

## **SCHEDULE “C”**

### **COMMUNICATIONS PROTOCOL**

#### **CANADA-MANITOBA WESTERN ECONOMIC PARTNERSHIP AGREEMENT**

##### **GENERAL**

The Parties agree to undertake joint communications activities and products that will enhance opportunities for open, transparent, effective, and proactive communications with Manitobans and Canadians through appropriate, continuous and consistent public information activities that recognize the contribution of the Parties under this Agreement.

The Management Committee, which may establish a Communications Sub-Committee to provide advice and support on such matters, shall determine the mechanisms for such communications. The Communications Sub-Committee shall contain at least one (1) representative from each of the Parties.

All public information material in relation to this Agreement shall be in both official languages and indicate the Project is being implemented pursuant to this Agreement.

All material shall fairly reflect the involvement of the Parties. This includes ensuring equal recognition and prominence where words, logos, symbols, and other types of identification are incorporated into materials.

All public information material or signage related to this Agreement shall be produced in accordance with the Federal Identity Program and the Visual Identity Guidelines of Manitoba.

##### **COMMUNICATIONS WITH RECIPIENTS**

All written communications with Recipients, including Project approval notifications and other related information, shall be prepared on letterhead specifically identifying the Canada-Manitoba Western Economic Partnership Agreement (EPA). The Management Committee will sign Project approval notifications.

All public information material related to calls for tendering shall clearly and prominently indicate that the Project is funded pursuant to this Agreement.

## **COMMUNICATIONS WITH THE PUBLIC**

### **Public Information Products**

The Management Committee may develop information kits, brochures, public reports, and Website material to inform potential Recipients and the public about the Agreement. All such materials will reflect the Parties equally and with a predetermined identifier recognition that will be used consistently on all documentation. The Canada wordmark will be used as the federal identifier and as identified in the Government of Canada Communications Policy. The Manitoba wordmark will be used as the provincial identifier and as defined under Manitoba's Communications Policy.

### **News Releases**

The Parties shall issue joint news releases when this Agreement is signed, after the approval of individual Projects, and upon completion of these Projects. In all such news releases, the Parties and the Recipient shall receive equal prominence. The Parties mutually agree in the use of one (1) quote from each designated representative of Canada, Manitoba and/or the Recipient in the news release, unless otherwise agreed. Notice of issuances of news releases will be provided to all Parties a minimum of 28 business days in advance of the anticipated release date, unless exceptional circumstances warrant otherwise.

### **Public Funding Announcements**

Canada and Manitoba agree to hold public funding announcements when this Agreement is signed and to announce Projects at the request of either Party. The requesting Party shall provide a minimum of 28 business days notice of a proposed news conference or event, unless exceptional circumstances warrant otherwise. The Federal Minister and Provincial Minister, or a designated representative of the Parties, will participate in such news conferences or events to take place at a mutually agreed-upon date and location.

Neither the Parties nor the Recipient shall, without the prior consent of the Management Committee, make any public announcement of a Project under this Agreement without consultation and mutual agreement of the other Party.

The Parties shall cooperate in the organization of announcements or ceremonies. The Canada and Manitoba representatives shall, unless otherwise agreed upon or determined by precedence stated herein, alternately speak first at announcements and be quoted first in news releases.

Decisions regarding the appropriateness of staging a news conference, or simply issuing a news release, will be determined on a case-by-case basis in consultation with all Parties.

Announcements of Projects that require environmental clearance may be made in advance of the formal environment clearance being made, but must clearly specify that the Project will proceed based upon environmental clearance.

## **Precedence**

1. The Prime Minister of Canada and the Premier of Manitoba take precedence in all events and announcements.
2. Precedence will be given to Ministers (federal or provincial) and Secretaries of State over Members of Parliament and Members of the Legislative Assembly.
3. Precedence will be given to elected officials over departmental representatives.

## **Recipient Events or Ceremonies**

The Recipient may host events or ceremonies related to individual Projects. These may include public consultations, sod-turnings, ribbon-cuttings and/or official openings. The Recipient shall provide Canada and Manitoba with at least 28 business days notice of any proposed public announcement or official ceremony related to a Project announced under this Agreement, unless exceptional circumstances warrant otherwise. There shall be equal representation of all concerned parties at special events or ceremonies, unless otherwise agreed.

## **Signage**

The Management Committee shall ensure that the Recipient provides and installs temporary signage at a prominent location where there is visible activity related to an approved Project, indicating that the Project is proceeding under this Agreement, and bearing any other message approved by the Management Committee.

Design, wording and specifications of joint signs shall reflect the participation of Canada and Manitoba and must be approved by the Management Committee. Wording in both official languages, designs and logos should be of the same size and occupy the same amount of space. Signs shall have appropriate space indicating the participation by the Recipient, if requested. The Management Committee shall issue specifications for signs and time frames for their installation. Temporary signs must be removed within 60 days of Project completion.

Canada and Manitoba may provide and install, upon completion of Projects, where feasible, a plaque or permanent sign bearing an appropriate inscription. The design, wording and specifications of such permanent signs shall be in accordance with the federal and provincial identity programs and signage descriptions as stated in the previous signage specifications.

## **Advertising**

Advertising or public information campaigns may be organized by either Party related to the Agreement; however, all such materials shall be approved by the Management Committee prior to purchase of placement space or related advertising or information materials.

All official offices or buildings, in which the business of this Agreement is carried out, shall bear logo identification that it is supported by this Agreement and include the Canada and Manitoba wordmarks.

Recipient web sites that are supported by Agreement funds shall reflect Canada and Manitoba support.

### **Web Design**

Any Web Site design shall reflect the participation of the Parties in an equitable manner. The Management Committee or its agreed-upon designate shall approve messages and Web Site information. There will be continuous recognition that Canada and Manitoba are equal signatories to the Agreement.

### **Cost Sharing**

Unless otherwise agreed to by the Management Committee, Canada and Manitoba will each assume half the costs associated with the development and delivery of communication products and activities. This would apply to literature, letterheads, media distribution, organization of joint special events, signage and other material, as established by both Parties. A communications budget for notional costs and professional services shall be established and set aside as a portion of the funds needed to administer the Agreement.