

## **Policy and Procedure Manual – Communications**

### **The Legend Newspaper Policy**

**Originating/Responsible Department:** Communications

**Authority:** Vice-President (University Advancement)

**Effective Date:** January 2008

**Related:** Signage & Advertising On University Premises

(<http://www.uleth.ca/policymanual/policyview?id=408>); University Lab & E-mail Station

Screensaver Policy (<http://www.uleth.ca/policymanual/policyview?id=442>); Notice

Board Posting Guidelines (<http://www.uleth.ca/it/services/noticeboard.html>); Personal

Security Policy (<http://www.uleth.ca/policymanual/policyview?id=337>)

### **Preamble**

#### **Content**

#### **Editorial Policies**

#### **Advertising**

### **1. Preamble**

1.1 The Legend is the official newspaper of the University of Lethbridge. As such, its content is consistent with the goals, policies and strategic priorities of the University. The Legend's objectives are:

- To provide U of L faculty, staff and other members of the internal community with timely information and notification of upcoming events.
- To introduce and recognize individuals from the U of L community.
- To inform the campus community about University history and current or future campus development projects.

### **2. Content**

2.1 The Legend informs the internal community about University-sanctioned events; student, staff and faculty accomplishments; faculty research and creative activity; recruitment; capital projects; and University history, news and future plans.

2.2 While recognizing freedom of expression in an academic context, Legend content must not promote a particular political, religious or un-ethical bias that would infringe upon the rights or personal security of individuals as contained in the University's Personal Security Policy or other relevant statutes or legislation.

2.3 Legend content must be consistent with the University's policies, goals and strategic principles.

### **3. Editorial Policies**

3.1 The Legend follows Canadian Press (CP) style for grammar and spelling. When CP does not prescribe a particular spelling, the Legend follows the Canadian Oxford Dictionary.

3.2 Communications reserves the right to edit submitted material for style, length and accuracy.

3.3 While every effort is made to include all relevant material, there isn't always sufficient space in the paper to include all of the University's news and events. Decisions on what material to include will consider news value; timeliness; relevancy to the U of L community; and the University's goals and strategic priorities.

3.4 The communications office reserves the right to refuse to run content or photos that conflict in any way with standards of good taste or which espouse actions or advertise activities contrary to individual personal rights and freedoms, any applicable legislation or University policy.

3.5 Staff, faculty and students who are interviewed for the Legend are responsible for the accuracy of the information they provide. Communications allows interview sources to review articles prior to publication for accuracy.

3.6 Staff, faculty and students who write for the Legend are responsible for the accuracy of their articles.

3.7 Every effort is made to ensure the accuracy of Legend information. In the case of an omission or factual error, the communications office will correct the information on the University web site and/or the following issue of the Legend.

#### **4. Advertising**

4.1 The Legend only accepts advertising from research and academic agencies promoting news of interest to students, staff and faculty.

4.2 When there is insufficient space in the paper, the Legend reserves the right to refuse advertising from research agencies.

4.3 The Legend provides free advertising to University units to support internal communications consistent with the University's goals and strategic priorities. The advertisements are designed by the communications office to be consistent with the Legend's design. Space for these advertisements cannot be guaranteed when the communications office isn't provided with sufficient notice.