

Section 8: Operations – Program and Services Policies

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Policy Section: Operations – Programs and Services	Policy Number: OPS-1
Policy: Member Rights, Benefits, and Obligations	Date Approved: September 17, 2003
	Last Date Reviewed: Sept 2008
	Last Date Revised: Oct 2008
	Number of Pages: 3
	See bylaws 3D Article 1 and Articles 3D through 31

To establish and maintain a trusting relationship with its Members, the AWNA provides Members with:

- Appropriate confidentiality and privacy
- Accurate information about being an AWNA Member
- Opportunities to a fair process to deal with grievances against other Members that are not following the AWNA *Bylaws*

Parameters

1. The AWNA informs Members of all of the rights, benefits, and obligations of membership.
2. The AWNA collects, transmits, and stores membership information in a manner that prevents improper access.
3. The AWNA does not share or sell membership information without the Member's prior consent.

4. Application for Membership

In addition to *Article 2* of the *Bylaws*:

- a) Membership application forms request only necessary information.
- b) The Membership Committee communicates with applicants about the status of their application in a timely manner.
- c) The Board of Directors shall vote on all membership applications in a timely manner. The Board may use its discretion to vote either in accordance with or against the recommendations of the Membership Committee so long as that discretion is exercised in good faith, in view to the best interests of the AWNA and in accordance with the provisions set out in Section 3 of the Bylaws dealing with membership.

5. Regular Members

a) Obligations

In addition to the obligations stated in *Article 1 and Articles 3D through 31* of the *Bylaws*, Regular Members must:

- i. Abide by the policies and procedures of the AWNA

- ii. Have an office that is open to the public
- iii. Have a dateline on each page that includes the name of the community served by the newspaper
- iv. Participate in the AWNA's ad placement system. The Member grants the AWNA and Community Media Canada (CMC) the right to represent and sell advertising in the member newspapers in a unified and cohesive manner.
- v. Inform the AWNA of any decision not to run a blanket classified advertisement.
- vi. Submit circulation audits
 - Member newspapers must submit circulation audits as per *Bylaws 3C*.
 - Any Member that has not submitted a circulation audit within a twelve (12) month period is suspended until a current circulation audit is submitted to the AWNA.
- vii. Required font size of blanket classified ads
 - Ads are to be published in the 8-point size provided by the AWNA office. An exception will be made to those member publications that publish local classifieds in a smaller type size. In those cases, the blanket classifieds can be typeset in the same size as the local classifieds.
- viii. Member Employment Ads
 - Members are to be permitted to publish no more than 12 employment ads per calendar year for free, effective January 1, 2005. These ads will be carried under Publisher's Approval.
- ix. **Psychic Ads**
 - Psychic ads are to be placed in the Publisher's Approval category of the blanket classifieds.

b) Benefits

Regular Members' benefits include:

- i. Industry advocacy to different levels of government
- ii. AWNA advertising services
- iii. Member education and professional development opportunities, such as the Annual Newspaper Symposium, seminars, workshops, and conventions
- iv. Recognition and award programs
- v. Community education programs
- vi. Internet services.
- vii. The AWNA weekly news bulletin
- viii. Lending library
- ix. NewsMedia Canada's online newsletter
- x. Group purchases on newspaper-related software and resource books
- xi. Access to reciprocal libel insurance
- xii. Scholarship programs
- xiii. Affiliation with NewsMedia Canada, Verified Circulation Program (CMCA), and the Press Council.

6. Affiliate Members

a) Benefits

- i. Affiliate Members are not eligible to participate in AWNA services as stated in *Article 4D* of the *Bylaws*.
- ii. Affiliate Members' benefits include:
 - The Annual Newspaper Symposium, seminars, workshops, and convention activities
 - The AWNA weekly on-line news bulletin
 - Group purchases on newspaper-related software and resource books
 - Access to reciprocal libel insurance and CCNA's Verified Circulation audit program

7. Life Members and Honourary Life Members

- a) The AWNA awards Life Memberships to recognize either:
 - i. Outstanding service in the field of weekly newspaper journalism and a sustaining interest in the affairs of the AWNA during a distinguished career as a weekly editor and publisher
 - ii. A continuing interest in the welfare and progress of weekly newspapers in Alberta, and a personal contribution to the integrity, goodwill, and fellowship among the AWNA and its friends
- b) In addition to the rights and obligations stated in *Article 4A* of the *Bylaws*, Life Members: and Honourary Life Members
 - i. May attend AWNA meetings at reduced rates
 - ii. Receive a free subscription to the AWNA's bulletin

