

# Operational Policies

The Operational Policies are intended to direct the Executive Director in the management of SONICS Inc and CKRZ, as well as their employees and volunteers.

The SONICS Policy Manual Approved on February 14, 2015.

# SONICS INC POLICY MANUAL

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|----------------------------------|---|
| <b>No: OP1</b>                   | <b>Title: Purpose of the Operational Policies</b> |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                              |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b>              |
| <b>Amended:</b>                  | <b>Previously:</b>                                |
| <b>Related Policies</b>          | •   |
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The purpose of the Operation Policy Statements are to:

1. Delegate authority from the Board of Directors to the Executive Director (ED) for the implementation of operating policies.
2. Increase understanding of policies and procedures adopted by the Board for staff and management.
3. Provide a working guide for staff and management for daily administration of the objectives of the constitution and the by-laws.
4. Encourage staff to exercise, seek and explore their full potential and talents as employees in broadcasting by acquiring additional training and skills that improves their daily work habits and careers in the areas of public programming, broadcasting and the dissemination of timely, accurate information.
5. Allow the staff the opportunity to be a part of “history” as we, for the first time in our histories, harness the technology to work for us, rather than against us; in telling our stories, speaking our languages, delivering our news, sharing our views, and supporting and promoting our own talented writers, storytellers, composers and musicians.
6. This policy is in compliance with Ontario’s Employment Standards Act statements and statutes. For more information visit their website.

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|----------------------------------|--|---|--|
| <b>No: OP2</b>                   |  | <b>Title: <i>Operational Days and Hours</i></b> |  |
| <b>Type: Operational</b>         |  | <b>Authority: ED</b>                            |  |
| <b>Originated: 2-14-15</b>       |  | <b>Review: Annually</b>                         |  |
| <b>Amended:</b>                  |  | <b>Previously:</b>                              |  |
| <b>Related Policies</b>          |  | • OE8: Holiday Wages                            |  |
| <b>Associated Documents</b>      |  | •   |  |
| <b>Implementation Procedures</b> |  | •   |  |

## 1. Hours of Operation

- 1.1. CKRZ hours of operation shall be consistent with the abilities of staffing and community needs. Hours shall be published within the organization website and at the Station Entry.
- 1.2. Hours shall be no less than Monday-Friday 10:00 am to 2:00 pm, and Sunday 3:00 pm until thirty minutes following the Bingo Game closing.

## 2. Holiday Closures

### 2.1. SONICS shall close for the following holidays:

- New Year's Day
- Family Day
- Good Friday
- Victoria Day/Bread & Cheese
- Solidarity Day
- Canada Day
- Civic Holiday
- Labour Day
- Thanksgiving Day
- Christmas Day
- Boxing Day

- 2.2. SONICS offices may be closed for a portion of the December 24<sup>th</sup> through January 1<sup>st</sup>, as directed by the Board. When days are selected for shutdown, it will, if at all, only be for non-essential staff. Programs and regularly scheduled events shall not count for overtime merely due to working a shift. Those staff who are not scheduled or working during this shutdown will not be paid, other than Public Holidays.

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|----------------------------------|--|---|--|
| <b>No: OP3</b>                   |  | <b>Title: <i>Inclement/Severe Weather</i></b> |  |
| <b>Type: Operational</b>         |  | <b>Authority: ED</b>                          |  |
| <b>Originated: 2-14-15</b>       |  | <b>Review: Annually</b>                       |  |
| <b>Amended:</b>                  |  | <b>Previously:</b>                            |  |
| <b>Related Policies</b>          |  | •   |  |
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1. Employees are expected to make every effort to get to work under difficult weather and road conditions.
2. Authorized lateness or absence with pay may be granted for extreme weather conditions depending upon individual circumstances. When absence or lateness is widespread due to weather conditions, the ED will decide on validity and amount of time to be granted with pay.
3. In the event of inclement/severe weather, it shall be the decision of the ED to release all or specific departments of the Station. This will be based on road conditions and ability to be functional in tasks
  - 3.1. In the event that the staff working at the time is not the ED, staff shall contact the ED to inform him/her of their recommendation.
  - 3.2. A notice should be placed on all exterior doors, website, social media sites, and voice mail, notifying the public of the closure.
4. In the event of a power outage, the staff may need to evacuate the building.
  - 4.1. If there is ample light and heat within the building for safe working, the Station shall remain open for service.
  - 4.2. Prior to such time as it becomes dark and/or cold, the Station should be closed and notices be made to the ED and on the entrances to the building.
5. Essential Service staff, such as DJ's may be required to remain during their shifts.

