

Nechako River
Cold Water
Release Facility
RECOMMENDED
COMMUNICATIONS PLAN
2003 - 2005



Submitted to:
Nechako Enhancement Society

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communications plan

1.0 Background

The Nechako Environmental Enhancement Fund (NEEF) was established as part of the 1997 Agreement between the Government of British Columbia and Alcan. This agreement addressed outstanding legal matters arising from the cancellation of the Kemano Completion Project by the Government of British Columbia.

The 1997 Agreement established the Nechako Environmental Enhancement Fund (NEEF) Management Committee with a mandate to "review, assess and report on options that may be available for the downstream enhancement of the Nechako watershed area." The NEEF Management Committee final report, released June 2001, indicated that the construction of a Cold Water Release Facility at the Kenney Dam on the Nechako River is the best option available for downstream enhancement.

Kenney Dam is situated approximately ninety kilometres southwest of Vanderhoof, British Columbia and impounds the Nechako Reservoir. Currently there are no facilities to release water at the dam. Releases from the reservoir are made into the Cheslatta River system at the Skins Lake spillway, 87 km west of the dam. A Cold Water Release Facility (CWRF) will take water from deep in the Nechako Reservoir and release it to provide cooling flows in the Nechako River. The CWRF will allow for a more natural flow regime in the Nechako River and will also create the conditions that would support rehabilitation of the Murray-Cheslatta system.

The Nechako Watershed Council (NWC) was formed in 1998 to provide a forum to address water management and related issues in the Nechako Watershed. In subsequent discussions with the Government of British Columbia, the NWC was requested to prepare a work plan outlining the activities required for construction of the CWRF. In March 2002 the Province and Alcan each committed \$100K per year for a total of \$200K per year for three years (up to \$600K in total) to support the implementation of the NWC Work Plan Activities.



2.0 Introduction to the Communications Plan

The Implementation of the Cold Water Release Facility Work Plan will involve three phases over the following time frame:

- Phase 1 – Planning: 2002 to 2004
- Phase 2 – Pre-engineering and Environmental Review: 2005 to 2008
- Phase 3 – Implementation: 2008 to 2012

This communications plan supports the Phase 1 activities up to and including 2004-2005. This plan is prepared on the assumption that a further communications plan will be developed for 2005 to 2007 to support the pre-engineering and pre-licensing activities. Subsequent plans will support the licensing and implementation phases.

The communications strategy and activities proposed in this plan are designed to launch the project and begin the process to establish a general level of awareness of the project and its benefits among audiences, primarily in the project region. The intent is to lay the foundation for the subsequent communications program that will be required to support the pre-engineering and environmental review phase.

It is anticipated that the subsequent communications programs will address broader audiences across a wider area, eventually including all of British Columbia.

A foundation for the CWRP communications program has been established in 2002-2003 with the completion of baseline research on attitudes and awareness, and a number of other tasks and deliverables which are detailed in a separate report. (Baseline Research)

3.0 Communication Objectives and Outcomes

Overall Communications Objective

- To build and sustain understanding of, and support for, the construction of the Cold Water Release Facility.

Supporting Objectives and Outcomes

- The project team will be informed of the level of awareness, knowledge and support for the CWRP, both baseline information and ongoing benchmarks.



- A high level of awareness, understanding and support for the CWRF will be attained with the public within the project area from Prince George to Kitimat and with interested individuals and groups throughout the province.
- Local, provincial, federal and First Nations governments will be updated on the progress and milestones of the CWRF project.
- The value of the CWRF will be demonstrated and communicated to all levels of government and other interested individuals and groups to encourage their support for the project.
- Interested individuals and groups along with the public will have opportunities for dialogue and discussion of plans, priorities and issues related to CWRF project planning and implementation.

Support for Nechako Enhancement Society Objectives

The communications program will support the following objectives of the Nechako Enhancement Society:

- Financial accountability: The communications program will demonstrate the financial accountability in the project planning and will use cost efficient methods of communications.
- Results focused: The communications program will describe and reinforce the results and benefits that will be achieved by the project.
- Credibility and integrity: Open, proactive communications will demonstrate the integrity of the project and earn credibility for the proponents.
- Flexibility and adaptability: Communications planning will be guided by the desire to ensure ability to adapt in response to changing circumstances and issues.