8. Bylaw Disputes

- a) Members with a complaint about another Member's contravention of the *Bylaws* must submit, in writing, the complaint to the Chair of the Membership Standards Committee. The complaint must include:
 - i. The name of the accused Member
 - ii. The name of the Member filing the complaint
 - iii. The *Bylaw(s)* that the accused Member has allegedly contravened
 - iv. All relevant information and documentation
- b) The Membership Committee must notify the accused member that a complaint has been lodged against their newspaper and provide the name of the plaintiff, along with all details of the complaint.
- c) The Membership Committee handles each complaint in a timely, professional, and independent manner, and makes recommendations to deal with the complaint to the Board.
- d) Disputes that are outside the jurisdiction of the AWNA *Bylaws* are referred to organizations such as the Better Business Bureau or the Alberta Arbitration and Mediation Society for assistance.

Policy Section: Operations – Programs and Services	Policy Number: OPS-2
Policy: Awards and Recognition	Date Approved: September 17, 2003
	Last Date Reviewed: Nov 2007
	Last Date Revised: July 2017
	Number of Pages: 2

AWNA gives awards and special recognition in order to:

- Highlight quality services and/or performance of individuals and Member organizations
- Recognize past service of Members
- Recognize the quality of Member newspapers

Parameters:

1. Recognition of Individuals Working in Member Newspapers

a) Bill Draayer Award

- i. The Bill Draayer Award recognizes outstanding personal contributions by an individual Member to the progress and development of the AWNA that is not recognized in any other way.
- ii. The Chair of the Executive Committee chairs the ad hoc Bill Draayer Award Committee. Two (2) or more past winners of the Award are the other members of this committee.
- iii. The Committee does not use a specific marking system. The Committee researches each achievement individually. Decisions are based on a majority decision of the Committee.

b) George Meyer Leadership Award

The George Meyer Leadership Award recognizes individuals who position their newspaper as a community leader, and who do their own work to strengthen their community and industry.

George Meyer has graciously agreed to lend his name to the 'George Meyer Leadership Award', which recognizes a newspaper staff member or publisher who exemplifies community leadership and volunteerism.

c) Quill Awards

- i. Quill Awards are presented to community newspaper employees for long-term service to the community newspaper industry.
- ii. A Member newspaper publisher may present Bronze Quills to any long-term employee. These Awards are given locally.

iii. The AWNA presents CCNA Silver Quills for twenty-five (25) years of service, and CCNA Gold Quill Awards for fifty (50) years of service to Member publishers, editors or executive officers. The AWNA presents these CCNA Awards at Provincial or National Conventions.

d) Tributes

- i. On the death of an official representative of a Regular Member, Past President, Honourary Member, or Life Member, the AWNA donates one hundred dollars (\$100.00) to the charity of choice.
- ii. Member newspapers, newspaper groups, or families may wish to honour an individual through scholarships or special awards. When requested, the AWNA may assist in such areas as distributing information and awarding scholarships.

2. Member Newspaper Recognition

a) Better Newspaper Competition

- i. This is a provincial competition and awards are given three (3) times each year in the categories of photographic, editorial, advertising, premier awards, and general excellence.
- ii. The AWNA contracts judges who are leading journalists and practitioners from across Canada to judge the competition.
- iii. The AWNA recognizes winners at the Convention or Symposium. The premier and General Excellence awards are handed out at the Annual Convention.. The AWNA Photo Awards are handed out at the Symposium or Convention.
- iv. The AWNA advises the top three (3) newspapers award winners prior to the event.
- v. The AWNA covers one (1) night accommodation and the award dinner for the top three (3) newspapers award winners at the General Excellence Award presentation. **(depending on budget)**

b) The AWNA shall purchase advertising space, valued up to \$250, in those newspapers celebrating milestone anniversaries. Milestone anniversaries are in 25-year increments.

