

# Columbia Valley Local Conservation Fund Video Guidelines

## March 2024

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## Goal

- Local Conservation Funds are an innovative and valuable local government service in the Kootenays. To better showcase this service, your incredible project work, and the benefits that Local Conservation Fund projects bring to communities, we are asking proponents to make a short video as part of their project deliverables.
- This short video will not only help KCP promote the Local Conservation Fund, but you can also use them on your own social media or website.

## Guidelines

- The video can simply be of you standing at your project location and talking about your project work and conservation benefits to the local area. Alternatively, it could be a slide show of photographs with a voiceover/narrative added. It could also be a blend of both.
- Most videos have been filmed on smart phones. Still photographs can also be used with a voiceover 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.
- Example videos can be found on the [KCP YouTube Channel's CVLCF Playlist](#).
- The audience for these videos is the general public and 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
  - **Include an Indigenous land acknowledgement for your project location**
  - 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's Communications Coordinator Megan Jamison ([megan@kootenayconservation.ca](mailto:megan@kootenayconservation.ca)) if you are unsure about key messaging, or if you need assistance in preparing your video.**
- Acknowledge the support of the Regional District of East Kootenay – Columbia Valley Local Conservation Fund.