

**SASKCULTURE INC.
STAFF POLICIES AND PROCEDURES**

Policy Name: Editorial Policy For Publications

Policy Type: Communications

Date Approved: April 2007

Board Policy: EL-1, EL-11, GP-2, GP-11, GP-18

Latest Revision: April 2007

PURPOSE or Policy Statement: To ensure that SaskCulture publications, both print and electronic, support the organization’s overall strategic objectives, adhere to current legal accountability standards and adhere to the principles and values outlined in Board Governance Policy and Executive Limitations. Any deviation from the identified standards will be at the discretion of the General Manager.

Specifically, SaskCulture publications will:

1. Support SaskCulture, and its operations, in communicating accurate, fair and timely information to a diverse range of stakeholders, to the best of its ability;
2. Include content that supports SaskCulture’s mandate and adheres to the organization’s style of presenting information;
3. Adhere to SaskCulture’s corporate visual identity guidelines as outlined in SaskCulture’s Visual Identity Policy;
4. Adhere to all writing and editing style guidelines developed for particular SaskCulture publications, or according to Canadian Press Style Guide, if a clarification has not made; and
5. Adhere to all Canadian copyright rules and regulations for publishing print and/or photography and/or graphic design.

GUIDELINES FOR ALL SASKCULTURE PUBLICATIONS:

Accuracy: SaskCulture is committed to providing accurate information based on data from first-hand sources whenever possible. Facts are checked against known sources of information for authenticity, and claims and allegations made by contributors are corroborated whenever possible. Reputable sources are used and named on the record. Source credentials will be checked to avoid being “hoaxed”.

Fairness: SaskCulture works to ensure that its publications cover a diverse range of topics and include opinions and ideas from a diverse range of, particularly cultural, stakeholders.

Timeliness: SaskCulture will make efforts to ensure that all information is published and distributed, in a timely manner, to the best of its ability. Timelines are developed for all publications, however, unanticipated printing, design and editing delays sometimes occur.

Note-taking: Accurate, reliable and complete notes of all significant research conversations and interviews will be taken and filed. Direct quotes will only be used from exact words noted by interviewee. Copies of interview notes, along with contact information, will be retained on file for 2 years.

Views and impartiality: Content in SaskCulture publications should clearly articulate the distinction between SaskCulture content and content created by other users outside the organization. SaskCulture will not publish partisan content designed to promote one party over another. SaskCulture will not endorse or support personal views or campaigns in its publications.

Contributors (Writing): SaskCulture publications will solicit content contributions from outside parties from time to time. Content must adhere to publication policy and editorial guidelines of individual publications. The publication editor, on behalf of the General Manager, reserves the right to edit content to ensure it adheres to current policies and guidelines. SaskCulture will provide the original writer with a copy of the finalized content when possible.

SaskCulture will pay freelance writers for their work to research, interview an expert and write an article, when required. SaskCulture does not normally pay an author for personal written commentary on a subject matter.

Contributors (Interviewee): SaskCulture will interview experts or participants to develop or support article content. Interviewees provide their consent for comments used by agreeing to the interview process. SaskCulture will not use input from of an individual who determines, during the interview or prior to print deadlines, which he or she is not comfortable with comments made. In some cases, SaskCulture will provide the interviewee with a copy of the article before it is printed, particularly if verification of direct quotes is required. SaskCulture will try to provide a copy of the final published piece to each interviewee whenever possible.

Use of Third Party material: SaskCulture will avoid using previously published material, as is, even if permissions have been granted. This does not include information provided to the organization/public through news releases, public service announcements or company annual reports.

Event Promotion: For SaskCulture, events include any “noteworthy” planned functions or activities scheduled for a particular time, date and location – many of which are cultural in nature, or focused on some aspect of organizational development. SaskCulture provides promotion for its own events through its publications where applicable. However, there are some limitations on the promotion of non-SaskCulture events in SaskCulture publications. Due to the amount of cultural activities taking place in the province, SaskCulture will limit its promotion to events that support capacity-building of cultural organizations, as well as SaskCulture supported events and activities.