3. Recognition of Retiring Board members

Awards of recognition of past board members be presented at the annual convention. This recognition will be comprised of an appropriate gift recognizing service and an invitation to dinner for two and one night's free lodging at the meeting.

Policy Section: Operations – Programs and Services	Policy Number: OPS-3
Policy: Member Training and Education	Date Approved: September 17, 2003
	Last Date Reviewed: Nov 2007
	Last Date Revised: July 2017
	Number of Pages: 2

The AWNA provides Member training and education opportunities that provide Members with:

- Educational opportunities that respond to market needs
- Networking opportunities
- Opportunities to discuss industry issues

Parameters:

1. Credit Vouchers (depending on budget)

The AWNA may use surplus funding to issue credit voucher to Members. The Board approves the amount of the vouchers in the annual budget. Members can use the vouchers toward the costs of attending any AWNA meeting or function, or the CCNA annual meeting. Vouchers expire at the end of the calendar year.

2. Non-Member Rate

a) The Executive Director recommends a non-member rate to the Board that is 20% greater than the actual cost of delivering the educational event.

Student Rate

b) The rate for students to attend the AWNA symposium will be \$69 including GST. This is subject to change by the Board of Directors.

Life Member and Honourary life member Rate

c) Life and Honourary Life members' rate to attend AWNA events, is 50% of the member rate.

3. Convention

- a) Keeping cost-effectiveness in mind, the AWNA strives to alternate the Annual Convention, held in September, between northern and southern Alberta.
- b) Life/Honourary members pay one-half (1/2) the seminar registration fee.

4. Newspaper Symposium (depends on budget)

- a) The Symposium offers training in all aspects of the newspaper industry.
- b) Keeping cost-effectiveness in mind, the AWNA strives to:
 - i. Alternate the Symposium between northern and southern Alberta
 - ii. Hold the Symposium in the opposite half of the province in which the Convention is held that year
- c) The AWNA may subsidize the Symposium so that Regular Member newspapers can afford to send many staff.

5. Non-Member attendance at AWNA events

Non-members are not permitted to attend 'members only' sessions at AWNA events unless determined otherwise by the Chair. A sign will be posted at the door during these events indicating the session is intended for 'Members Only'.

Policy Section: Operations – Programs and Services	Policy Number: OPS-4
Policy: Advertising Services	Date Approved: September 17, 2003
	Last Date Reviewed: Nov 2007
	Last Date Revised: June 2018
	Number of Pages: 4

The AWNA provides advertisers with efficient and effective advertising services, and current information on the markets that Regular Member community newspapers serve. The AWNA develops technology that increases sales and target audiences for each advertising client.

Parameters:

1. NAV System

a) Ad Reproduction

Size alterations up to and including three lines in width or depth are acceptable. Ad must appear in its entirety.

Any size alterations over three lines in width or depth are subject to client discretion in regards to payment or non-payment.

b) Ad Reproduction Quality

Reproduction quality issues beyond the control of the AWNA are the responsibility of the member newspaper to rectify.

c) Newspaper Deadlines

The AWNA requires two weeks notification of changes to publishing deadlines. Changes in dates of publication requires 90 days notice.

d) Ad Cancellations

While the AWNA will do its best to resolve all situations fairly, the AWNA will not be held financially responsible for any ads cancelled after newspaper deadlines.

e) Tearsheets

AWSOM files must be uploaded within 24 hours of publication. If the newspaper closes down for a holiday week, it is required that the newspaper be uploaded beforehand. Ads that are not uploaded within 24 hours may result in non-payment.

f) The AWNA buys subscriptions to member newspapers.

- g) The AWNA abides by the AWNA ad placement procedures of Community Media Canada (CMC) with the following exceptions:
 - i. The AWNA may process payments to newspapers without a tearsheet as long as there is proof that the advertisement was published as ordered. Acceptable proof includes an electronic (digital) archive and/or a publisher's sworn affidavit of insertion.
 - ii. AWNA Regular Members may change rates on January 1 of each year. These rates are used for the entire calendar year.
 - iii. The AWNA charges a processing fee of 4.7% on all placed ads.
 - iv. The AWNA pays Regular Members bi-weekly of each month for all ads that were published 60 days prior.
 - v. The AWNA does **not** follow a sequential liability policy, except in cases where an ad is placed by another association. In all instances, the AWNA pays its regular members for all ads placed.

