

COMMUNICATION PROTOCOL GUIDELINE

CANADA – NORTHWEST TERRITORIES
MUNICIPAL RURAL
INFRASTRUCTURE FUND

Purpose

The purpose of this guideline is to outline the key principle and communications requirements of agreements signed under the Municipal Rural Infrastructure Fund (MRIF).

Guiding principle

The key guiding principle in the conduct of communications activities for MRIF is to inform Canadians and residents of the Northwest Territories, in a spirit of cooperation and partnership between all partners, about initiatives to help improve the quality of life.

The purpose of these activities, to be undertaken jointly by Canada, the Northwest Territories (NWT) and recipients, is to provide greater opportunities for open, transparent, effective and proactive communications with Canadians by conveying information to the public on the basis of a well-planned, appropriate, timely and consistent approach. The activities should recognize the contribution of all partners and communicate to Canadians the benefits of the initiatives.

Communicating with the public

In keeping with the main guiding principle, Canada, the NWT and recipients will issue joint news releases after approval of a Project and/or reaching Project milestones. In the spirit of partnership between the various levels of government, Canada, the NWT and recipients will work together on planning such announcements and preparing materials that give the two parties equal prominence. The news releases will include quotes from the designated representatives of each level of government.

Public events will be held at the request of Canada, the NWT and recipients. In order to meet the parties' requirements of head offices, a minimum of 14 days notice should be given for such an event. The federal and territorial Ministers, or their designated representatives, should participate in the events, which should take place on a date and at a location agreed to by the parties. All public events require the prior consent of the Management Committee.

Canada, the NWT and recipients will cooperate in the organization of announcements or ceremonies. The Table of Precedence for Canada, as established by Canadian Heritage (http://www.pch.gc.ca/progs/cpsc-ccsp/pe/precedence_e.cfm), or some other mutually acceptable protocol should be respected. Messages and public statements for such events should be mutually agreed upon by the Parties.

All other communications activities related to a project should be compliant with this guideline.

Recipient requirements

As a partner in communications activities, project recipients will be invited to participate with the other orders of governments in communications activities.

Recipients will be required to ensure the following:

- all public information material related to calls to tender will clearly and prominently indicate that the Project is funded under MRIF; and
- temporary signage will be provided and installed at a prominent location where there is visible activity related to an approved Project and indicating that the Project is under the Canada-NWT MRIF agreement. Temporary signs must be removed within 90 days of Project completion.

In order to meet Canada communications requirements, the recipients must ensure that

- signage wording is in both official languages;
- designs, and logos are the same size and occupy the same amount of space; and
- any other message, as well as specifications on signage and timeframe for installation, are approved by the Management Committee.

The parties should notify each other at the outset of planning for communications activities. While any partner may choose not to participate in any given activity, planning should proceed through consultation, so that the parties can make informed decisions regarding their participation. Similarly, media relations should be handled in a spirit of cooperation, with due regard for time constraints.

Upon completion of a project and where feasible, the recipient, together with Canada and the NWT, may provide and install a plaque or permanent sign with an appropriate inscription. The design, wording and specifications of such permanent signs must meet the same requirements as the temporary signage.

Communications costs

Program Communications Activities and Batch Announcements

Costs incurred for events or products communicating the overall program and for batch announcements will be cost-shared by Canada and the NWT.

Project Specific Communications Activities

Unless otherwise agreed to by Canada, the NWT and the recipient, the recipient will pay the costs of preparing and delivering communications activities and products, including documents,

distribution to the media, and the organization of special events. These costs are deemed to be eligible costs under the Agreement.

Costs incurred for special requirements requested by Canada or the NWT and deemed to be of undue burden on the recipient will be paid in accordance with an equitable cost-sharing formula agreed to by the parties.

The recipient will pay the costs of temporary and permanent signage. These costs are deemed to be eligible costs under the Agreement.