoing marketing efforts to create awareness about the Opioid crisis?

This is a public health emergency – and ongoing efforts to communicate a broader public health message may continue up to, and through the writ period. However, all marketing materials must be service/program focused – and in no way convey broader support of the government.

What about logo recognition with partner programs?

The BCID may be used to recognize a partnership with the Government of B.C. for programs run by third parties provided that the logo recognition is required to fulfill a contractual agreement that was in place prior to the election period. Logos affiliated with government programs may not be used. Logo recognition with the BCID is permitted where other partners/sponsors are recognized, such as signage or collateral material, however the BCID should not be included in any advertising activities.

What about international marketing? I'm scheduled to attend a trade event in Asia, can I bring my usual promotional materials? What should I avoid?

Advertising during the election period is not permitted. However, due to the timing and logistics of these events, please contact Mary Dila for review on a case by case basis.

What about news releases, Information Bulletins, photos and video?

Communications is suspended during the election period. There will be no news releases, IBs etc. Any photos or video collected cannot be distributed. The only exception is for messaging related to the **health and safety of the public**.

My ministry would like to have a button added to our ministry homepage, can we do that?

Unfortunately, no. Websites are "frozen" during the election period. The only exception is for spelling errors and fixing incorrect information.

A program area in my ministry would like to launch a new section on the website. It's a great project with positive benefits to the community and won't be controversial. Can we quietly launch it?

The same applies as above. Even if a project is very worthy and has good ramifications for BC, it can't be launched via a website or using communications materials, social media or advertising until after the election period.

A program area in my ministry has a social media account with a campaign for engagement that ends May 1. They've been promoting that date and the engagement quite heavily and they feel it will impact their effectiveness. Can they continue to communicate using social media?

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From: [Ranson, David ENV:EX](#)
To: [ENV PPA Provincial Services Branch](#)
Subject: What to expect in an election year
Date: Monday, February 20, 2017 5:28:55 PM
Attachments: [What to Expect in an Election Year PP.Ian 25 2017.pptx](#)
Importance: High

Folks – as per Jim Standen's note below, you may find this a good overview of the election process in BC and what it means for civil servants and how we do our jobs. If you have any questions, feel free to ask any of the managers – most of us have been through this a few times now!

David

From: Standen, Jim ENV:EX
Sent: Monday, February 20, 2017 3:53 PM
To: ENV PPA PLT
Cc: Andrews, Sarah ENV:EX; Murai, Launa Y ENV:EX
Subject: What to expect in an election year
Importance: High

Folks,

As we move into the election period, I am sensitive to the fact that there are many in Parks who have not been through this unique time in government yet in their careers. This can lead to a lot of uncertainty and so when I received the attached presentation I thought it important to share it. It provides a simple overview of what it means to be in the public service at election time. It contains some valuable information that will help provide context both for new staff and those who have been through it all before.

Please feel free to share with your teams. Any questions, please forward them to Bob or David and between us PEC will get you answers.

Jim

From: Crozier, Bev ENV:EX On Behalf Of Shoemaker, Wes ENV:EX
Sent: Monday, February 20, 2017 8:54 AM
To: Standen, Jim ENV:EX; Zacharias, Mark ENV:EX; Lewis, Kaaren ENV:EX; Boyd, Wes CSNR:EX; Laaksonen-Craig, Susanna ENV:EX; Jardine, Kevin EAO:EX; Bailey, Scott EAO:EX
Cc: Shoemaker, Wes ENV:EX; Smith, Curtis ENV:EX
Subject: Presentation from DMC on February 17

Good morning Executive

Attached please find a presentation that was provided to DMC on Friday morning – for your review and information.

Wes

Page 10 to/à Page 44

Withheld pursuant to/removed as

s.14

From: Jackson, Vickie ENV:EX
To: ENV EPD All Managers
Subject: FYI: Direction on communications leading up to, and during, the election period
Date: Tuesday, January 24, 2017 4:00:50 PM

Hi everyone-

Direction is attached on how several aspects of communications are to be handled or curtailed during the writ period. Please ensure all staff are aware of processes and restrictions coming into effect.

<https://gwww.nrs.gov.bc.ca/env/files/env/media/gcpe/gov-comms-writ2017.pdf>

Thanks,

Vickie

Vickie Jackson

Manager, Division Operations

Environmental Protection, Ministry of Environment

3rd floor - 2975 Jutland Road, Victoria

250 356-8705 - office

s.15



Memorandum

Government Communications and
Public Engagement
Communications Support Services

GCPE Directors and Managers

Election Communications Guidelines for Government Communicators

The campaign period of an election lasts 29 days including General Voting Day. The campaign period runs from April 11, 2017 to May 10, 2017 (the day after General Voting Day May 9, 2017) (Elections BC).

Based on previous practice, and to ensure strict compliance with guidelines, all Government of B.C. advertising, communications, internet/web updates and social media and public engagements will be limited to public health and safety, responding to the public regarding services and statutory advertising as of **March 31st, 2017**. All other communications requests will be considered on a case-by-case basis.