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| <b>No:</b> OP4                   | <b>Title:</b> <i>Handling Client Information and Feedback</i> |
| <b>Type:</b> Operational         | <b>Authority:</b> ED  |
| <b>Originated:</b> 2-14-15       | <b>Review:</b> Biennial (Even Years)                          |
| <b>Amended:</b>                  | <b>Previously:</b>  |
| <b>Related Policies</b>          | •   |
| <b>Associated Documents</b>      | •   |
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## SECTION I: Confidentiality and Protection of Privacy

1. Personal information is defined in Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M56 (MFIPPA), in part, as “recorded information about an identifiable individual.” This could include, in the Station context, Birthday Club, Bingo winners and winnings, and advertisers activities.
2. The Board ensures that:
  - 2.1. The Station complies with the spirit, principles, and intent of MFIPPA;
  - 2.2. The privacy of an individual’s personal information is protected in compliance with the privacy provisions of MFIPPA.
3. The Board is responsible for personal information under its control and designates the ED as the individual accountable for the organization's compliance with legislation and ensures that:
  - 3.1. The purposes for which personal information is collected shall be identified by the Station at, or before, the time the information is collected;
  - 3.2. The collection of personal information shall be limited to that which is necessary for the proper administration of the Station;
  - 3.3. The Station shall not disclose personal or professional information to any third party without obtaining consent to do so, subject to certain exemptions as provided by MFIPPA. Information shall be disclosed:
    - 3.3.1. Upon the presentation of a search warrant;
    - 3.3.2. To police in the absence of a search warrant to aid an investigation (upon the ED’s discretion).
  - 3.4. Staff’s personal information shall be as accurate, complete, and up-to-date as is necessary for the purpose for which it is used;
  - 3.5. Personal information shall be protected by security safeguards appropriate to the sensitivity of the information.
4. An individual shall be able to challenge compliance with the above principles by addressing the ED with any concerns.
5. The Board and ED shall take into consideration location and security issues of any potential servers when reviewing bids and contracts.

## SECTION II: Handling of Complaints

In the event of a complaint by a community member or family member of a minor patron, the following steps should be taken:

1. Treat the complainant with respect during the discussion, regardless of the tone of the complaint;

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2. Inform the complainant that complaints must be put in writing and give a comment card or additional paper as needed;
3. If necessary, get the ED to process the complaint;
4. Gather information, as available, on the purpose of the complaint as well as expectations and requests for action by the complainant;
5. Do not promise to produce any changes which you are not qualified to handle (e.g. policy changes, limitation of materials for viewing by a minor, including onsite books and internet sites);
6. Agree to investigate (or have the ED investigate) any accusations and/or problems within the week and to have contact made by the ED direction following the investigation;
7. If the complaint pertains to a staff member, have a different staff member complete the interview and investigation. If the complaint pertains to the ED, promise to turn the matter over to the Board for further review;
8. If the complainant is disruptive to business, move the discussion out of the main area. If the situation is perceived to be unsafe remain in the central Station;
9. Should the situation become unsafe, the complainant shall be directed to leave the Station while the matter is being investigated. The police may be called in to remove the person if they are unwilling to leave.
10. If a situation occurs where a complainant has been violent or the police were called, an incident report should be completed immediately according to the guidelines of Incident Report completion.