h) Commission on Ad Placements – other Provincial Associations

A commission of 3.5 percent is to be granted to other associations that place ads in AWNA member newspapers. This is a reciprocal arrangement with other associations not included in the membership, where provisions apply.

i) Ad Leads and Commission to Member Newspapers

The AWNA will split its service fee 50/50 with member newspapers that place advertising through the NAV System or refer a lead to the AWNA that results in an ad placement.

j) Service fee on Flyers

A service fee of ten percent is to be levied by the AWNA office on all free-standing inserts (F.S.I's) placed in member newspapers.

2. Blanket Classified Advertising

a) Acceptable Classified Advertising

- i. The AWNA makes a reasonable attempt to verify the authenticity and/or legality of advertisements.
- ii. AWNA contacts other provincial associations when specific issues arise, in order to develop agreed-upon uniform acceptance policies.
- iii. Participating Members newspapers retain the right to reject any advertisement under this program that does not meet their advertising standards.
- iv. AWNA does not provide tearsheets for blanket classified advertisements.
- v. Regular members must place out-of-province blanket classified ads with the AWNA office.

b) Unacceptable Classified Advertising

The AWNA does **not** accept the following classified advertisements in its blanket classified advertising service.

- i. Any advertisement that asks the reader to send money in advance for a product or service, or for information about a product or service. The AWNA reserves the right to ask for a sample of any product or service offered through an advertisement, in order to determine the worth of the product or service.
- ii. Any business opportunity that is not, in the judgment of the AWNA, a legitimate business opportunity or job offer.
- iii. Any advertisement for a product or service that the AWNA feels is undesirable or offensive to readers or its Member newspapers.
- iv. Any advertisement that makes undocumented claims about the benefits of a product or service.
- v. Any advertisement for an unlawful product or service.
- vi. Any advertisement that is discriminatory to any race, color, creed, religion, or gender.
- vii. Any ad from outside of Canada that appears to be questionable.
- viii. Any ad from newspapers that are members of other provincial associations

c) Rates

- i. The Board determines the rates annually, or as needed.
- ii. Rate increases are set by November 1 and take effect on January 1 of the following year, unless the Board determines that financial difficulties require different timing.
- iii. Regular members cannot discount or inflate the price of blanket classified ads.
- iv. Regular Members must limit free member employment classified advertising to twenty-five (25) words. Regular Members are limited to a maximum of 12 free recruitment ads per calendar year.

Blanket Classified Fund

- v. A fund is to be established, effective July 1, 2004, to help offset members' costs related to the publication of the Association's blanket classified advertisements. This fund will be derived from two sources; 1) from a \$3 per word charge on ads that exceed 25 words, with the charge only applied to words in excess of 25, and 2) from a \$20 per ad additional charge. The extra word charge is in effect as of July 1, 2004, until further notice, and the extra \$20 charge per ad is in effect as of January 1, 2005, until further notice. Payments to member newspapers are to be made quarterly, one month following the end of each fiscal quarter, i.e., October 31st, January 31st, April 30th and July 31st. The Board of Directors has the discretion to forego payment to members due to financial circumstances.

vi. Membership Dues

Membership dues not paid by June 30 will be deducted from the next display ad payment.

d) Finder's Fees

- i. The Board determines the finder's fees annually, or as needed.
- ii. The AWNA honours a 20% finder's fee from other provincial community newspaper associations. This finder's fee is applied to the total cost of the ad.

e) Deadlines and Publication

- i. AWNA deadlines are no earlier than the end of the day on Wednesday for publication of the following week.

f) Distribution of Ads

- i. The AWNA distribute ads to Regular Members in an electronic format.

g) Errors

- i. The AWNA reruns in the next available date, at no charge, any ad that another provincial association distributes in error.
- ii. A Member newspaper that incorrectly publishes an ad must rerun the ad in the next issue at no charge.

h) Billing and Payment

- i. The AWNA offers a volume discount for blanket classified advertising, in which advertisers that run ten (10) ads over a six (6) month period receive the 11th ad free.