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Distribution of advertising materials during the election period must be approved by the ministry GCPE Communications Director and Executive Director, Marketing and Communications Support Services.

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Communications materials are also divided into two categories, "Informational" and "Statutory." "Informational" materials and services are any activities or products that are used to inform audiences, or raise awareness about a particular program, service, policy or issue. These may include (but are not limited to) publications, presentations, brochures, posters, videos, pins, buttons, coffee mugs, flags, signs or services, including those provided by a media relations or public relations contractor such as strategic planning, media relations, graphic design, video production, etc.

Generally, distribution of "Informational" material is not permitted during the election period.

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Memorandum

Government Communications and
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Communications Support Services

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What about international marketing? I'm scheduled to attend a trade event in Asia, can I bring my usual promotional materials? What should I avoid?

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From: [Kerr-Upal, Manjit ENV:EX](#)
To: [Crebo, David GCPE:EX](#); [Klingmann, Erin GCPE:EX](#)
Cc: [Dale, Alec R ENV:EX](#); [Lewis, Kaaren ENV:EX](#); [Murphy, Bernadette GCPE:EX](#)
Subject: RE: speaking engagements during interregnum
Date: Thursday, January 12, 2017 3:19:38 PM

Great! Thanks for this.

From: Crebo, David GCPE:EX
Sent: Thursday, January 12, 2017 2:21 PM
To: Klingmann, Erin GCPE:EX; Kerr-Upal, Manjit ENV:EX
Cc: Dale, Alec R ENV:EX; Lewis, Kaaren ENV:EX; Murphy, Bernadette GCPE:EX
Subject: RE: speaking engagements during interregnum
It is fine for staff to do this gig.

From: Klingmann, Erin GCPE:EX
Sent: Thursday, January 12, 2017 11:29 AM
To: Kerr-Upal, Manjit ENV:EX
Cc: Dale, Alec R ENV:EX; Lewis, Kaaren ENV:EX; Crebo, David GCPE:EX; Murphy, Bernadette GCPE:EX
Subject: RE: speaking engagements during interregnum
That's a good question. I'm going to defer to Bern and Dave on this one (cc'd)!

From: Kerr-Upal, Manjit ENV:EX
Sent: Thursday, January 12, 2017 11:28 AM
To: Klingmann, Erin GCPE:EX
Cc: Dale, Alec R ENV:EX; Lewis, Kaaren ENV:EX
Subject: FW: speaking engagements during interregnum
Erin,

I have been asked by my staff about whether or not they can talk publically during interregnum/election period about some of the science work that is going on/has been done (original requests are below). Both talks cover work that has been ongoing or completed. I did watch the attached video on what to expect during an election year (<https://gww.nrs.gov.bc.ca/env/news/general-update/video-what-expect-election-year-1>) . I'm clear on the caretaker role and the role of the public service to remain neutral and to carry on with our work during this period, but wanted to specifically ask you about these public speaking events. My team is regularly speaking to public and technical audiences about their work, so I see this a "normal". However, before formally responding, I wanted to get your advice.

FYI – I did speak with my ED (Alec Dale) about this question, and he suggested that I double check with you.

Advice?

Many thanks,

Manjit

Manjit Kerr-Upal

Director, Conservation Science
Ecosystems Branch
Ministry of Environment
PO Box 9338 Stn Prov Govt
Victoria, BC V8W 9M1
T. 250 387-9715
F. 250 387-9750
Manjit.Kerr-Upal@gov.bc.ca

From: Weir, Rich ENV:EX

Sent: Thursday, January 12, 2017 10:26 AM

To: Kerr-Upal, Manjit ENV:EX

Subject: RE: speaking engagements during interregnum

Ok, I'll also be trying to give a talk on **our research projects at the BC Trappers AGM** which is in April as well.

Rich

From: Kerr-Upal, Manjit ENV:EX

Sent: Thursday, January 12, 2017 10:13

To: Weir, Rich ENV:EX

Subject: RE: speaking engagements during interregnum

Rich

I talked with Alec on this and we need to get a signal from Kaaren and/or GCPE. Neither Alec nor I are sure on this one, and the advice to management has been to check if not certain.

I will send email up today.

M

From: Weir, Rich ENV:EX

Sent: Monday, January 9, 2017 1:42 PM

To: Kerr-Upal, Manjit ENV:EX

Subject: speaking engagements during interregnum

Hi Manjit,

I've been asked by the Victoria Natural History Society to give a talk on mesocarnivores on Apr 11, 2017, which is in the middle of the interregnum period before the election. I just wanted to confirm that it won't be an issue to give a talk to this group then. **The content of the talk will be fairly straightforward and general – more-or-less and overview of the species group, including some basic natural history, the importance of mesocarnivores to the ecosystem and society, and all the cool things that mesocarnivores do.** Mostly pretty pictures and glowing descriptions about all the wonderful little killers that we have in BC. No discussions of policy or anything nasty like that!