### SECTION III: Use of Personal Information

1. It is the policy of SONICS to treat the personal information in confidence.
2. Personal data shall be collected from staff, Directors, and Members; as well as limited information on Station program participants. This information shall include:
  - 2.1. Name;
  - 2.2. Gender;
  - 2.3. Age/birthdate (minors only);
  - 2.4. Full mailing address;
  - 2.5. Phone number;
  - 2.6. E-mail (if available);
  - 2.7. Parent name/contact (minor only);
3. This information is collected for the purpose of:
  - 3.1. Maintaining accurate membership records (SONICS Inc);
  - 3.2. Maintaining personnel records;
  - 3.3. Maintaining Station programs (e.g. Birthday Club);
  - 3.4. Maintaining financial records;
  - 3.5. General feedback pertaining to the Station and services.

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| <b>No: OP5</b>                   |  | <b>Title: <i>Community Notice and Information Broadcasting</i></b> |  |
| <b>Type: Operational</b>         |  | <b>Authority: ED</b>   |  |
| <b>Originated: 2-14-15</b>       |  | <b>Review: Biennial (Even Years)</b>                               |  |
| <b>Amended:</b>                  |  | <b>Previously:</b>   |  |
| <b>Related Policies</b>          |  | •  |  |
| <b>Associated Documents</b>      |  | •  |  |
| <b>Implementation Procedures</b> |  | •  |  |

1. As a community service, the CKRZ will announce non-revenue generating announcements free of charge on the Community Bulletin Board.
2. Additional notices will be made free of charge including cancelations, closures, or other change to planned events.
3. The Station may refuse to make announcements as requested, either due to timing, ability, length of request, or content;
4. The Station is not responsible for materials or accuracy of information that is provided.
5. The Station shall provide emergency notices and emergency broadcasts to the communities of Six Nations and New Credit, as well as any communities who are within the broadcast perimeter of CKRZ.
  - 5.1. Emergency Broadcasts shall follow the requirements of CRTC.
  - 5.2. Testing of the Emergency Broadcast procedures shall occur on a regular basis and as dictated by CRTC and Appendix M: Emergency Broadcast Plan.
  - 5.3. The E.D. shall maintain awareness of the role of CKRZ in all Community Plans including Emergency Plans, and train staff appropriately upon their roles in achieving this Six Nations and New Credit Plans.

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|----------------------------------|---------------------------------------|
| <b>No: OP6</b>                   | <b>Title: Sales &amp; Advertising</b> |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                  |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b>  |
| <b>Amended:</b>                  | <b>Previously:</b>                    |
| <b>Related Policies</b>          | •                                     |
| <b>Associated Documents</b>      | •                                     |
| <b>Implementation Procedures</b> | •                                     |

## 1. Function of Sales and Advertising

- 1.1. To sell advertising for CKRZ 100.3 FM in accordance with the regulations pertaining to advertising standards set out by the Canadian Radio-Television Telecommunications Commission and in compliance with a TYPE B licensing condition set out the CRTC for CKRZ 100.3 FM with an effective radiated power of 250 watts, 100.3 MHz, on channel 262, pursuant to Public Notice CRTC 1990-89 dated September 1990 entitled Native Broadcasting Policy.
- 1.2. To adhere to the conditions set out in the SONICS/CKRZ Personnel Policy.

## 2. Licensing Conditions Impacting Advertising:

- 2.1. Is a condition that the applicant broadcast no more than an average of 4 minutes of advertising per hour per day, with a maximum of 6 minutes in any given hour, in accordance with the native radio policy to Type B Stations.
- 2.2. It is a condition of license that the applicant adheres to the guide-line on sex-role portrayal set in the Canadian Association of Broadcaster's (CAB) Sex-role Portrayal Code of Television and Radio Programming, as amended from time to time and approved by the commission.
- 2.3. It is also a condition of license that the applicant adheres to the provisions of the CAB's Broadcast Code of Advertising to Children, as amended from time to time and approved by the Commission.

