

Section 8: Operations – Program and Services Policies

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|-------|---|----|
| OPS-1 | Member Rights, Benefits, and Obligations..... | 1 |
| OPS-2 | Awards and Recognition | 4 |
| OPS-3 | Member Training and Education..... | 6 |
| OPS-4 | Advertising Services | 8 |
| OPS-5 | Member Communication, Networking, and Promotional Tools | 12 |
| OPS-6 | Market Research..... | 14 |
| OPS-7 | Digital Archives..... | 16 |
| OPS-8 | Internships | 17 |

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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 AWWA provides Members with:

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

Parameters

1. The AWWA informs Members of all of the rights, benefits, and obligations of membership.
2. The AWWA collects, transmits, and stores membership information in a manner that prevents improper access.
3. The AWWA 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 AWWA 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 3I* of the *Bylaws*, Regular Members must:

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

- 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 AWWA's ad placement system. The Member grants the AWWA 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 AWWA 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 AWWA.
- vii. Required font size of blanket classified ads

Ads are to be published in the 8-point size provided by the AWWA 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. AWWA 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 AWWA 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 AWWA services as stated in *Article 4D* of the *Bylaws*.
- ii. Affiliate Members' benefits include:
 - The Annual Newspaper Symposium, seminars, workshops, and convention activities
 - The AWWA 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 AWWA 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 AWWA 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 AWWA 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 AWWA meetings at reduced rates
 - ii. Receive a free subscription to the AWWA'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 AWWA *Bylaws* are referred to organizations such as the Better Business Bureau or the Alberta Arbitration and Mediation Society for assistance.

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| 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 AWWA 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 AWWA 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 AWWA 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 AWWA 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 AWWA contracts judges who are leading journalists and practitioners from across Canada to judge the competition.
- iii. The AWWA recognizes winners at the Convention or Symposium. The premier and General Excellence awards are handed out at the Annual Convention.. The AWWA Photo Awards are handed out at the Symposium or Convention.
- iv. The AWWA advises the top three (3) newspapers award winners prior to the event.
- v. The AWWA 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 AWWA 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.

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| 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 AWWNA 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 AWWNA 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 AWWNA 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 AWWNA 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 AWWNA events, is 50% of the member rate.

3. Convention

- a) Keeping cost-effectiveness in mind, the AWWNA 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 AWWNA 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 AWWNA may subsidize the Symposium so that Regular Member newspapers can afford to send many staff.

5. Non-Member attendance at AWWNA events

Non-members are not permitted to attend 'members only' sessions at AWWNA 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'.

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| 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 AWWA provides advertisers with efficient and effective advertising services, and current information on the markets that Regular Member community newspapers serve. The AWWA 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 AWWA are the responsibility of the member newspaper to rectify.

c) Newspaper Deadlines

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

d) Ad Cancellations

While the AWWA will do its best to resolve all situations fairly, the AWWA 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 AWWA buys subscriptions to member newspapers.

- g) The AWWA abides by the AWWA ad placement procedures of Community Media Canada (CMC) with the following exceptions:
 - i. The AWWA may process payments to newspapers without a tearsheet as long as there is proof that the advertisement was published as ordered. Acceptable proof includes and electronic (digital) archive and/or a publisher's sworn affidavit of insertion.
 - ii. AWWA Regular Members may change rates on January 1 of each year. These rates are used for the entire calendar year.
 - iii. The AWWA charges a processing fee of 4.7% on all placed ads.
 - iv. The AWWA pays Regular Members bi-weekly of each month for all ads that were published 60 days prior.
 - v. The AWWA does **not** follow a sequential liability policy, except in cases where an ad is placed by another association. In all instances, the AWWA 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 AWWA 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 AWWA will split its service fee 50/50 with member newspapers that place advertising through the NAV System or refer a lead to the AWWA that results in an ad placement.

j) Service fee on Flyers

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

2. Blanket Classified Advertising

a) Acceptable Classified Advertising

- i. The AWWA makes a reasonable attempt to verify the authenticity and/or legality of advertisements.
- ii. AWWA 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. AWWA does not provide tearsheets for blanket classified advertisements.
- v. Regular members must place out-of-province blanket classified ads with the AWWA office.

b) Unacceptable Classified Advertising

The AWWA 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 AWWA 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 AWWA, a legitimate business opportunity or job offer.
- iii. Any advertisement for a product or service that the AWWA 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 AWWNA 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. AWWNA deadlines are no earlier than the end of the day on Wednesday for publication of the following week.
- f) Distribution of Ads**
 - i. The AWWNA distribute ads to Regular Members in an electronic format.
- g) Errors**
 - i. The AWWNA 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 AWWNA 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.

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| 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 AWWA uses various communication tools to effectively link the AWWA 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 AWWA.
2. The most cost-effective communication tool is used to reach the AWWA'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 AWWA.
6. The AWWA maintains a 1-800 line.
7. **Website**
 - a) The AWWA website provides:
 - i. An overview of the AWWA'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 AWWA 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 AWWA 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 AWWA issues
 - ii. Deliver clinics and/or services that the AWWA 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 AWWA staff organize and conduct the tournament.

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| 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 AWWA 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 AWWA members.

2. Circulation

- a) The AWWA 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 AWWA 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.

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| 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 AWWNA 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 AWWNA provides an affordable system.

2.

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| 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 AWWNA 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 AWWNA member newspapers are eligible to apply to participate in the internship program, with two newspapers being chose 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 AWWNA promotes the Internships.
 - a) The Interns are invited to attend the Symposium or Convention.
AWWNA pays for one (1) night accommodation
The awards dinner for the intern.
(depending on budget)