Policy Section: Operations – Programs and Services	Policy Number: OPS-5
Policy: Member Communication, Networking, and Promotional Tools	Date Approved: September 17, 2003
	Last Date Reviewed: Nov 2007
	Last Date Revised: Jan 2006
	Number of Pages: 2

The AWNA uses various communication tools to effectively link the AWNA with its Members. The purposes of these communication tools include:

- Marketing and promotion
- Information and education
- Input and feedback
- Networking opportunities

Parameters

The Executive Director ensures that:

1. All communication aligns with, and promotes the vision, values, and mission of the AWNA.
2. The most cost-effective communication tool is used to reach the AWNA's Members.
3. All communication tools provide current and clear information that is timely and accurate.
4. Communication tools encourage feedback, when appropriate.
5. Communication tools present a consistent message and a uniform visual identity for the AWNA.
6. The AWNA maintains a 1-800 line.

7. Website

- a) The AWNA website provides:
 - i. An overview of the AWNA's programs and services
 - ii. A place for Blanket Classified Advertising customers to book online
 - iii. Information on rates for advertising clients, and data on Member newspapers
 - iv. Information on AWNA tributes
- b)

8. *A Guide to Association Services*

- a) New Members and potential members receive copies of the Guide.
- b) The Membership Committee updates the Guide annually, and the AWNA office sends the updates to all Members.

9. **Publisher Area Meetings**

- a) The purposes of these meetings, determined by the Board, are to:
 - i. Seek Member input on current AWNA issues
 - ii. Deliver clinics and/or services that the AWNA provides in a local setting
 - iii. Provide opportunities for publishers in common geographic areas to discuss regional issues

10. **Bing Crosby Golf Tournament**

- a) The Board approves the venue and budget for the annual Bing Crosby Golf Tournament. The AWNA staff organize and conduct the tournament.

Policy Section: Operations – Programs and Services	Policy Number: OPS-6
Policy: Market Research	Date Approved: September 17, 2003
	Last Date Reviewed: Nov 2009
	Last Date Revised: August 2017
	Number of Pages: 1

The AWNA engages in market research in order to:

- Ensure that there is up-to-date market research related to the needs of community newspapers
- Raise the profile of community newspapers with advertisers
- Enhance the profitability of community newspapers

Parameters:

1. Advisor

- a) Each newspaper listing includes the most recent circulation audit.
- b) This is a resource for helping clients plan and select their advertising buy, including rate card, community coverage locator, circulation audits and other pertinent information on newspapers published by the AWNA members.

2. Circulation

- a) The AWNA update circulation for member newspapers online in a non-verified state if the audit type has changed or if its circulation has changed plus or minus 15 per cent, if the newspaper provides supporting documents.
- b) The AWNA allow member newspapers to update their circulation with 'pending' status.
- c) Circulation audits are only required for publications distributing more than 50,000 copies per year.

Policy Section: Operations – Programs and Services	Policy Number: OPS-7
Policy: Digital Archives	Date Approved: September 17, 2003
	Last Date Reviewed: Nov 2009
	Last Date Revised: Nov 2009
	Number of Pages: 1

The AWNA supports a digital archive system to provide Regular Members with:

- The ability to archive their newspapers in a searchable format that is web accessible and easy to access
- A fully digital advertising service with electronic tear sheets that can be obtained by using the archives

Parameters

1. The AWNA provides an affordable system.

2.

Policy Section: Operations – Programs and Services	Policy Number: OPS-8
Policy: Internships	Date Approved: September 17, 2003
	Last Date Reviewed: Nov 2007
	Last Date Revised: July 2017
	Number of Pages: 1

The AWNA believes that scholarships provide a way to encourage students to pursue careers in community newspapers.

Parameters:

1. The C. A. MacLean Foundation sponsors two ten-week internships during the summer for journalism students. The internship program will allow students to learn first-hand the importance of community journalism, having them work alongside the editors, reporters and photographers of the community newspapers in Alberta or NWT. All AWNA member newspapers are eligible to apply to participate in the internship program, with two newspapers being chosen by lottery to host an intern. Applications received from the students will be reviewed and distributed to those two newspapers, who will then interview each student and make their selection.
2. The AWNA promotes the Internships.
 - a) The Interns are invited to attend the Symposium or Convention.
AWNA pays for one (1) night accommodation
The awards dinner for the intern.
(depending on budget)