

Columbia Valley Local Conservation Fund Video Guidelines

August 2023

Goal

- 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 as part of the deliverables.
- The video will not only help KCP promote the Local Conservation Fund, but you can also use it 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.
- Most videos have been filmed on smart phones. Still photographs can also be used with a voice over if you have access to video editing software.
- 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. **You can check in with KCP if you are unsure about key messaging.**
- Acknowledge the Regional District of East Kootenay – Columbia Valley Local Conservation Fund.