## 3. Paid Commercial Spots

- 3.1. Paid commercial spots can be purchased by individuals, businesses or organizations and they can either be produced spots or live reads. Commercial spots run: 15, :30, & :60 seconds in length and are sold according to the current rate cards established by the Advertising Manager.
- 3.2. Taped commercials are produced by the copywriter/producer and live reads by the Traffic Person. A client purchasing minimal spots (less than 15) do not receive produced spots. Live Read ads are written instead. Live Reads are written basically the same as ad copy but the DJ read the announcement/advertisement live over the air. A spot will be produced when an advertiser purchases a package of 15-20 spots.
- 3.3. Saturation packages are when a lot of ads are brought to run over a very short period of time for maximum exposure. A good saturation package would be 1 ad per hour just before and event and run at least a few days. A good saturation package over a week would be a 60 spot buy. Saturation packages are great for grand openings, sales, one day events etc. In a saturation package a client may ask for rotating ads which are 2 or more ads to air and rotate. 1 ad should air at least 15 times.

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- 3.4. Short term advertisers are clients that buy ads for an event that runs on air for about a week. Long term advertisers are clients that sign a contract for 26 weeks or more. Long term advertisers are entitled to rotating ads and can change ads completely half way through their contracts depending on frequency.
- 3.5. Full rotation of ads is when ads are evenly dispersed throughout the day. Peak times to advertise are usually morning and evening drive times. (7am-9am and 4pm-6pm)

### 4. Commercial/Advertisements

- 4.1. The CRTC determines the amount of commercials to be run within the "Native Broadcasting Policy" under a "Type B" station which stipulates on average how many minutes of advertising per hour per day may be broadcast. See the Promise of Performance in Appendix A
- 4.2. SONICS will not accept advertisement that directly advocates the use of alcohol or drugs. This means that bars, taverns, private clubs and dealers of alcoholic beverages can expect no advertisement for promoting sales of these beverages for/in their establishment.
- 4.3. SONICS shall accept advertisements for the social activities of these establishments such as dances, concerts, derbies, social gatherings and benefits. These advertisements will not advertise the sale of alcoholic beverages by these establishments, but the events held at the site.
- 4.4. The names of alcohol dealing establishments may be used, however, in connection with benefits, sports events or contributions to the community.
- 4.5. CKRZ will not be responsible for misleading or fraudulent advertisement. It is the responsibility of the advertiser to provide accurate information, to operate within the law and to use good business practices.
- 4.6. If an advertiser has been found to have given false, fraudulent or misleading information to the sales department of SONICS they will discontinue their working relationship with the client immediately, pending a review by the ED.
- 4.7. SONICS reserves the right to deny advertisements that are deemed unethical, disrespectful, harmful, clearly manipulative or are in direct conflict with the policies of SONICS. This includes advertisements that do not give clear choice to the client or listening audience.
- 4.8. SONICS will not allow the following advertisements:
  - 4.8.1. Those that use techniques that attempt to transmit messages below the threshold of normal awareness.
  - 4.8.2. Those that severely exaggerate the usefulness of a product.
  - 4.8.3. Those that use children to urge their parents to make purchases.
  - 4.8.4. Those that encourage values that is detrimental to the moral, ethical or legal standards of SONICS.
  - 4.8.5. Those that promote selling of our Native Rights.
  - 4.8.6. Those that denigrate anyone based on sex, disability, or religious/spiritual affiliation.
- 4.9. SONICS is responsible for safeguarding their commercial structure, but is not responsible if its salesperson is deceived by an advertising client. SONICS is also not responsible for the dealer/customer relationship outside of the offices of SONICS.
- 4.10. Volunteer show hosts are encouraged to seek sponsorships and giveaways for their shows and will inform and receive approval from the ED prior to air.