Statistics and Risk Reports: SaskCulture will use statistics, risk reports and government releases in context, taking care not to worry its stakeholders unduly.

Editing: All copy will be edited according to the Canadian Press Stylebook editorial guidelines, amended only by SaskCulture’s corporate style requirements. For example, SaskCulture prefers to capitalize Board when referencing SaskCulture Board in all applications.

Correcting Mistakes: SaskCulture will do its best to acknowledge serious factual errors and correct mistakes or omissions, as quickly and clearly as possible. Whenever possible, mistakes should be corrected in the same publication as they appeared. If timing is an issue, SaskCulture may elect to use another vehicle to help promote correct information.

Design: SaskCulture’s publication designs will adhere to components of the organization’s corporate visual identity, which includes logo usage, colour palettes, and fonts, as well as target stakeholder readability.

Photography: SaskCulture will only use its own photographs, or photos with permission, in its publications. Photographer credit will be given whenever possible. Photograph content permission is detailed in SaskCulture’s privacy policy.

Photographs of artwork: Photographs depicting visual art of any kind will always include credit to the artist of the work, along with the photographer if known.

Digital Manipulation: The ability to digitally create, manipulate and copy audio-visual material, including still photographs, video and documents poses ethical dilemmas and creates potential for hoaxing. SaskCulture will ensure that any digital manipulation does not alter the impact of genuine material or otherwise seriously mislead stakeholders.

Saskatchewan Lotteries Trust Fund Acknowledgement: All SaskCulture publications, other than those expressly used for advocacy purposes, will include the Saskatchewan Lotteries Trust Fund logo, to acknowledge funding from this source.

Advertising: SaskCulture currently does not include advertising opportunities in any of its publications. Due to the overwhelming and complex nature of cultural activities taking place in Saskatchewan, SaskCulture will limit its content to promoting only opportunities that will support capacity-building of cultural organizations in Saskatchewan, as well as SaskCulture supported programs and services. Paid or in-kind advertising is not an option at this time.

Publishing Information: Each publication will list key publishing details, such as name of publisher, editor, publishing address, contact information, contributors, designer and year of publication.

Distribution: Distribution is determined and outlined for each individual publication in its guidelines. Publication guidelines adhere to SaskCulture's view of using the cultural network to enhance distribution whenever possible, rather than maintaining extensive distribution lists in its database. For example, an electronic email is sent to members and each contact then passes the information on to their individual mailing list as needed.

Identification and Archives of Publications: Each SaskCulture publication will be assigned a Volume, Issue number and date, as outlined by National Library and Archives Board. An index of the publications will be kept on file at SaskCulture. Past publications, from 2004 on, will be archived on the SaskCulture web site for easy reference. Print copies of publications published prior to 2004 will be retained in SaskCulture's corporate archives.

Third party use of SaskCulture published content: Any cultural group can re-produce SaskCulture copy, as it appears, in a non-commercial publication without prior permission. Changes to content should be approved by SaskCulture before reproducing. Use of, or reference to, the SaskCulture content in the development of a new product for non-commercial use, should reference SaskCulture accordingly. Non-cultural groups, or commercial enterprises, need to acquire SaskCulture permission prior to republishing or using any SaskCulture content.

Letters to the Editor or Inquiries: All letters to the editor and inquiries to individual publications will be recorded, responded to and filed according to SaskCulture policy and procedures for filing of inquiries to the organization.

Publication Management: The Communication Manager, on behalf of SaskCulture General Manager, will review all SaskCulture publications to ensure they meet, or provide an acceptable interpretation of, the standards described in this policy.

Disclaimer: SaskCulture's sample policies are being shared as reference tools only, for use by other non-profit cultural organizations. SaskCulture does not guarantee that they will be accurate or functional for other types of organizations. These documents are meant as samples only and may, or may not, reflect SaskCulture's current operations.