

COMMUNICATION PROTOCOL GUIDELINE

CANADA-ALBERTA
MUNICIPAL RURAL
INFRASTRUCTURE FUND

Purpose

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

Guiding principle

The key guiding principle in the conduct of communications activities for CAMRIF is to inform Canadians and Albertans, in a spirit of cooperation and partnership among all partners, about initiatives to help improve the quality of life.

The purpose of these activities, to be undertaken jointly by Canada, Alberta and the Recipient, is to provide greater opportunities for open, transparent, effective and proactive communications with Canadians by conveying information to the public in 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.

Communications in Alberta

Please refer to the “Communications Guidelines for Municipalities Funded through CAMRIF” for specific communication advice for municipalities.

Please note, the federal government is obliged to post all approved projects, which will receive federal funding of at least \$10,000, within 60 days of the end of each quarter. In the event that funding for a CAMRIF Project has not been jointly announced prior to this 60-day deadline, the federal government will be obliged to publicly disclose this information on a unilateral basis.

Communicating with the public

In keeping with the main guiding principle, Canada, Alberta 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 orders of government, Canada, Alberta and Recipients will work together on planning such announcements and preparing materials that give each order of government equal prominence. The news releases will include quotes from the designated representatives of each order of government.

Public events will be held at the request of Canada, Alberta 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 provincial 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, Alberta 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 other 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 CAMRIF;
- provide and install temporary signage at a prominent location where there is visible activity related to an approved Project and indicating that the Project is under CAMRIF. Temporary signs must be removed within 90 days of Project completion.

In order to meet Canada communications requirements, the Recipient 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 Alberta 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 Alberta.

Project Specific Communications Activities

Unless otherwise agreed to by Canada, Alberta and Recipients, 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 Alberta 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 CAMRIF Agreement.