4.0 Communication Assumptions

The conditions that set the parameters for communication include the following:

- The CWRF project communications program will be proactive and will adopt an open transparent approach to providing information that will enable and encourage full discussion of plans, priorities and issues.
- The primary project region is generally defined as the Nechako River/Nechako Reservoir and Kemano watersheds and the communities linked to these watersheds, or might be defined as the area of north-central BC from Prince George to Kitimat.





- The Nechako Watershed Council (NWC) will continue to make a valuable contribution to delivery of communications related to the Nechako Watershed. CWRP Project communications and NWC communications will be mutually supportive and coordinated. For example materials produced by CWRP Project may support NWC communication activities.
- The Communications Program will support ongoing consultation on Nechako watershed enhancement. By providing interested parties with background and relevant information they will be enabled to participate in meaningful dialogue in various forums. E.g. The NWC consultations around developing objectives for the CWRP, rehabilitation of the Murray-Chesatta system and recommending a flow regime for the Nechako River.
- The Nechako Enhancement Society will be responsible for approval of all communications materials and sign off of responses to inquiries. Every effort will be made to provide copies of communications materials to NWC prior to release or distribution.

5.0 Issues, Sensitivities and Constraints

There are existing perceptions and concerns that influence the communication needs, potentially including but not limited to the following:

Project History

A large number of individuals and organizations have had a deep and active involvement in the pre-history and development of this project over a substantial period of time. There is a history of issues related to the Nechako River that spans several decades starting with the original development of the Kenney Dam in the 1950's. There may be ongoing concerns regarding past decisions and there may be a desire to address historic issues or re-open past decisions.

Communications response: The communications approach will be open, honest and proactive and will define the issues that are "on the table" and those that are not.

Flow Allocation

There is general support for the CWRP among interest groups and opinion leaders but the support by some is contingent on the affect on flows. There is some concern in the Nechako watershed to reducing the total annual volume of water released to the Nechako River or to diverting additional water to Kemano.



Communications response: Project communications will describe the process by which decisions will be made on allocation of water and development of an annual flow regime. The specific allocation will not be determined for some time, and will be dependent on such factors as final design of the CWRP, final temperature requirements for the Nechako River and considerations such as the needs of sturgeon. The rationale for decisions will be clearly communicated when made.

Community Interests

Communities in all parts of the region have a desire to share the environmental, social or economic benefits of the CWRP Project. There may be differing objectives between communities in different parts of the region. There will be a need to show the benefits to both "upstream" and "downstream" communities.

Communications response: Communications will profile the various benefits to all parts of the region and to the province as a whole. It will emphasize that this project is not about benefits to one part of the region at the expense of another.

Social, Economic and Political Context

The planning for this project coincides with slowing provincial economic growth, the effects of which are being experienced by many communities in the region.

Communications response: Project communications need to be clear and proactive to describe the benefits of investment in the CWRP project, benefits both to the communities in the region, and the province as a whole. As well, the communication methods and vehicles will need to be cost effective.

6. Target Audiences

The main audiences at which the communication program is targeted can be identified by category. The term "Primary Interest Groups" is used to refer to established organizations, associations and individuals who have taken an interest in Nechako River issues in the past or who, because of their particular focus, may be expected to take an interest the CWRP project.

6.1 Primary Interest Groups: Elected Governments and Government Agencies

- Municipal and Regional District elected officials from Prince George to Kitimat.
- First Nations leaders in the Nechako Reservoir/Nechako River and Kemano River watersheds.



- Affected provincial government ministries (Ministers) and agencies.
- Affected federal government ministries and agencies.
- MLAs and MPs representing the region.

6.2 Primary Interest Groups: Interest and Advocacy Organizations

- Groups that have had historical interest or involvement in Kemano Completion, Nechako Environmental Enhancement Fund, Nechako Fisheries Conservation Program, Nechako Watershed Council or other initiatives related to the Nechako Watershed. Both local and provincial groups are included.
- Community economic development interests, within the region from Prince George to Kitimat and Terrace, including Chambers of Commerce, Economic Development Commissions, Construction Associations.
- User groups representing users of the watershed, the river and its resources.