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- 4.11. Advertising Staff in conjunction with the ED will outline a procedure for the station for accepting and airing public service announcements.
- 4.12. Advertising rates and any discount policies as determined by the Advertising Staff will be reviewed periodically by the Advertising Staff and the ED to ensure the rates are competitive and the rates also meet the stations community service mandate.
- 4.13. Unless the advertiser is a previous client in good standing and has an established credit reputation, all advertisements will require payment in full prior to broadcast. Only the ED may waive stipulation.
- 4.14. If advertisements are not paid in full, no future advertisements will be accepted from this client until all outstanding invoices are paid in full and all future advertisements must be paid in full in advance.
- 4.15. Monthly, Advertising Staff and the ED will review the aged list of accounts receivable to determine what if any actions should be taken against clients who have not paid for their advertising.
- 4.16. When a conflict arises between the objective of the client (advertiser) and the entire community, then the best interests of the community as a whole will take precedent.

## 5. Co-Op Advertising

- 5.1. Co-Op Advertising occurs when a client advertises a brand name product. The cost of advertising is shared between the advertiser and the company of the brand name product.
- 5.2. Ad copy is written so the store name and the brand name get mentioned equally. A traffic report is compiled for the client.

## 6. Contra

- 6.1. Definition - Contra is an exchange of goods and/or services between a radio station and one of its clients, with an equal value of goods and/or services from both parties; for example \$500 worth of advertisements/airtime in exchange for \$500 worth of goods and/or services, such as carpeting, technical services, computer paper etc.
- 6.2. Contra will be an exchange which benefits the SONICS organization. It will not benefit any one person.
- 6.3. Any contra deal must be approved by the ED.
- 6.4. No commission will be given on a contra deal.
- 6.5. Contra cannot be counted as "generated revenue" towards meeting a sales quota.
- 6.6. All contra deals will be limited to a maximum of three (3) months with a possible extension by Board approval.

## 7. Sponsorship

- 7.1. Any show, report (news, weather), Community Bulletin Board, or other feature can be sponsored.

## 8. Giveaways

- 8.1. When free giveaways are donated to the station to promote an event, but advertising for the event is not purchased, only limited promotion of the event and these businesses will be aired at the discretion of the Sales Representative.
- 8.2. Non-profit or community services are exempt from this limiter.

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## 9. Promotions

### 9.1. Internal

- 9.1.1. Every effort should be made by on-air personnel to promote the CKRZ and the initiatives of CKRZ while on air.
- 9.1.2. Station ID should be done frequently during broadcast hours, and each program should be "promo-ed" by way of taped spots, or by disc jockey reading a program promo.
- 9.1.3. All on-air persons should give his/her name frequently during show, so listening audience becomes familiar with each disc jockey, and what program they broadcast, as well as their time slot.

### 9.2. EXTERNAL

- 9.2.1. Special remote broadcasting will occur at "special events" such as Bread and Cheese Day.
- 9.2.2. Promotional items i.e. coffee mugs, bumper stickers, SONICS/CKRZ pencils etc., will be distributed according to the approved budget.
- 9.2.3. SONICS/CKRZ staff and volunteers should make every effort to promote the station at any community gathering where SONICS/CKRZ can maintain a visible presence.
- 9.2.4. SONICS/CKRZ staff and volunteers should be visibly present at events and may utilize branded clothing.

### 9.3. REMOTES

- 9.3.1. From time to time, sales clients may request a "paid" remote broadcast. This will be set up between the salesperson and the Executive Director.
- 9.3.2. The client has the right to request a specific on-air person, if that person is available, and if the client is willing to pay the expected costs for that remote. Volunteer DJ's will be compensated at a set hourly wage when working remotes.
- 9.3.3. At no time should a salesperson guarantee a particular on-air personality until it's been confirmed with the ED. One week notice will be given to all staff involved.
- 9.3.4. Staffing for such remotes will be the responsibility of the ED. If hours for the remote are additional to that staff member's normal working day, the rules for "overtime pay" may be applied, if an alternate weekly schedule cannot be created. These expenses may be passed on to the Client.
- 9.3.5. CKRZ will not pay for admission tickets in order to promote an event. The cost of ticket giveaways will be absorbed by the client or event promoter.

