

MEDIA PROTOCOL AMONG THE NEGOTIATION TEAMS OF THE ALGONQUINS OF ONTARIO, ONTARIO AND CANADA

This protocol applies solely to the parties engaged in the negotiation of the Algonquin land claim. It is designed to help support the activities of all three parties in their interaction with the media and to ensure that the media is provided with accurate and consistent information in a timely manner.

Unless otherwise agreed, the three negotiating parties have agreed to treat what happens during the negotiation process as confidential. This undertaking is not, however, intended to fetter the political leadership of any of the three parties from making public statements about the negotiations or from exercising their discretion in determining the form and substance of any such public statements.

Each party will have direct means of communicating with its members and stakeholders to inform them and receive advice from them about their individual approaches to the negotiations. Such directed information activities are not subject to this protocol other than to ensure that the confidentiality of discussions at the table is protected. If such a consultation activity is expected to generate media interest, the party involved should, where possible, provide the other two parties with advance notice.

Media interest in the negotiations will vary over time depending on the perceived importance of issues to different groups. Appropriate preparation and consistency of approach in handling media and information inquiries will be helpful to all three parties throughout the negotiations.

In the interest of ensuring that consistent and accurate information is given to the media by the various negotiations spokespersons, it is suggested that:

1. Statements or announcements regarding the negotiations should be provided in a cooperative and collaborative fashion. Wherever possible, joint statements or announcements will be agreed upon and delivered by all three parties.

To support such coordination and cooperation among the parties, a joint subcommittee on communications may be established to facilitate information-sharing about media interest related to the claim or the negotiations, and to manage and coordinate other communication activities as necessary.

2. Where one of the three parties feels it is necessary to make a unilateral statement or announcement regarding the negotiations that could have a significant impact on the negotiations or the negotiation table, that party agrees to provide advance notice to the other two negotiating parties about the timing and content of such a statement.
3. Throughout the negotiation process, media comment should be confined to a list of designated spokespersons. The spokespersons identified for each negotiating party are set out on page 3 of this document. These spokespersons have experience in dealing with the media and will ordinarily be readily available to respond quickly.
4. When any of the three negotiating parties is contacted by the media, that party will inform the other two parties' contact persons (listed on page 4 of this document) as soon as possible, providing them with information regarding the media source and the substance of the interview. The timeliness of the exchange of this information is essential, as a reporter may contact all parties within a very short timeframe.

A sample media log is offered on page 5 of this document as a convenient way to record the pertinent information. This form would be circulated to the designated contact persons immediately after the media call.

This is particularly relevant if a request comes in from a major media outlet, such as The Ottawa Citizen, The Kingston Whig-Standard, The Toronto Star, The Ottawa or Toronto Sun, The Globe and Mail, the National Post, CBC radio and/or television, CTV or Global TV.

5. When responding to local media (weekly papers), it is also recommended that the parties keep each other informed and ensure that each negotiating party's contact person is aware of any media activity related to the claim.

DESIGNATED MEDIA SPOKESPERSONS FOR THE PARTIES

For the Algonquins of Ontario

Primary:

Mr. Robert Potts
Principal Negotiator

TEL: 416-593-3952

FAX: 416-593-5437

E-MAIL: bpotts@blaney.com

Back Up:

Chief Kirby Whiteduck
Algonquins of Pikwakanagan
Algonquin Negotiation Representative

TEL: 613-625-2800

FAX: 613-625-1149

E-MAIL: chiefcouncil@pikwakanagan.ca

For Canada

Primary:

Mr. Jean-Francois Tardif
Acting Director, Program & Claims Support

TEL: 819-997-5497

FAX: 819-953-5830

E-MAIL: tardifj@inac.gc.ca

Initial Point of Media Contact:

Media Relations Officers
Diane Laursen or Margot Geduld
TEL: 819-953-1160

For Ontario

Primary:

Mr. Brian Crane
Chief Negotiator
TEL: 613-786-0107
FAX: 613-563-9869
E-MAIL: brian.crane@gowlings.com

Back Up:

Ms C.B. Pappin
Communications Advisor
TEL: 613-735-2444
FAX: 613-735-7983
E-MAIL: cb@pappin.com

For non-Algonquin claim matters:

Rosemary Sampson
Manager of Communications, Ontario Secretariat for Aboriginal Affairs
TEL: 416-326-4780
FAX: 416-326-4779
E-MAIL: rosemary.sampson@osaa.gov.on.ca

March 24, 2006

INFORMATION CONTACT PERSONS FOR THE PARTIES

Information regarding media interviews or media articles relating to the negotiations should be forwarded as quickly as possible to:

For Canada:

Nicole Bauman

FAX: 819-997-0268

E-mail: baumann@ainc-inac.gc.ca

For Ontario:

C.B. Pappin

FAX: 613-735-7983

E-Mail: cb@pappin.com

For the Algonquins of Ontario:

Chief Kirby Whiteduck

FAX: 613-625-1149

E-Mail: chiefcouncil@pikwakanagan.ca

March 24, 2006

ALGONQUIN CLAIM MEDIA LOG

DATE:

TIME:

REPORTER AND MEDIA OUTLET (phone number and fax number)

QUESTION / QUESTIONS ASKED / ISSUES RAISED


RESPONSE:

SPOKESPERSON:

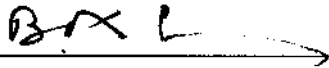
OTHER:

March 24, 2006

**SIGNING PAGE FOR THE MEDIA PROTOCOL
AMONG THE NEGOTIATING TEAMS OF
THE ALGONQUINS OF ONTARIO, ONTARIO AND CANADA**



Robert Potts
Algonquins of Ontario



Brian Crane
Ontario



Jean-Francois Tardif
Canada

March 24, 2006