6.3 Publics

- Nechako River and Nechako Reservoir residents, and others directly affected by the project planning and implementation.
- General public and residents of the region.

6.4 Media

- Opinion leaders, influential editors, news directors and talk show hosts etc. Primarily focused within the region but also responsive to provincial needs.

7.0 Core Messages

Core Messages are the fundamental statements that are conveyed by the communications program. The specific emphasis on the core messages may vary with particular audiences, e.g. a presentation to a naturalist group may place greater emphasis on fish and wildlife, versus a presentation to a Chamber of Commerce which may place greater emphasis on employment and contracting opportunities.

The purpose of the CWRP is to enhance the environmental resources of the Nechako River watershed within the context of a managed river.



8.0 Action Plan with Tactics and Communication Vehicles

8.1 Overall Communications Strategy

The communications program will adopt an overall strategy of addressing the audiences in incremental and steadily expanding phases. This will involve a program that focuses first on raising the general awareness of the initiative with broad audiences in the region and then increases the level of engagement and sophistication of the messaging.

Additional benefits of the Cold Water Release Facility will be:

- Re-watering the Nechako Canyon to return it to a natural waterway.
- A diversity of community interests including wildlife, tourism, recreation, agriculture, and aesthetics will be addressed.
- Increased reliability and certainty of reservoir operations.
- Employment opportunities in both the short term through planning, design and construction of the facility, and in the longer term through enhanced eco-tourism opportunities, agriculture, etc.

Primary benefits of the Cold Water Release Facility will be:

- More natural flows in the Nechako River.
- Ensure the appropriate biological conditions for migrating sockeye salmon and fish species.
- Opportunities to rehabilitate the Murray-Cheslatta system.

Additional benefits of the Cold Water Release Facility will be:

- The CWRP is an innovative environmental enhancement initiative that demonstrates the commitment to sustainability by Alcan and the Province of British Columbia.
- The Province of British Columbia and Alcan are committed to researching and planning activities in support of the CWRP. Funding has been allocated for three years, structures are in place and progress is continuing.
- The CWRP Work Plan was developed with extensive consultation involving a broad range of interest groups in the region and a substantial consensus supports this project as the most effective measure to enhance the Nechako Watershed.
- The CWRP will take water from deep in the Nechako Reservoir and release it to provide cooling flows in the Nechako River.
- The CWRP will provide a range of benefits to all parts of the region and to the province as a whole. This project is not about benefits to one part of the region at the expense of another.



Emphasis will be placed on engaging the Primary Interest Groups in the immediate project area. This is recommended as these individuals and groups desire a higher level of communication than the general public and also provide a cost effective platform to reach the general population through targeted communications.

Over the term of the communications plan, the program will increase the amount and level of sophistication of communications dependent on changing circumstances and issues. The broader public in the rest of the province will need to be addressed in subsequent years leading up to the licensing phase, but are not addressed in the time frame for this recommended communications plan.

The progression of audience engagement within the time frame of this plan should develop generally in the following order:

- Nechako Watershed Council members.
- Residents of the northwest region.
- Municipal and regional elected officials (Prince George to Kitimat).
- First Nations leaders within the Nechako and Kemano watersheds.
- Involved stakeholders including affiliates of the Nechako River Alliance.
- Landowners, tenure holders, commercial and recreational users of the Nechako River and Reservoir and others who may be directly affected by the project planning, construction and implementation.
- Economic development interests within the project region, e.g. Chambers of Commerce, Economic Development Commissions, Construction Associations.
- Media in the project region.
- Provincial interest and advocacy groups such as the BC Wildlife Federation, Federation of BC Naturalists.
- Provincial Media (responsive activities only).

In the longer term project timeframe, this recommended incremental approach is designed as the first phase of a six or seven year program to achieve steadily expanding and increasing awareness, understanding and support for the project. The longer term program should aim to increase awareness, understanding and support over a time frame that reaches a peak with the project licensing process.