## 10. Traffic Logs and Affidavits

- 10.1. Each Sales Representative is responsible for making sure their commercials are aired according to the contract. They are responsible for writing advertising script or instructing production staff to write script using information provided by the client. Ad copy must correspond to the amount of time sold. Scripts must be approved by the client before production. Scripts are to be saved for a minimum of 30 days after completion on air.
- 10.2. All advertising must abide by the SONICS/CKRZ Personnel policy and CRTC License.
- 10.3. TRAFFIC LOGS: Traffic logs are completed by the Advertising Manager or Sales Representative. Sales staff may be required to do Traffic Logs from time to time. The Advertising Manager and/or receptionist will train sales staff to do the logs. There can be no more than 6 minutes of commercials in a broadcast hour and an average minimum of 4 minutes per hour.

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10.4. AFFIDAVITS: Affidavits or Proof of Performance are required from time to time by Advertising Agencies. The Advertising Manager or Sales Representative must track the clients' ads, record dates and times that ads were actually aired. A report must be drafted and signed by the Traffic person along with the Advertising Manager and/or Station manager. This affidavit is proof that ads were aired and is sent to the Agency who placed the advertising order. It is usually required prior to payment.

## 11. Donations

- 11.1. Periodically SONICS may be asked to make donations to various charities and events. Such donations must be approved by the ED and must fit under the approved budget for the year for donations.
- 11.2. Donations not within budget or mandate may be passed to the Board for further consideration.
- 11.3. As a general rule, donations will only be made to events and organizations that promote the objects of SONICS, with priority for those within the Six Nations and New Credit communities.

## 12. Political Ads

- 12.1. It is the policy of SONICS to remain politically unbiased; however, radio has a responsibility to keep its listeners informed. For this reason SONICS will allow "paid political announcements". Political advertisements must carry a disclaimer i.e. "This has been a paid political announcement paid for by the Committee to elect....." OR ".....paid for by the Progressive Conservative Party of Canada." As well as "These ads do not represent the views of SONICS as an entity, or CKRZ Radio as a broadcaster".
- 12.2. SONICS realizes that elections, for whatever positions, be it public or private, can easily be manipulated by advertising. For this reason, SONICS will not endorse a person or persons running for public or private office. However, SONICS, alone, or in affiliation with other media, may choose to hold a forum for candidates running for elected positions.
- 12.3. Advertising, promoting, and voting procedures, times, dates, and the location of polls will be accepted as this is considered general information, and the broadcast of such would be in the best interest of the community.

## 13. Sales

- 13.1. Sales guidelines will be established by the ED and presented to all Sales staff. All sales personnel are expected to adhere to those guidelines.
- 13.2. It is understood that often a salesperson will be out of the office and on the road. All sales personnel are expected to inform the ED or the receptionist as to their whereabouts during the work day. This will prevent any problems arising if a client is looking for a particular salesperson or in the event of an emergency.

## 14. For Profit Notices

- 14.1. Notices such as the Community Bulletin Board, which are for profit events are considered advertisements and will have a rate for inclusion.
- 14.2. This includes events that will make money or have a charged admission, regardless of the organization being for profit or not.

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- 14.3. No public display of fliers or notices shall occur at CKRZ which are not included within the Community Bulletin Board, and only for the period for which the Community Bulletin Board has been requested.
- 14.4. All paid Community Bulletin Board spots shall be run at the discretion of the Station Manager.
- 14.5. All fees shall be based on the approved Advertising Fee Schedule.
- 14.6. Community Bulletin Board does not qualify for commission.