Rich

Richard D. Weir, R.P.Bio. | Carnivore Conservation Specialist

Ecosystems Branch, Ministry of Environment

PO Box 9338 Stn Prov Govt | 4th Floor, 2975 Jutland Road

Victoria, BC | V8W 9M1 | 250.356.8186

From: [Hazlitt, Stephanie L ENV:EX](#)
To: [Williams, Robert P ENV:EX](#); [Litke, Tony ENV:EX](#); [Weick, Ted J ENV:EX](#); [MacIntyre, Michele A ENV:EX](#); [Austin, Joyce ENV:EX](#); [Dessouki, Tarik ENV:EX](#)
Cc: [Maxwell, Jennifer A ENV:EX](#)
Subject: FYI: PLEASE READ: Election Communications Guidelines for internet publishers
Date: Tuesday, January 31, 2017 4:40:24 PM
Importance: Low

Just FYI and a follow-up re: interregnum etc., most relevant for those managing or working on web properties or on applications with a web interface.

Cheers, Steph

From: GCPE COS Service Desk GCPE:EX
Sent: Tuesday, January 17, 2017 9:17 AM
To: GCPE COS Service Desk GCPE:EX
Subject: R-012274 - PLEASE READ: Election Communications Guidelines for internet publishers
To CMS Lite Users and Ministry IT Service Managers:

In regards to our upcoming election, the following guidelines need to be adhered to:

“Internet: New internet websites /web-pages should either go live before 1:30 p.m., March 31, 2017 or after May 10, 2017. The only exception for website changes is for fixing spelling errors or correcting information. Any other postings to internet websites during the election period must be approved by the ministry GCPE Communications Director.”

Content development work can go on behind the scenes within CMS Lite QA environment during this time, but nothing is to be published. Should you have any questions, please contact your [GCPE Communications Director](#).

=====

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From: [Graeme, Ian ENV:EX](#)
To: [Living Water Smart ENV:EX](#)
Subject: RE: Interview request - response for review
Date: Wednesday, September 14, 2016 2:02:00 PM
Attachments: [image001.jpg](#)

Refer all media inquiries to GCPE – David Karn.

From: Living Water Smart ENV:EX
Sent: Wednesday, September 14, 2016 1:59 PM
To: Graeme, Ian ENV:EX
Subject: FW: Interview request - response for review

I'm running this past you because I think this will be a sensitive issue until we get some advertising done.

Jen

Hi Sharon

Thank you for your email. I have forwarded your interview request to the provincial government's Environment Communications Office for a response.

A new requirement to license non-domestic groundwater and pay fees and rentals was brought in with the new *Water Sustainability Act* (WSA) on February 29, 2016. Licensing groundwater creates equity with surface water users who already required an authorization under the previous *Water Act*. You can find more information about the changes brought in by the WSA and groundwater licensing at <http://gov.bc.ca/water> and in this brochure:

http://www2.gov.bc.ca/assets/gov/environment/air-land-water/water/laws-rules/gw_licensing_brochure.pdf

Existing non-domestic groundwater users are encouraged to apply by March 1, 2019 to have your date of first use recognized. If you submit your application on or before March 1, 2017, your application fees will be waived. More on water fees and rentals can be found here:

<http://www2.gov.bc.ca/gov/content/environment/air-land-water/water/water-licensing-rights/water-licences-approvals/water-application-fees-rental-rates>

You can initiate your online application at [FrontCounterBC](#) and determine then if a consultant is needed. It's recommended you get a BCeID before you start your electronic application and that way you can save and complete over multiple sessions. There is guidance here:

<http://www.frontcounterbc.gov.bc.ca/guides/ground-water/existing-water-licence/overview/> on what is needed to complete your application and staff are available to assist.

We have been engaging since 2009 on the new Act, including working with key agricultural sector associations to raise awareness of the changes. We recognize that more needs to be done and continue to work with [BC Agricultural Council](#) and BC Cattlemen's Association to inform agricultural producers of the new groundwater licensing requirements.

Regards,

Jen Turner

Water Policy Advisor | Water Protection and Sustainability Branch | Environmental Sustainability and Strategic Policy Division

Ministry of Environment

4th Floor, 395 Waterfront Crescent | Victoria BC V8T 5K7

tel 250-387-9440 | Jennifer.Turner@gov.bc.ca

From: Sharon Vanhouwe [<mailto:svanhouwe@vistaradio.ca>]

Sent: Wednesday, September 14, 2016 11:19 AM

To: Living Water Smart ENV:EX

Subject: Interview request

I would like to speak with someone with regards to the implementation of the Water Sustainability Act.

I am a reporter for Vista Radio on Vancouver Island, and would like to do an interview on what is new and what people need to be doing now.

Part of the reason this has sparked my interest is, my family and I are also farmers in the Cowichan Valley and we got a solicitation from a company who says they can do our licensing for us as it is very complicated!? I actually didn't know anything about this and I assume many others don't either and there are many farmers in the Cowichan Valley (and elsewhere on the Island and the Sunshine Coast which is our coverage area) who would find this story interesting.

Sharon Vanhouwe

News Director

Coast FM - Nanaimo/Sunshine Coast 250-591-6301