This recommended approach also will make the most efficient use of project resources. An incremental approach allows messages to take hold and spread through the population in a gradual manner, aided by informal communications networks in the communities.



8.2 Year 2003-2004

8.2.1 2002 - 2004 Activities

The proposed activities for 2003 - 2004 are presented in two categories including "Key Activities" and "Optional Activities". Key Activities are those that are recommended as the core of the communications program. They are selected for their ability to meet the preferences of the audiences and the needs of the project, at a cost that matches the projected budget availability. Optional Activities are those activities that may be considered for inclusion where appropriate. These activities would enhance the communications program and could be considered based on priorities and available resources.

Key Activities

Project Brochure (Fact Sheet)

Develop a fact sheet or brochure describing the project. This should be designed for a minimum two-year shelf life in order to support the communication activities in both Years Two and Three.

Project Document Template

Develop a template (letterhead) that can be used for project communications ranging from FAQs to News Releases to Fact Sheet. Pre-print in order to save costs for use in future communications.

Web Site

Develop and post a project web site. This site would provide an effective, centralized communication vehicle that provides information about the project. The web site is intended to provide basic information and links, acting as an introductory presence for the CWRP Project. This includes information about the CWRP (what is the CWRP, who is involved, key contacts, timeline), Frequently Asked Questions, Links, News Updates and a Photo Gallery.

Local Government and First Nations Presentations

Establish a program to present a project overview to regional district boards in the area from Prince George to Kitimat and to the First Nations in the Nechako River/Reservoir and Kemano watersheds. These presentations will establish a strong initial momentum to the communications program, and will build relationships with local and First Nations governments by providing opportunity for face-to-face feedback and dialogue. These presentations will also establish a degree of public exposure due to the public nature and media coverage of local government meetings.



Briefings for MLAs and MPs

Provide individual face-to-face briefings for the MPs and MLAs who represent the project region. Includes briefing of applicable Ministers.

Project Annual Report

Publish and circulate abbreviated report that summarizes project activity and achievements.

Update Reports to NWC

Provide update reports to the Nechako Watershed Council to keep them apprised of the development of 2003 - 2004 communications tasks.

Communications with NES

Communicate with the NES Directors as required to seek input and approval and to report progress of communication tasks.

Database, Issues and Inquiries

Maintain and update the Primary Interest Groups database, respond to inquiries and issues as required.

Optional Activities

Project Newsletter

Publish a project newsletter and distribute to the stakeholder list. Initially a quarterly newsletter is recommended for 2003-2004. Project newsletters can also be used to support presentations or respond to requests for information.

Public Presentations

Establish a Speakers Bureau to address key organizations and community groups. Presentations would be responsive rather than proactive in 2003 - 2004.

Documentary Video

Prepare a financial analysis of the options for producing a project documentary video. Approach potential media partners or producers and discuss options for contracting. Develop a story line. Initiate gathering of footage already available from other project participants.

Media Relations

Media relations in 2003 - 2004 will be designed to support the community presentations and ensure the regional media is provided with appropriate supporting information about the project. A process will be established for responding to media inquiries. News releases should be issued at key project milestones. Emphasis will be to ensure accurate and balanced reporting of the project, rather than seeking to obtain extensive media



coverage. Media monitoring to track and review media reports will be ongoing as part of the media relations activity.

Fall Fair and Trade Show Displays

The Nechako Watershed Council will be encouraged to continue their program of placing a display in fairs around the project region. CWRFPublications can be provided to support these displays. Design and production of an updated backdrop for the project display is recommended.

8.2.2 Audiences to Engage

- Residents of the northwest region.
- Municipal and Regional Board elected officials.
- First Nations Band Councils within the Nechako and Kemano watersheds.
- MLAs and MPs representing the region.
- Key provincial Ministers (WLA, MEM, SRM).
- Nechako Watershed Council and its member organizations.
- Involved interest and advocacy groups including affiliates of the Nechako River Alliance.
- Provincial interest and advocacy groups such as the BC Wildlife Federation, Federation of BC Naturalists.
- Landowners, tenure holders, commercial and recreational users of the Nechako River and Reservoir and others who may be affected by the project construction and implementation.
- Economic development interests within the project region, e.g. Chambers of Commerce, Economic Development Commissions, Construction Associations.
- Media within the region, and responsive activities for all media regardless of location.