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|----------------------------------|--------------------------------------|
| <b>No: OP7</b>                   | <b>Title: Sales Staff</b>            |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                 |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b> |
| <b>Amended:</b>                  | <b>Previously:</b>                   |
| <b>Related Policies</b>          | •                                    |
| <b>Associated Documents</b>      | •                                    |
| <b>Implementation Procedures</b> | •                                    |

## 1. PREAMBLE

The Sales Representatives are responsible for adhering to Sales and Advertising Policy as well as all CRTC Licensing Requirements. If they are unaware of the specifics of Licensing, it is the responsibility of the Representative to seek training from the Executive Director immediately.

## 2. SIGNING IN & OUT

- 2.1. Reports daily in person to sign in and out at the office during regular business hours Monday to Friday.
- 2.2. Signs out and advises the receptionist of whereabouts when out on calls, develops procedures for retrieving messages while away from CKRZ offices.

## 3. CALLS

- 3.1. Makes phone calls to potential clients to set appointment schedule.
- 3.2. Makes cold calls. (a cold call is dropping in on potential clients without calling them first.)
- 3.3. Keeps a record of calls for future references.

## 4. APPOINTMENTS

- 4.1. Shows up for appointments on time.
- 4.2. Has all pertinent information on hand about CKRZ.
- 4.3. Sells advertising and/or advertising packages according to rates set out by the Advertising Manager. :15, :30, and :60 second spots are available.
- 4.4. All sponsored spots are subject to a 20% adjacency fee i.e. Bingo, News, Weather, and Community Bulletin Board.
- 4.5. Leaves information, rates and business card with clients and potential clients.

## 5. CONTRACTS

- 5.1. Advertising Contracts must be completely and clearly filled out by the sales person then signed by the Sales Representative and client.
- 5.2. Contracts are in triplicate, one for the client, one for bookkeeping, and one to trafficking for the traffic logs which later goes back to the Sales Representative for filing.
- 5.3. Deposits on contracts are encouraged.
- 5.4. Cash transactions are discouraged whenever possible.
- 5.5. Loss of cash in transit to the station is the responsibility of the Sales Representative.
- 5.6. CKRZ requires seven days written notice for cancellations or revision of contracts.
- 5.7. Advertisers terminating a contract before the expiry date will be short-rated.

# SONICS INC POLICY MANUAL

## 6. SALES MEETING

- 6.1. A weekly report must be submitted to the Advertising manager each Monday morning and then reviewed at the weekly sales meetings held at a mutually agreed upon date and time. Meeting will reported to the receptionist for scheduling purposes.
- 6.2. Sales meetings provide an opportunity for all sales staff to brainstorm for advertising and promotional ideas.

## 7. CLIENTS

- 7.1. A client is a business owner that has signed a CKRZ Advertising contract with a Sales Representative.
- 7.2. A client becomes a 'Sales Representative's client' once there is a signed contract.
- 7.3. A potential client is a business owner that indicates an intention to advertise, but has not signed a contract.
- 7.4. Clients are not held by any Sales Representative. Clients who contact the station will be assisted by whomever is available when a Sales Representative is not available.
- 7.5. It is the responsibility of each Sales Representative to establish and maintain a list of clients.
- 7.6. Client lists including signed and potential clients are to be updated on a weekly basis and distributed to the Manager.
- 7.7. A filing system containing clients and contracts is also the responsibility of each Sales Representative and shall be maintained within a file cabinet held within the Sales Office.
- 7.8. Client lists in hard copy form or on the computer remain the property of SONICS.

## 8. TRANSFER OF CLIENTS

- 8.1. A client may request a different CKRZ representative in the best interest of CKRZ.
- 8.2. The Manager has the right to transfer clients form one Sales Representative to another, if more than one is employed. A transfer agreement will be signed by the involved Sales Representative and the Station Manager.

