# **Projects Communications Protocol CDF**

## **Summary**

The information and updates that are connected with on-the-ground progress and results of Charles Darwin Foundation Projects are placed under a strict publishing embargo between the Charles Darwin Foundation (CDF), the Galapagos National Park Directorate (GNPD), collaborators, institutions, and visiting scientists (external parties). No reports or publications of current ongoing project updates can take place without official approval from the Charles Darwin Foundation.

## **Description**

* The text of all press releases, public announcements, statements, campaign reports or materials to be issued by the external party, that mentions the Charles Darwin Foundation or Charles Darwin Research Station projects, including the use of our official logo, are subject to written approval given in advance by the CDF. Additionally, it must be coordinated with the CDF`s designated Program Director and its Director of Communications and Public Relations.
* The acknowledgement of external party in publicity, publications, and communications with the media – social networks such as Twitter, Facebook, Instagram and other upcoming platforms – should be approved by the CDF`s designated Program Director and its Director of Communications and Public Relations.
* The external party shall provide CDF copies of any and all final press releases, public announcements, and/or publications related to the project. The external party has to acknowledge the role CDF has played in publications/reports of the projects conducted in collaboration with CDF, by stating the name of the CDF, the value of the grant, the investigator’s name, the title of the project, and the period of performance.
* The external party shall refer to CDF when suitable and inform CDF about any media inquiries about the specific project, collaboration or related work. Neither the external party, nor its representatives, shall speak on behalf of CDF without the CDF`s prior explicit instructions or approvals.

## **Publishing Timelines**

The following timeline for publishing news about project advances has been agreed to between the Charles Darwin Foundation and the GNPD:

1. The first update of any eport of project updateswill be firstly published by the Charles Darwin Foundation.
2. The Charles Darwin Foundation will review and approve project updates prepared by external parties, as well as press releases, and news on social networks.
3. The press releases and the deadlines for their preparation will be coordinated with the Communications Director, Principal Investigator or/and Science Director of the Charles Darwin Foundation.
4. The external parties are then permitted to disseminate web and print publications accordingly. At that stage the external parties can also support donors in the preparation and publishing of their own communications. These external parties can use the approved information to produce their individual news items.

## **Press releases/articles**

The Charles Darwin Foundation and Galapagos National Park Directorate will be credited as project collaborators in all press releases, print materials, as well as online communication products such as blogs/microsites/newsletters, and social media news.

## **Web/social media posts**

All collaborators will be credited with their social media pages tagged in all web, social media posts, and tweets where space permits, after the Charles Darwin Foundation has sent the information first. Due to space limita tions,the names of donors and funders will be highlighted via a shortened link to an external page (web page/blog etc.) which will include all project collaborators and funder information in full.

**Twitter Example:** @Durrell @sdzglobal @parquegalapagos 15 Mangrove Finch eggs have just arrived from Playa Tortuga Negra!<http://bit.ly/14wMXNC>

## **Media interviews**

All media interviews (radio, tv, web) about the project, and/or with the scientists involved in the project, will be channeled through the Charles Darwin Foundation communications team. The Charles Darwin Foundation will be mentioned as project collaborators in all interviews.

The official spokesperson for the project should be pre-approved the Charles Darwin Foundation Executive

Director, Science Director and/or Communications Director.

### **Contacts:**

### **CDF:**

Communications Director: Paola Diaz Freire paola.diaz@fcdarwin.org.ec

Visiting Scientists and Collaborators Administrator: Marta Romoleroux: marta.romoleroux@fcdariwn.org.ec

Science Director: María José Barragán: mariajose.barragan@fcdarwin.org.ec

Executive Director’s Office: Johanna Carrión: Johanna.carrion@fcdarwin.org.ec

### **GNPD:**

Communications Coordinator: Lorena Sanchez ksanchez@galapagos.gob.ec

## **Images/Video**

The communications team at the Charles Darwin Foundation will provide a selection of images, and video footage where possible, when the planning of the communication will be prepared.

The distribution of controversial/sensitive imagery is not allowed. The dissemination of video material by our project partners is strictly forbidden, unless approval is first granted by the Charles Darwin Foundation, and in some cases, also in coordination with the GNPD.

## **Logo use**

The use of the logos of the Charles Darwin Foundation and the Galapagos National Park Directorate (in connection with institutional project products) requires prior approval from all institutions involved.

## **Presentations**

In presentations (i.e. symposia, conferences, and public talks), the logos of CDF, and the GNPD must be displayed on the title page. These same logos, in addition to the logos of all current project funders and donors, must be displayed on a closing acknowledgement slide.

## **Approvals**

Wherever possible, approval will be given within 24 hours of the request for a breaking news item. However, two weeks (i.e., ten working days) are needed to process a request being received for other items.

All approvals will be given after receiving formal written requests, via email.

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