8.3 Year 2004-2005

8.3.1 2004 - 2005 Activities

The recommended activities for 2004 - 2005 are presented in the same two categories used for 2003 - 2004. This is provided for convenience in comparison to a base budget amount as outlined in the NWC Work Plan. However it is strongly recommended that all the Key Activities be implemented in order to maintain the momentum of the communications program and expand the range of audiences addressed. This recommended approach will ensure meeting the communication objectives set out in Section 3 of this Communications Plan.



Key Activities

Update Communications Plan

The communications plan will be re-visited at the beginning of 2004 - 2005 in order to evaluate progress to date and to confirm or adjust the Core Messages and the 2004 - 2005 activities.

Web Site

Maintain the basic web site established in 2004 - 2005.

Public Presentations (Speakers Bureau)

Place increased effort on proactive presentations to community based organizations. This activity has added priority if it has not been implemented in 2003 - 2004.

Briefings for MLAs, Ministers, and MPs

Provide individual face-to-face briefings to update the MLAs, Ministers of affected Ministries and MPs who represent the project region.

Update Reports to NWC

Provide update reports to the Nechako Watershed Council to keep them apprised of the development of 2004 - 2005 communications tasks.

Communications with NES

Communicate with the NES as required to seek input and approval and to report progress of communication tasks.

Database, Issues and Inquiries

Maintain and update the Primary Interest Groups database, respond to inquiries and issues. Potentially add expanded points of contact such as a toll free telephone number.

Project Annual Report

Abbreviated summary report at year-end containing basic information.

Media Relations

Core activities to support the communications program will include issuing news releases as required, responding to media inquiries and supporting any community presentations. Media monitoring is included.

Public and Interest Group Research

Conduct additional research to monitor awareness, understanding, attitudes and support for the CWRF and compare to the baseline information from 2002 - 2003.



Optional Activities

Project Newsletter

Produce a quarterly newsletter reporting on progress of the project. Increase emphasis on distributing the newsletter both to Primary Interest Groups and by making it available to the public through municipal offices, Chambers of Commerce etc.

Local Government and First Nations council and board presentations

Update presentations offered in response to requests and prioritized according to level of interest by the target audiences.

Newspaper Supplement(s)

Produce a newspaper supplement for publication in community newspapers within the region. This activity will provide the first significant introduction of the project to general public audiences.

Web Site Enhancements

Enhance the web site by adding more features as the overall community program ramps up. Evaluation of 2003 - 2004 site visits and usage will determine exactly which information would make the site more valuable for users. The site would accommodate new and enhanced features, such as the following:

- Access to numerous publications and documents.
- Photo gallery updates.
- Access to plans and schematics demonstrating the work plans and progress.
- Discussion Forum for feedback with CWRP Project team and sponsors.
- Media Room for easy access to project facts, news releases, newsletters.
- Maps.

Enhanced Media Relations

Ramp up a pro-active media relations effort aimed at earning media coverage of the project. Develop a media information package, distribute to editors and news directors in person where practical.

Documentary video

Produce a documentary video to describe the project. The video can be used on local television channels and to support community presentations or displays.

Web Based Communications

Harness the efficiencies of the internet by utilizing web based communication vehicles such as a periodic electronic project newsletter or bulletin.



Research the potential for further methods of utilizing the internet for project communications such as regular monitoring of on-line forum and communications

Fall Fair and Trade Show Displays

The Nechako Watershed Council will be encouraged to continue their program of placing a display in fairs around the project region. CWRFPublications can be provided to support these displays.

Special Note: Public Meetings/Open Houses

While public meetings were suggested in the NWC Work Plan, they are not recommended within the time frame of this plan. The Baseline Research indicated little appetite for public meeting type events and clear preference for other communication methods. It is the recommendation of this plan that public meetings or open house events be considered in the year or two prior to the project environmental review.

