

CANADIAN FORCES NEWSPAPERS (CFNs)

IDENTIFICATION

DATE OF ISSUE: APRIL 11, 2005

APPLICATION

1. This policy supersedes and replaces CFAO 57-5. It applies to members of the Canadian Forces (CF), employees of the Department of National Defence (DND) and the Staff of the Non-Public Funds, Canadian Forces (CF).

APPROVAL AUTHORITY

2. This policy is issued under the authority of the Chief of the Defence Staff (CDS).

ENQUIRIES

3. Enquiries may be directed to the Director of Communications, Canadian Forces Personnel Support Agency (CFPSA) for guidance on policy interpretation and application.

OVERVIEW

4. An unofficial service newspaper (USN), commonly known and henceforth referred to as a "Canadian Forces Newspaper (CFN)", is a news publication, either electronic or hard copy, other than an official DND/CF publication, and is published under the authority of a Commanding Officer (CO) or Base/Wing/Unit (Local) Commander to provide news of interest to members of the Department of National Defence (DND) Defence team and their families.

5. The Canadian Forces Newspaper is an important and integral NPP activity. It is intended to provide the information required by the Defence Team and their families to enhance their quality of life. Canadian Forces Newspapers shall provide, on a timely and accurate basis:

- a. news of particular interest to the Defence Team members and their families that is not readily available from other sources; and
- b. information on CF rules, regulations and activities that is relevant to Defence Team members and their families.

VISION

6. CFNs are a credible communication vehicle through which Canadian Forces (CF) members and their families receive CF-related news that is relevant, timely and accurate. Given their niche distribution, professionalism and credibility amongst the targeted audience, CFNs are also attractive vehicles for potential advertisers. CFNs contribute to the general morale, welfare, and quality of life of the CF members.

APPROVAL

7. Publication of a CFN requires the prior approval of the environmental Chief of Staff, through the appropriate chain of command. In the case of deployed missions, the Deputy Chief of Defence Staff (DCDS), would be the approving authority for any CFN produced overseas in support of CF deployments. Requests for approval shall include:

- a. proposed name;
- b. frequency of publication;
- c. circulation figures;
- d. method of distribution; and
- e. business plan (including NPF vs. public salary and non-salary costs, projected revenues, target audience, frequency, circulation figures).

8. As CFNs are an NPP activity, the approving authority shall inform the CEO of CFPSA (Managing Director of NPP) when a CFN is authorized or publication ceased, giving the name of the paper, circulation figures, frequency of publication and rationale for the launch or cessation. In addition, NDHQ/ADMPPA shall also be advised.

ADMINISTRATION AND EDITORIAL POLICY

9. Canadian Forces Newspapers are produced under the supervision of a Managing Editor either hired or appointed by the CO. To ensure the integrity of the editorial content and the credibility of the CFN, and in keeping with industry practice, editorial and advertising issues will be managed separately. The Managing Editor, through the Editor (if one exists), is responsible for determining content of the paper; and, through his/her sales staff (if it exists) for securing and placing advertising. Canadian Forces Newspaper Managing Editors shall ensure that:

- a. a high standard is maintained in tone, layout, quality of articles, and readability;
- b. editorial opinion prepared by the CFN team, reflects the policies of the CF, is directed to the welfare and interests of the CF, and is confined to the editorial column;
- c. they reserve the right to refuse local, national and/or regional advertising that is controversial or whose content is inappropriate; and
- d. should they sell or participate in multi-CFN ad campaigns, that they provide up-to-date industry-required information necessary to participate in national or regional advertising campaigns.

10. Managing editors shall not:

- a. publish classified military information;
- b. accept or run ads promoting political parties;
- c. use the term "official publication" or imply that the CFN is an official publication;
or
- d. unduly withhold participation in national and/or regional advertising campaigns.

11. When a Managing Editor is considering publication of articles or advertisements that may be controversial, he/she shall advise his/her CO who shall exercise his/her judgment to strike the most appropriate balance between meeting the information needs of Defence Team and their families, and the potential impact on the CF or DND. During such occasions, or as a resource, the Editor will consult with the base/wing/unit Public Affairs Officer (PAO).

MASTHEAD

12. Each issue of a Canadian Forces Newspaper shall include:
- a. the Canadian Forces Newspaper name;
 - b. statement that the Canadian Forces Newspaper is authorized by the CO, with specific reference to the CO's name and appointment;
 - c. postal address;
 - d. e-mail address;
 - e. circulation figures;
 - f. date of publication;
 - g. frequency of publication;
 - h. a statement that the views and opinions expressed therein are not necessarily those of the CFPSA/Staff of the NPF, DND or the CF;
 - i. a statement that the editor reserves the right to reject any editorial or advertising material; and
 - j. any additional information desired by the CO.

COPYRIGHTED MATERIAL AND CREDITS

13. Reprint permission shall be obtained before publication of copyright material. Material obtained from DND Information Services or from other than local sources shall be given appropriate credit. Civilian publications are permitted to reproduce non-copyrighted material appearing in Canadian Forces Newspapers with appropriate credit or materials copyrighted by the CFN themselves, provided the CFN provides written authority to do so.

OFFICIAL LANGUAGE POLICY

14. Canadian Forces Newspapers shall be published in compliance with the Canadian Forces Official Languages Policy. This policy is described in the Morale and Welfare Policy Manual, and reads:

"Unofficial service newspapers (known commonly as 'Canadian Forces Newspapers') shall be published using a mix of English and French that equitably reflects the linguistic composition of the community being served."

FINANCIAL

15. Wherever possible and appropriate, Canadian Forces Newspapers should seek to become self-supporting based on advertising revenue. Canadian Forces Newspapers may receive public support in accordance with VCDS direction.
16. Pictures and photographs taken by unit photographic staff may be made available for publication in CFNs at no charge to NPP for time or photographic materials consumed.
17. CFNs shall be distributed at public expense to reserve units, unit members serving abroad, and other CF units or government organizations requesting copies.

CHANNELS OF COMMUNICATION

18. The Managing Editor of each CFN is responsible, through the chain of command (in most cases reporting through the PSP Manager), to the CO. In communicating with a higher formation on matters of policy and administration, the Managing Editor shall observe the normal channels of communication. The Managing Editor and content Editor are authorized to communicate directly with:
 - a. NDHQ/ADMPA staff on matters concerning editorial policy, content and support in the form of news and feature stories, editorial assistance, photographs, illustrations and technical advice;
 - b. CFPSA (HQ), Director Communications (DComm) or designate on matters of CFN policy, training, or annual conference; industry editorial practices; and editorial content involving the CFPSA; and
 - c. CFPSA (HQ), Director Communications (DComm) or designate on matters of national advertising.

DISTRIBUTION TO HIGHER AUTHORITY

19. One copy of each CFN shall be forwarded on the day of publication to:
 - a. ADMPA (Assistant Deputy Minister Public Affairs);
 - b. DHH (Director of History and Heritage);
 - c. CEO CFPSA (HQ);
 - d. Director Communications (DComm) CFPSA (HQ) and/or designate;
 - e. Base/wing/unit Public Affairs Officer;
 - f. Base library;
 - g. Commanding Officer.

RELATED DOCUMENTS

- a. CFAO 2-15, regarding CF's official language policy
- b. NPP Morale and Welfare Policy Manual
- c. VCDS 3/96