

Since 2005, the Trust's capital portfolio has averaged a 6.91% annual return

The Trust has approved 2,100 projects and invested more than \$146 million since 2005


78% of the Province's original capital has been invested in the region. Today, the Trust's capital base is \$256 million






## Communications Services

- 30+ local governments and First Nations in 4 years
- Media training, crisis support, issues support, communications plans


## The Small Town P.R. Playbook

- Fun, concise readable
- Specifically for communities without communications staff
- Tips, tricks, case studies, templates





## The Small Town P.R. Playbook

- Showcase our rural and small community talent
- Provide a free tool for CAOs, elected officials and P.R. professionals
- Off-the-shelf solution to improve engagement in small towns, rural areas and First Nations communities

## The Small Town P.R. Playbook

- More than 20 contributors
- More than 100 years of P.R. expertise
- Every region of B.C. represented
- Small municipalities, regional districts and First Nations communities
- 190 pages



### Trust and relationships are the foundation of good P.R. – you simply can't do the job without them

**By Jennifer**

The notion of small towns in that there needs to be something, which means you would have to be in the room to do it.

**P**ublic relations is not a technical profession. There are no formulas for a good PR campaign or a good press release. It's an art form that requires a lot of creativity and a lot of relationships. It's not a job that can be done by a computer or a machine. It's a job that requires a lot of creativity and a lot of relationships. It's not a job that can be done by a computer or a machine. It's a job that requires a lot of creativity and a lot of relationships.



## TRANSPARENCY

### Freedom of Information – the five basics you need to know

**By Steve Breen**

**T**he Freedom of Information and Protection of Privacy Act (FOIP) is a federal law that gives you the right to know what the government is doing. It's a law that gives you the right to know what the government is doing. It's a law that gives you the right to know what the government is doing. It's a law that gives you the right to know what the government is doing.

### Re-imagining boring public notices: how the Village of Pemberton made national news with its eye-catching ads

**By Steve Breen**

**Y**ou know how boring public notices can be. They're often full of legal jargon and they're hard to read. But the Village of Pemberton has found a way to make them more interesting. They've created eye-catching ads that are easy to read and understand. They've created eye-catching ads that are easy to read and understand.

### Section 3 - Chapter 14

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### Internal communications: getting everyone rowing in the same direction

**By Jennifer**

**I**f you don't have effective systems and processes in place you're going to have chaotic internal communications and miscommunicated external communications.

**N**ow that you're getting to know each other, it's time to start thinking about how to get everyone rowing in the same direction. It's time to start thinking about how to get everyone rowing in the same direction. It's time to start thinking about how to get everyone rowing in the same direction.



### A newcomers guide to finding stories First Nations community members want to read

**By Jennifer**

**A** high number of First Nations communities have published regular newsletters. And one that really engages members? It's the one that's written by the community members themselves. It's the one that's written by the community members themselves. It's the one that's written by the community members themselves.



### Section 3 - Chapter 7



### Tried and true: effectively communicating in rural and remote areas of British Columbia

**By Jennifer**

**M**any communities in rural and remote areas of British Columbia face unique challenges when it comes to communication. They often have limited access to the internet and other communication tools. They often have limited access to the internet and other communication tools. They often have limited access to the internet and other communication tools.

### Prince George's 'Talktober'-branded neighbourhood conversations are a reminder of the value of face-to-face communications

By: Heather Robinson and Peter Babin

Talktober 2015 allowed us to see that a year after a devastating election that had resulted in a new mayor and a council that had promised to connect with residents, they were their chance to prove it.

The overall engagement of our residents has been remarkable. We have seen a lot of people who have been involved in the process of the city's Talktober. They have been involved in the process of the city's Talktober. They have been involved in the process of the city's Talktober.

2015. Significant conversations were held in a variety of ways. We saw a lot of people who have been involved in the process of the city's Talktober. They have been involved in the process of the city's Talktober.

**Community Impact:** Talktober 2015 allowed us to see that a year after a devastating election that had resulted in a new mayor and a council that had promised to connect with residents, they were their chance to prove it.



Serfanti 3 - Chapter 1  
Talktober illustrates the amazing value of 3rd party engagement

Community Impact: Talktober 2015 allowed us to see that a year after a devastating election that had resulted in a new mayor and a council that had promised to connect with residents, they were their chance to prove it.

## SECTION FIVE

### Chapter 9

# NEWS MEDIA - MEDIA RELATIONS AND ISSUES MANAGEMENT

### 5 Things the media may not know when they call your First Nation

By: Heather Robinson

Defining who the spokesperson is for your community is easier than the start of our conversations with a reporter will come the writing process from being sorted.

For those communities that have experienced the past 10 years with a lot of change, it's important to have a spokesperson who is not only a good communicator but also a good listener.

1. Do you have a spokesperson?
2. Who speaks for what?
3. Who speaks for who?
4. What do you need the Chief to do for all stories?

### HOW FACEBOOK HELPED THE CARIBOO CONNECT WITH RURAL RESIDENTS DURING A 100-YEAR FIRESTORM

By: Heather Robinson

A well-timed and coordinated plan helped the Cariboo Regional District leverage the growing use of social media in rural areas to help residents understand and take from danger during a record fire season.



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Being able to work quickly and efficiently is key, and being in the same room as the EOC director, the chief and other key personnel allowed us to gather information quickly and get the message out to the public and media.



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### There's something in the water: how the Comox Valley Regional District systematized its approach to boil water notices

By: Heather Robinson

Social media can be a great place to communicate during a crisis water notice - but be prepared to answer questions.

What is it? A crisis water notice is a message that is sent to residents to inform them of a water quality issue. It is a message that is sent to residents to inform them of a water quality issue.

How we communicated: The CRD developed a crisis water notice that is easy to understand and use. It is a message that is sent to residents to inform them of a water quality issue.

### I'm having an event and everyone wants to speak. Who goes first?

By: Heather Robinson

Clearly get practice guidelines first to determine who speaks in what order at your event, ensuring that no one is offended. Here's how.

So you've decided to host an event. It's a gathering of a group of people who are interested in a particular topic.

1. Traditional Territory Chief or Elder
2. Municipal Council of Canada
3. Provincial Council of Canada
4. Chief Justice of Canada
5. Federal Minister of Canada
6. Speaker of the Senate
7. Speaker of the House of Commons
8. Ambassador, High Commissioners, and Honorary Consuls
9. Federal Ministers of Canada



**What's next?**

- Publish this summer
- Limited print run, unlimited PDFs downloadable for free online
- Promote, gain feedback
- Second Edition?