8.3.2 Audiences to Engage

2004 - 2005 will continue to address all of the audiences identified in 2003 - 2004. The strategic shift in 2004 - 2005 will be to place an emphasis on increasing the level (qualitative) of communications. This will be directed towards the general public and those within the Primary Interest Groups. Vehicles proposed to further raise the level of awareness in the may include a newspaper supplement(s), documentary video and earned media. The project will be responsive to inquiries and other needs from outside the region, but will support limited proactive efforts outside the region.



9.0 Timeline and Budgets

9.1 Year 2003 - 2004

TIMELINE	ACTIVITY	DETAILS	BUDGET
KEY ACTIVITIES			
June 2003	Project Brochure	Design, produce and circulate a project brochure / fact sheet	\$3,000
June 2003	Project Document Template	Design and print project letter-head that can be template for multiple use	\$1,000
June 2003 and ongoing	Web Site	Design, post and maintain a project website	\$5,000
June - November 2003	Local Government and First Nations presentations	Five presentations, including preparation, presentation and follow up	\$9,000
June, Sept & Jan 2003-04	Briefings for MLAs and MPs	Five MLAs, Two MPs Arrange briefings when in their area	\$2,000
March 2004	Project Annual Report	Write, publish and distribute an abbreviated report	\$1,000
Ongoing	Update Reports to NWC	Participate in update reports to the Nechako Watershed Council	\$1,000
Ongoing	Communications with NES	Report progress to NES and seek feedback and direction	\$1,000
Ongoing	Database, issues and inquiries	Maintain and update the Primary Interest Groups database, respond to inquiries and issues.	\$2,000
TOTAL KEY ACTIVITIES			\$25,000
Core communications program			



9.1 Year 2003 - 2004 (cont.)

TIMELINE	ACTIVITY	DETAILS	BUDGET
OPTIONAL ACTIVITIES		Can be used to replace any first priority activities or added if budget permits	
June 2003	Fall Fair Displays	Support NWC fall fair and trade show displays by providing renewed display backdrop	\$5,500
Sept 2003- March 2004	Project Newsletter	Design a newsletter format, publish and distribute three editions	\$8,000
Oct-Dec 2003	Public Presentations	Six additional presentations to key local governments	\$6,000
October 2003	Documentary Video	Analyze options, develop plan and story line	\$2,500
Ongoing	Media Relations	Support local government presentations and issue news releases as required, monitor media	\$4,000

Costs for evaluation of each activity are included in the cost of that activity as applicable.



9.2 Year 2004 - 2005

TIMELINE	ACTIVITY	DETAILS	BUDGET
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Core communications program			
April 2004	Update Communications Plan	Update communications plan and revise as necessary	\$2,000
Ongoing	Web Site	Maintain the project web site established in 2003 - 2004	\$2,000
April 2004 - March 2005	Public Presentations (Speakers Bureau)	Five presentations to key community based organizations in region	\$5,000
May-Nov 2004	Briefings for MLAs, MPs & Ministers	Five briefings	\$5,000
Ongoing	Update Reports to NWC	Contribute to update reports to the Nechako Watershed Council	\$1,000
Ongoing	Communications with NES	Report progress to NES and seek feedback and direction	\$1,000
Ongoing	Database, issues and inquiries	Maintain and update the stakeholder database, respond to inquiries and issues.	\$1,000
Ongoing	Media Relations	Responsive program including media monitoring	\$1,000
Feb-March 2005	Public and Stakeholder Research	Additional research to monitor awareness, understanding, attitudes and support for the CWRP	\$4,000
March 2005	Project Annual Report	Write, publish and distribute an abbreviated report	\$3,000
TOTAL KEY ACTIVITIES			\$25,000



