

Questions		Answers
General Questions		
1.	Can you send a copy of this presentation to us?	Yes, the presentation will be posted on our website.
2.	Is a municipality able to share this advertising with the Watershed District in our municipality?	We encourage municipalities to reach out to MMSM to review the content to ensure it meets the criteria. The Watershed District is eligible.
3.	Would promotion of a three-waste stream program be an appropriate use, or does it need to be specific to recycling?	Yes, promotion of a three-waste program would be eligible. If a municipality is unsure, they can send the ad content to MMSM to confirm it meets the criteria.
4.	If we've been provided with our 2021 allotment, but the program doesn't launch until 2022, are we still able to place ads with this funding this month?	The in-kind program will start early in 2022. There is no deadline to use the 2021 in-kind allocation, so you will start using it in 2022.
5.	Were municipalities consulted on this in-kind plan and did they agree on it?	We've worked extensively with several municipalities, AMM, the City of Winnipeg, and the Government of Manitoba to try to come up with a resolution. In-Kind Programs already exist in a number of other provinces and are working well. MMSM and News Media Canada (NMC) received approval from AMM and the City of Winnipeg in October 2021.
6.	Do print ads need to be in full colour?	Print ads can be in colour or black and white. Please work with your local newspaper to determine what is best.
7.	Are arts/community groups restricted to advertising about recycling as municipalities are?	No, the intention of that is to allow those groups to promote their activities as they would normally do.
8.	Are all members of the Manitoba Community Newspapers Association (MCNA) participating in this program?	Yes, all MCNA members and NMC members will be participating in the program.
9.	How does MMSM expect a municipality to spend a large amount of in-kind with one advertisement per year?	We are not restricting communities to one advertisement. The ¼ page advertisement mentioned was for communities that have a small amount to spend. There is no deadline to use your allocation and a community can place as many advertisements as they would like until the in-kind is used up.

10.	How do the local newspapers receive their funding?	Newspapers owe fees to municipalities based on the tonnage collected in the residential recycling program. Smaller newspapers were exempt in the past from the levy. Now all newspapers are participating, so there will be a minimum amount each paper is required to contribute.
11.	Just to clarify, the allotment does not expire. So, the current allotment can be carried over after the 2022-year end if not all used next year?	Yes, you can carry the in-kind forward until it is used up.
12.	What if there is not a local paper available?	The obligation by newspapers isn't matched up with communities. It's based on newspaper tonnage in the community. If there is no local paper available, a community can choose to go to a newspaper in a nearby community or go digitally.
13.	Can you please explain how NMC will potentially work with communities on a tailored approach if needed and on an individual basis?	Newspapers will work with communities to make sure the in-kind is used effectively to promote recycling through a combination of print and digital advertising. Newspapers have experience in working with many communities already and are happy to provide advice where possible. Templates will also be available for communities to use.
14.	Can this advertising be placed in a local paper that is not an "official" newspaper?	If they are not a member of NMC or MCNA, they would not be included. It's important to remember that the legislation in Manitoba has a diminimus standard. Even if you have a small paper operating in your community, they may not fall under the legislation and therefore are not legally required to be a part of the program. Participating newspapers will be listed on stewardshipmanitoba.org .
15.	Can you please confirm when the detailed Program Guide will be available online?	The Program Guide is already on stewardshipmanitoba.org under the 'Communities' tab.
16.	A municipality that recycles a great deal would then receive a larger amount of advertising credits - wouldn't it make more sense to give a larger amount to municipalities with lower recycling rates so the advertising could be used to increase those rates?	The municipality that has recycled more newspapers has put out the money to do that. That is money being refunded back to them in the form of in-kind advertising. MMSM does provincial advertising campaigns annually to improve recycling rates. If you are a community with a small amount of in-kind, please reach out to MMSM to see if we can get more coverage in your area.

