

## 5.0 COMMUNICATIONS

Marketing, promotion and interpretation of a protected area can affect the level of use and the type of visitor it attracts. Consequently, information and promotion strategies must be consistent with the objectives of the Protected Area.

The conservation values and the multiple use nature (including ranching, hay harvesting operations, and industrial corridors for logging and mining) of the Churn Creek Protected Area must be incorporated in information and marketing strategies. There are concerns that promoting the values or recreation opportunities could lead to significant increases in the number of visitors and have correspondingly negative effects on wildlife, grasslands and other Protected Area values. As well, visitors to the Protected Area should have a clear expectation of the types of opportunities, settings and constraints they will find when they arrive.

Churn Creek has a limited capacity for increased visitation. Consequently, care must be taken in the type of information program that is undertaken. Active advertising or promotion of values or activities is not appropriate for this Protected Area.

For the term of this plan, BC Parks will provide basic information about Churn Creek which describes public safety information and the conservation values in the area, and which enables users to protect these values during their visit.

Every effort should be made to ensure that there is consistency between any commercial recreation users and BC Parks with respect to the accuracy of information provided and the level of promotion.

### **Objectives**

- To ensure that published public information about Churn Creek is consistent with Protected Area vision and roles.
- To present the role of the Churn Creek Protected Area in conserving important grasslands and wildlife habitat and populations in the British Columbia Protected Area system.
- To present the Protected Area as showing ranching, recreation and grasslands conservation as compatible activities.
- To provide accurate and appropriate information for low use and low impact recreation.
- To encourage visitor appreciation and understanding of the natural, cultural and multiple use values of the Protected Area.

## Strategies

- Create an information brochure. The focus of the brochure and its limits of distribution will avoid encouraging increased use.
- Develop interpretive themes for the Protected Area that focus on its contributions to the Protected Area system, its history, First Nations values, the multiple use nature of the area, conservation values, protection of natural resources and safety.
- Provide basic levels of interpretative signage in the Protected Area, working with First Nations and stakeholders where appropriate.
- Work with government agencies, commercial operators and tourism associations or groups to portray the Protected Area in a manner that does not encourage increased visitation.
- Do not actively promote or market the Protected Area.
- Create and maintain a webpage on the official BC Parks website with the same purpose as the brochure.



Photo courtesy Henry Koster

**Photo Twenty-three: Hay crews working. Circa 1930's.**