9.2 Year 2004 - 2005 (cont.)

TIMELINE	ACTIVITY	DETAILS	BUDGET
OPTIONAL ACTIVITIES		Can be used to replace any first priority activities or added if budget permits	
June, Sept & Jan 2004-05	Newsletter	Write, publish and distribute two editions	\$6,000
May-Nov 2004	Local Government and First Nations presentations	Eight presentations to key local government Councils	\$8,000
September 2004	Newspaper Supplements	Write, produce and distribute a supplement to newspapers in the project region	\$20,000
April 2004	Web Site Enhancements	Enhance web site with additional functions	\$3,500
Ongoing	Enhanced Media Relations	Ramp up proactive media relations and earned media program	\$4,000
Sept-Dec 2004	Documentary Video	Continue development of the project documentary	\$15,000
April 2004	Web based communications	Regular monitoring of on-line forum and communications	\$8,500
June-Oct 2004	Fall Fair Displays	Support NWC fall fair and trade show displays by providing project publications	\$1,000

Costs for evaluation of each activity are included in the cost of that activity as applicable.



10.0 Detailed Task Descriptions

It is recommended that a detailed task description be developed upon confirmation of communications activities. A sample template is provided here.

TIMELINE	ACTIVITY	DETAILS	BUDGET
May-November 2003 Material Presentation	Local Government and First Nations presentations:	Five presentations: - orient presenters - arrange logistics - deliver presentations - feedback, evaluations & follow-up	\$5,000

MATERIAL	DETAILS	BUDGET
Presentation	Power Point presentation with background info - approx. 30 minute presentation (20-30 slides)	\$3,000
Media package	Handout materials as required. To supplement presentation material	\$1,000
NES Support	Includes development of presentation folders - approx 500 Presenters representing NES will be required to deliver or support each presentation but more to be considered depending on shelf life. Presenters representing NES will be required to deliver or support each presentation	Not budgeted



11.0 Evaluation Measures

Evaluation measures provide the means to monitor the effectiveness of the communications program and measure progress toward objectives. Communication is a dynamic process and the ongoing evaluation will provide the basis for adjustments to the program and continuous improvement.

Evaluation measures will include methods for the audiences to give direct feedback on the communications program, as well as additional research to track awareness levels and support for the project.

11.1 Year 2003 - 2004 Evaluation Activities

Local Government, First Nations, stakeholder presentations, MLA/MP briefings

A standard report will be prepared to record issues, questions or topics of key interest, and the general tone of discussion. These are audiences with a high level of interest in the CWRP project and will provide excellent indicators of the reception to various communication activities. Any media reports of these presentations will be monitored.

Project Facts, Project Newsletter and Annual Report

All print publications will provide feedback mechanisms to provide readers with ways to contact the program. Comments or questions submitted will be tracked. The annual report newsletter issue can include a short reader survey with options for returning it to the project, including an e-mail option.

Web Site

Site visits will be monitored to determine usage. Tracking visits to the site and to specific pages can be used to determine the overall effectiveness of this medium and on the extent to which it is reaching key audiences. A "Contact Us" feature will be provided and project inquiries originating from the web site will be monitored.

Media Relations

Media reports will be monitored for the amount of coverage as well as consistency and accuracy of reporting. Media reports will be rated for tone, i.e. positive, neutral, or negative. Trends in the reports will be tracked and reviewed for any emerging issues.

Monitoring of Public and Stakeholder feedback

Feedback, questions and issues will be tracked from the above and all other mechanisms. Trends in this information will be analyzed to detect changes in attitudes and emerging issues.



11.2 2004 - 2005 Evaluation Activities

All of 2003 - 2004 evaluation activities will be continued in 2004 - 2005 and the following will be added:

Web Site

As additional features and functions are added to the site, usage of these features will be monitored. The addition of a web based survey or web based discussion forum would provide ongoing feedback on the effectiveness of communications.

Newspaper Supplements

Newspaper supplements will include feedback mechanisms to provide readers with ways to provide comments or ask questions. In addition, a survey can be done immediately following distribution, to determine readership and reception to the messages.

Public and Stakeholder Research

A structured research approach is recommended to monitor public and stakeholder awareness, understanding and support for the project and the results can be compared to the baseline information obtained in 2002 - 2003. This activity will provide the primary quantitative evaluation measure for this communication program.

12.0 End Note

It must be acknowledged that communications is a dynamic process and the implementation of any plan will be continually adjusted and fine tuned in response to circumstances as they unfold.