17.	If our local newspaper is not on the MCNA list, how do we find out if they are included?	A full list of participating newspapers will be on the stewardshipmanitoba.org website in the coming weeks.
18.	Will the allocation include amounts owing from previous years?	Yes, a notice went out to participating communities in mid-November and it included the total in-kind owed to your community since August 2017. Annual funding letters will be going out in the next week and will include your in-kind allocation for 2022.
19.	Our small local paper that we do the majority of our advertising is by donation, how do we pay them?	If they are not part of the partner list, they are not part of this in-kind program.
20.	If our allotment doesn't cover the full cost of the ad we want, can we pay for the remaining amount?	Yes, you don't have to limit yourself to the amount of in-kind you have. Support your local paper.
21.	Will the templates include the required reference message so that requirement does not get missed?	Yes, all template advertisements will include the required message.
22.	Will there be a mandatory review in the future to evaluate how this new In-Kind Program is being implemented?	MMSM and NMC have committed to reviewing this on an on-going basis with AMM and participating communities.
23.	Is there standardized ad size and pricing within the industry or is each paper different?	It does vary from paper to paper. Your local newspaper can provide all the specifications that you need to place an advertisement.
24.	Are there cost controls on what newspapers can charge for advertising under this program?	Newspapers are charging their usual rates as per their rate cards.
25.	Who will determine where in the newspaper the advertisement will be placed?	That will be worked out with each paper. It will be subject to availability, but newspapers will be reasonable and make their best efforts to provide communities with the space they would like.
26.	Will this program continue unchanged when Manitoba moves to a full EPR program for packaging and paper?	The transition to full EPR is a few years down the road. MMSM has submitted the draft Transition Plan to the Government of Manitoba, and they will be doing a public consultation, hopefully in early 2022. MMSM is committed to reviewing this program on an on-going basis.
27.	Is it possible to identify a main point of contact for each newspaper for municipalities to deal with?	Most communities already have contacts with their local paper. Please reach out to the sales associate you typically work with.
28.	Will you publish the community ads on the MMSM website that communities have created?	MMSM will publish advertisements that could be usable by another community provided they have received permission to use the creative. It's also MMSM's intention to send out quarterly newsletters to

		communities with a reminder to use the in-kind and to highlight other community ads that have been successful. It's a good resource.
29.	Given turnover in offices, what if municipalities don't have a main contact currently?	MMSM has contacts in our Municipal Online Reporting System (MORS) that are regularly updated. If you are looking for newspaper contacts, please look for their general inquiry line or email address or contact the MCNA office directly.
30.	Will there be consideration in the future to offer an in-kind program that's not constrained to newspaper advertisements?	This is how newspaper publishers are paying their recycling fees to MMSM and Manitoba communities. Other advertisers are not part of this program.
31.	We have an ad we want to publish in our local newspaper. We send it to MMSM and our local paper. Do we have to pay for that ad and then claim it for reimbursement or is that part skipped, and no money is exchanged?	The first step is contacting your local paper and they will provide you with an insertion order. You will then send the insertion order and ad artwork to MMSM for approval. No money will be exchanged, and you don't have to submit for reimbursement. MMSM will draw down your in-kind as it is used.
32.	Will the balance of unused credit amount continue to carry into future years, or do they expire at the year end?	There is no deadline, and the amounts will be carried forward to the next year.
33.	I have been told that the "standard rates" charged by newspapers for ads is rarely what is actually charged because there is always room for negotiation. I assume this will not be the case with this program?	There are published rate cards and advertisers negotiate based on volume of advertisements placed. Newspapers are expected to honour the rates they are currently charging communities.
34.	Our municipal recycling rates are extremely high and as such our in-kind advertising dollars would be better spent in a community with lower recycling rates. Can we give a portion of our dollars away?	Yes, if that's something you would like to do and the community agrees, MMSM would gladly accept that.
35.	If a municipality allocates a value of in-kind to a third party, i.e., an art group, will the municipality be copied on the approval given by MMSM, that is assuming the third/art group administers the program themselves.	MMSM needs to be able to track the in-kind to ensure it's being allocated correctly. The community would have to book the advertisement on behalf of the art group and ensure all the appropriate steps are taken. Please refer to the Program Guide for the steps to follow.

36.	Will there also be templates for digital ads? And where can the digital ads be published (only on the newspaper website or other)?	MMSM is creating digital advertisement templates. They can be used on newspapers websites or through digital newsletters.
37.	If the third party is a recycling depot that advertises, are we able to submit their ad?	Yes, just ensure you're following the appropriate steps in the Program Guide for submission.