

Kootenay Lake Local Conservation Fund Video Guidelines

May 2020

Goal

- The Local Conservation Funds are an innovative and valuable local government service in the Kootenays. To better showcase this fund and the work that you are doing and the value of the Local Conservation Fund projects to communities, we are asking proponents to make a short video this year as part of the deliverables.
- You don't need anything more than your smart phone! You can have someone hold it or do it as a 'selfie' video. Nicole can take care of the rest to make it into a polished video that will not only help KCP promote the Local Conservation Fund, but that you can also use on your own social media/website/communications for your project.

Guidelines

- The video can simply be of you standing at your site and talking about your program. Or it could be a slide show of photos with a narrative added. Or it could be a blend of both.
- Don't worry about mistakes or stumbles. Those can be edited out by Nicole.
- If you want to feature a few of your project sites, you can send in a few videos and Nicole can edit them together.
- The total video length should be 2 to 3 minutes. These should be 'short and snappy' videos that provide a quick overview of your projects and its benefits.
- Videos will be uploaded to KCP's YouTube channel and shared as links.
- The audience for these videos is the general public, regional district directors and taxpayers of the fund, not necessarily ecologists/biologists.

Guiding Questions

- When you are videoing, answer the following questions:
 - Your name, organization, and name of your project
 - Brief description of your project (bird's eye view)
 - Why you are doing the project (e.g. why is this important?)
 - What you are doing (very briefly, your main activities)
 - How does/will this project provide community and ecosystem benefits, what tangible results will taxpayers paying into the fund experience/witness?

- Explain benefits such as health, safety, community well-being, etc. E.g. for fire maintenance/forest health, there is also the benefit of reducing fire risk to communities. For water monitoring, there is also the benefit of catching problems early so that the communities will continue to have a healthy water supply. **Be sure to check in with Juliet or Nicole for some key messaging suggestions.**
- Acknowledge the Regional District of Central Kootenay – Kootenay Lake Local Conservation Fund

We are here to help!

- We are here to help you! Juliet can come and video for the KLLCF projects.
- Nicole can take care of video editing, adding photos or voice over (with your narrative that she can help you write), adding the title slide and end slide, funder recognition, etc.
- When you are ready to work on your video, please contact Nicole to chat through your idea. nicole@kootenayconservation.ca
- If you have any other questions, please contact Juliet at juliet@kootenayconservation.ca