

## **SCHEDULE F**

### **JOINT COMMUNICATIONS PLAN**

#### **Issue:**

This document contains a proposed approach, tactics and recommended products to support a **joint announcement** and communication of a settlement agreement between the RCMP and the plaintiffs.

#### **Objectives:**

- Demonstrate the RCMP's and plaintiffs ("the Parties") shared commitment to resolving claims, common desire to eliminate sexual discrimination and harassment and dedication to re-build confidence in the RCMP.
- Acknowledge the RCMP's organizational responsibility for the sexual discrimination and harassment in the RCMP during the class period with a public apology by the Commissioner of the RCMP.
- Demonstrate the RCMP's commitment to preventing and stopping further harassment by providing information on accomplishments to date and change initiatives as outlined in settlement agreement.
- Provide appropriate information for class members and/or derivative class members to make a claim or opt-out of the class (includes claim forms, timeframe, timelines, eligibility amounts, etc.)

#### **Strategic Considerations:**

- The announcement will be made jointly. The Plaintiffs' claim will be filed in the Federal Court on either the same day as the announcement or within days immediately following the announcement, which is the first step in the court process to obtain approval of the settlement.
- The RCMP's apology will be made at the same time as the announcement. The commitment to change initiatives will strengthen the RCMP's apology and show faith in the restorative process.
- The RCMP will provide context as to how the change initiatives and other commitments will complement and/or supplement already implemented initiatives.
- Until all parties are available for a joint announcement, each will maintain a reactive posture and will not comment on the specifics of the settlement.
- Given the nature of the announcement, a face-to-face/in person announcement will reinforce the parties' sincerity in resolving the claims and moving forward.
- Working together, the parties should ensure consistency in message delivery and message ownership.

**Target Audiences:**

- Current and former female regular and civilian members and public service employees who allege to have been subjected to gender based discrimination and harassment in the RCMP.
- RCMP employees – regular, civilian and public service employees.
- Young women and men who may be interested in joining the RCMP.

**Approach:**

A high profile, proactive approach, including **news conference** and **subject matter expert availability** (for a pre-determined time, if applicable) following the news conference is recommended.

Participants will include: appropriate Ministers, RCMP Commissioner and defendants, the plaintiffs, their representatives and the assessor, who will assess claims by eligible class members.