



## POLICY 10.01

### COMMUNICATION

#### *The Voice*

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#### **Policy Intent:**

##### **Mandate**

The Voice is a communications vehicle for the members of Athabasca University Students' Union . The Voice will endeavor to provide current, factual, pertinent information and entertainment in a clear and understandable format, and also to provide a forum where students may gain experience with having their writing published. The Voice will maintain an open submissions policy and actively encourage student participation.

##### **Mission Statement**

- a) The Voice will focus on issues and topics of importance or interest to AU students
- b) The Voice will represent the students' point of view

#### **Policy Responsibility:**

Executive Committee

#### **Policy:**

##### **Editorial**

##### 10.01.1 Political Position

10.01.1.1 The Voice's editorial policy is one of fair and equitable coverage. In keeping with standard journalistic ethics, The Voice does not support or endorse any individual politician or political party or any individual faculty or department within the University; with the exception of its editorial pages, which may contain personal opinions of the authors.

##### 10.01.2 Presentation

10.01.2.1 In designing and creating The Voice, the editorial staff will strive for a professional presentation that is visually appealing and easy to navigate.

10.01.2.2 The Editor and writers will work in keeping with Canadian Press Journalistic Style. The Voice will not publish items the Editor judges to be in poor taste, or unsuitable for an educated, sophisticated audience.

##### 10.01.3 Editorial Control

10.01.3.1 The Editor will make the final determination of suitability of the articles for The Voice.

10.01.3.2 The Editor will set aside space in The Voice reserved for AUSU news or commentary by an Executive member or Councillor designated by the Executive to act on behalf of AUSU. This does not prejudice the Editor's ability to publish any other comments or articles on AUSU activities.

#### 10.01.4 Editorial Page

10.01.4.1 Letters to the Editor are to be encouraged. The Editor reserves the right to edit for length and suitability to The Voice format. If edited, the Editor will ensure to the best of his or her ability that the political position of the initial letter remains unchanged.

10.01.4.2 A masthead will be present, identifying legal publishing rights, disclaimers, the address of The Voice and the Editor, and the Voice website and email addresses. It will feature a disclaimer indicating that not all views presented are those of the students' union.

#### 10.01.5 Regular Features

10.01.5.1 Once per year, the Editor will conduct an Annual Reader Survey to determine what students want out of The Voice. The survey should be advertised and easy to locate, and may offer prizes as an incentive. All efforts should be made to obtain as much student input as possible. Subsequent Voice content should strive to provide students with the kind of articles they wish to read, as determined by the survey results.

### **Funding**

#### 10.01.6 AUSU Contribution

10.01.6.1 Funding for The Voice is provided by AUSU according to the annual AUSU Budget.

10.01.6.2 AUSU reserves the right to audit The Voice funding to ensure it is in the best interests of the students at any time.

### **Advertising**

#### 10.01.7 Rate Card

10.01.7.1 The Editor will determine advertising prices for The Voice that he or she feels best benefit The Voice as a whole, and will submit these totals as revenue goals in the annual budget to AUSU.

#### 10.01.8 Content Control

10.01.8.1 The Voice reserves the right to deny any advertising at the discretion of the Editor.

#### 10.01.9 Sales Representatives:

10.01.9.1 The Voice Editor may recruit sales representatives to solicit advertising for The Voice.

#### 10.01.10 No Charge Advertising

10.01.10.1 Public Service Announcements may be accepted at the discretion of the Editor of The Voice.

### **Classified**

#### 10.01.11 General Guideline

10.01.11.1 The Voice offers classified advertising to students for free. The advertisements must be a maximum of 100 words including the telephone number, and there is a limit of three free

classifieds per student, per issue. Ads may also include a picture, which will be resized and presented as the editor sees fit.

10.01.11.2 The rate for classified ads for outside entities will be set by the Editor of The Voice.

#### 10.01.12 Restrictions and Limitations

10.01.12.1 The Editor reserves the right to refuse any classified advertising without explanation.

### **Position Descriptions**

#### 10.01.13 Editor

10.01.13.1 The Editor is responsible for maintaining ethical standards and integrity in the newspaper as detailed in section 10.01.15-17.

10.01.13.2 The Editor is in charge of all staff while working directly for The Voice.

10.01.13.3 The Editor will arrange for editorial copy, assign stories and edit finished works. The Editor may contract with external services such as cartoonists, press, content providers [artwork, web art], mailing house, or merchandisers

10.01.13.4 The Editor will write for The Voice as needed to provide a quality publication.

10.01.13.5 The Editor will be responsible for editing and layout.

10.01.13.6 The Editor will maintain The Voice website and email subscription lists, and arrange for upgrades or repairs to the site as needed.

10.01.13.7 The Editor is responsible for supplying, preparing, and presenting graphical content for The Voice articles, as s/he sees fit.

10.01.13.8 The Editor will maintain or arrange for the maintenance of The Voice records. Records will include the following writer information: contact details, starting date with The Voice, contracts with The Voice, and payment details. Records will also include details about professional contacts, outside services used by The Voice, and all other financial and administrative records.

10.01.13.9 The Editor will determine rates of pay for writers within the constraints of The Voice budget.

10.01.13.10 The Editor will promote, or obtain promotions for The Voice as s/he sees fit.

10.01.13.11 The Editor is responsible for providing an annual budget that will be subject to approval and acceptance by AUSU Finance Committee/Council, and is responsible to provide financial statements to AUSU yearly, and on demand with a minimum of two weeks notice.

### **Online**

#### 10.01.14 Content

10.01.14.1 The Voice will be made available in formats that are easily accessible for the students of AUSU, as determined by the Editor.

### **Ethical Standards**

#### 10.01.15 Employee Presentation

- 10.01.15.1 All employees of The Voice, whether paid or volunteers, will strive to present themselves in a professional manner.
- 10.01.15.2 The Voice staff will be expected to be courteous and compassionate.
- 10.01.15.3 The Voice representatives may use their positions to influence access to information.
- 10.01.16 Staff Ethics
  - 10.01.16.1 The Voice Staff members will not take advantage of their position by seeking out gratuities or other favours.
- 10.01.17 Reporter, Interviewer and Photographer Ethics
  - 10.01.17.1 Reporters, interviewers, and photographers should respect their sources and their right to confidentiality, where appropriate and within the guidelines of Canadian law.
  - 10.01.17.2 Reporters, interviewers, and photographers must verify the accuracy of all they report.
  - 10.01.17.3 The Voice will support its reporters, interviewers, and photographers in legal matters where merited.
  - 10.01.17.4 Photographers and interviewers will always make sure their subjects are aware of their intentions and their affiliation with The Voice, and obtain names of individuals photographed or interviewed. Names will be published when applicable and reasonable.
  - 10.01.17.5 Reporters will ensure that no copyrights are violated and that they have proper permission to use any material they publish in The Voice

**Policy History:**

Original Approval Date: September 18, 2003

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Reviewed Date: