

Communications Project Approval

Note: Form must be completed and pre-approved before proceeding. Grey area is for final release. Attach sample if applicable. A marketing brief must be submitted first for projects over \$10,000. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

Date <i>YYYY/MM/DD</i>	Ministry	Branch	CPA Number
Contact	Contact Phone Number	Contact Fax Number	Project Start Date
Project Title			Project Completion Date
Is this included in your annual marketing plan? <input type="radio"/> Yes <input type="radio"/> No	Objective		
Theme / Message		Audience	

Communications Services Required <input type="checkbox"/> Strategic Planning <input type="checkbox"/> Issues Management <input type="checkbox"/> Media / Public Relations <input type="checkbox"/> Marketing <input type="checkbox"/> Video / Audio <input type="checkbox"/> Graphic Design <input type="checkbox"/> Website Development <input type="checkbox"/> Translation <input type="checkbox"/> Other <i>(explain)</i>	Communications Materials Required <input type="checkbox"/> Publication / Newsletter <input type="checkbox"/> Brochure / Fact Sheet <input type="checkbox"/> Poster <input type="checkbox"/> Video <input type="checkbox"/> Display <input type="checkbox"/> Promotional Items <input type="checkbox"/> Web Hosting <input type="checkbox"/> Public Service Announcement <i>(no funding required)</i> <input type="checkbox"/> Other <i>(explain)</i>	Paid Advertising Required <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper <input type="checkbox"/> Television <input type="checkbox"/> Householder <input type="checkbox"/> Other <i>(explain)</i> Explanation of "Other"	Purpose of Product <input type="radio"/> PAB Informational <input type="radio"/> Ministry Informational <input type="radio"/> Statutory
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Estimated Costs <i>Service</i>	Service Provider <i>(Agency, Contractor, Ministry Branch e.g.: PAB Graphic Design, PAB Writing, Ministry Branch Name)</i>	STOB	Cost Estimate
Creative Design			
Production			
Writing			
Consultation / Research			
Photography			
Audio / Video			
Website Development			
Distribution			
Other <i>(explain)</i>			

Approval Authority	Pre-Approval <i>(Initials)</i>	Final Approval <i>(Signature)</i>	Total Cost \$	
			<i>(Print Name)</i>	<i>(Date)</i>
Ministry Program Director				
Ministry Expense Authority				
Public Affairs Bureau Ministry Communications Director				
Public Affairs Bureau Corporate Communications Director				
Public Affairs Bureau Internal Liaison and Support Services Director				
Public Affairs Bureau Expense Authority				