

NCRA/ANREC Guidelines and Best Practices

Introduction

This document is not a part of the NCRA/ANREC Codes of Conduct, but is intended to:

- a. articulate our shared values and responsibilities to our communities;
- b. provide context for interpretation of matters included in the Codes; and
- c. provide non-binding guidelines and best practices on topics not covered in the Codes.

We intend the NCRA/ANREC to develop and amend these Guidelines and Best Practices up to once per year, and provide new versions to the Commission as they are completed.

1. Volunteers

a. The role of volunteers:

Voluntary work is as important as paid work to the vitality of the campus and community (c/c) radio sector. Our stations vary greatly in their structure and operations, and the role of the unpaid volunteer can differ not only in terms of specific tasks, and scope of involvement, but in terms of the volunteer's place in the overall station structure.

- In most of our stations, non-professional, unpaid volunteers produce the majority of programming, and hold key roles in the governance and operations of our stations.
- In many of our stations, volunteers and staff work closely together or interchangeably as part of collectives, committees, and specific projects, and volunteers often carry out tasks of great importance and complexity, analogous to, or alongside the work of paid staff.
- Conversely, at some of our stations, volunteers play a supporting role, and staff are largely responsible for the station's infrastructure and ongoing operations.

- A number of our stations, especially small and rural stations, have no paid staff, and volunteers are responsible for all duties, including fulfilling the stations' regulatory obligations.

This diversity of station structures, styles and models is one of the reasons the NCRA/ANREC Codes of Conduct encourage stations to develop their own policies and procedures that relate to their programming and operations.

Regardless of the specific roles and numbers of volunteers at our stations, we will:

- a. include mechanisms in our station policies and procedures that enable active participation by volunteers from our communities in station governance, programming and operations;
- b. provide volunteers with access to training and resources for all areas of programming, governance and operations in which they are involved;
- c. develop policies in our stations that promote equity; and
- d. develop policies, where possible, regarding programming and training in minority languages and third languages, including Aboriginal languages of Canada.

b. The rights of volunteers:

We will:

- a. clearly define the rights and responsibilities of volunteers in our stations' policies, and treat volunteers in a fair and equitable manner;
- b. clearly define station rights and responsibilities in relation to our volunteers, including the grounds and procedures for the dismissal of volunteers;
- c. refrain from discrimination against volunteers in our stations on the basis of ethnicity, race, language, gender, gender identity, sexuality, age, physical or mental ability, or socio-economic status;
- d. ensure that our premises meet provincial safety requirements and municipal building safety and fire regulations; and

- e. develop policies and procedures about how to deal with conflict involving volunteers.

2. Employees

All of our commitments pertaining to volunteers also apply to paid staff.

When considering the rights and responsibilities of paid staff, we will refer to the Employment Equity Act and the Employment Equity Regulations, 1986. In addition, we will develop our own employment policies and procedures.

3. Programming

In addition to the programming commitments expressed in the Codes of Conduct, we will:

- a. resist attempts at censorship that would erode independence, and not accept financial compensation from those who seek to influence programming content or policies; and
- b. respect the rights of programming participants by:
 - i. asking individuals if they are willing to participate in programming for broadcast and respecting their refusal to participate even if they choose not to provide a reason; and
 - ii. only broadcasting the words of an identifiable individual when:
 - A. the individual has been asked that the words may be broadcast, and has agreed;
 - B. it was apparent at the time the recording was made that the material could be broadcast, such as at a public event;
 - C. in the case of words that have been recorded without the knowledge of an individual, that individual has indicated their agreement prior to broadcast; or

- D. notwithstanding the above, material that is obtained without consent may be broadcast when necessary in the public interest.
- c. produce news and public affairs programming that:
 - i. takes care not to misrepresent or distort the comments of individuals;
 - ii. reports on factors such as race, age, national or ethnic origin, colour, religion, socio-economic status, gender, sexual orientation, language, marital status, or physical or mental ability only when they are relevant, and to provide context; and
 - iii. encourages news producers to utilize primary sources and encourages self-representation of subjects in our stories.
- d. encourage balance in our programming schedules by:
 - i. actively engaging a variety of volunteers, and encouraging community involvement in our programming, thereby providing the means for diverse points of view to be represented;
 - ii. encouraging representation from all members of our communities in all aspects of station governance and policy making;
 - iii. being sensitive to the systemic barriers to involvement in our stations' governance, operations and programming which some individuals and groups in our communities face, and attempting to remove or lessen the impact of these barriers where possible; and
 - iv. actively encouraging our listeners to give us feedback about our programming, and having clear and transparent systems in place to receive that feedback.

4. Emergency Broadcasting

Stations in our sector with the ability to provide emergency broadcasting services will:

- a. have procedures in place to enable appropriate local emergency broadcasts;

- b. liaise with appropriate emergency and essential service organizations; and
- c. ensure the accuracy of emergency information before it is broadcast.

5. Fundraising, Sponsorship and Advertising

Our contests will:

- a. be fair and legitimate;
- b. adhere to relevant provincial gaming and lottery legislation and regulations;
- c. not be misleading, potentially dangerous or likely to lead to public disturbance; and
- d. ensure any prizes offered or promises made are what they are represented to be.

Our sponsorships, advertising and fundraising activities will adhere to all applicable laws, regulations, policies and guidelines including:

- a. the Canadian Code of Advertising Standards;
- b. the Gender Portrayal Guidelines; and
- c. the Code for Broadcast Advertising of Alcoholic Beverages.

Where possible, we will ensure that advertisements and sponsorship messages that make factual claims are truthful and, in the case of drugs, proprietary medicines and foods, not exaggerated.

We will avoid advertising content that unduly criticizes the operation of a competitor or other industry or business, recognizing the impact this content may have on public confidence.

We will, where possible, develop policies about fundraising, sponsorship and advertising that are in accordance with our stations' principles and values.