## 9. MONTHLY QUOTAS

- 9.1. It is the responsibility of each sales staff to meet monthly sales quotas as set out by the Station Manager with input by Executive Director (if not the same person) and approval by the SONICS Board of Directors.
- 9.2. Sales quotas will be reviewed by the Station Manager.
- 9.3. Sales quotas that are not me will require a meeting between the Station Manager and Sales Representative.
- 9.4. Monthly Sales quotas that are not met without just cause may lead to termination.

## 10. INVOICING/COLLECTION

- 10.1. The yellow customer copy of the contract left with the client serves as the invoice.
- 10.2. Prepaid advertisements receive a discount of free ads of equal value.
- 10.3. Contracts of more than 30 days will be billed monthly.
- 10.4. Payment is due when invoices are rendered.
- 10.5. 2% interest per month is charged on all past due accounts.
- 10.6. After 30 days, a statement is issued by the bookkeeper and sales staff id required to call for collection.
- 10.7. Long term contracts are subject to a payment schedule.

## SONICS INC POLICY MANUAL

- 10.8. It is the responsibility of the Sales Representative to collect outstanding invoices, on the advice of the Bookkeeper and/or Station Manager.
- 10.9. Payment by cheque is encouraged.
- 10.10. Payment by credit card is encouraged.
- 10.11. Loss of cash in transit is the responsibility of the Sales Representative.
- 10.12. Collection calls should be made before statements are sent on in the mail by the Bookkeeper.

### **11. PUBLIC RELATIONS**

- 11.1. It is a courteous gesture to send Thank You cards to advertising clients when their ads have run and have been paid in full.
- 11.2. Impromptu visits from time to time are encouraged.

### **12. COMMISSION**

- 12.1. Commission is paid at the end of each month at a rate established by the Executive Director and approved by the SONICS Board of Directors.
- 12.2. Commission will be calculated only on those accounts that the Sales Representative was directly involved in the sale, and not on any walk-in sales, regardless of the Client being an ongoing client.
- 12.3. Commissions will be disbursed on paid accounts only.

### **13. TRAVEL**

- 13.1. Travel allowance is paid monthly at a rate determined by the SONICS Board of Directors.

# SONICS INC POLICY MANUAL

|                                  |  |   |  |
|----------------------------------|--|---|--|
| <b>No: OP8</b>                   |  | <b>Title: <i>Theft, Destruction, Negligence Causing Loss of SONICS Property</i></b> |  |
| <b>Type: Operational</b>         |  | <b>Authority: ED</b>  |  |
| <b>Originated: 2-14-15</b>       |  | <b>Review: Biennial (Even Years)</b>  |  |
| <b>Amended:</b>                  |  | <b>Previously:</b>  |  |
| <b>Related Policies</b>          |  | •   |  |
| <b>Associated Documents</b>      |  | •   |  |
| <b>Implementation Procedures</b> |  | •   |  |

1. Staff, and volunteers of SONICS/CKRZ are responsible for maintaining a safe work environment at all times.
2. Any guests entering the Station are the responsibility of the staff or volunteer who invites them, including damages and loss as a result.
3. Any Director, Staff or volunteer who does not properly close, lock, and engage security within the building will be responsible for any loss or damage as a result of negligence on their part to follow closing procedures.
4. Any Director, Staff or volunteer who does not properly close, lock, and engage security within the building will receive disciplinary action according to the Disciplinary Policy (See PP14) and may result in termination or removal as a Host.
5. Any individual damaging or destroying materials or property shall be liable for the cost of damage.
6. Theft, attempted theft, damage, or destruction of any materials or property, including music and equipment, may result in police involvement.
7. Any Director, Staff, or Volunteer who does not fulfil jurisprudence and therefore causes damage, theft or other loss, may be removed from their position, including volunteers and Hosts.

# SONICS INC POLICY MANUAL

|                                  |   |
|----------------------------------|---|
| <b>No: OP9</b>                   | <b>Title: <i>Cost Recovery Services</i></b> |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                        |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b>        |
| <b>Amended:</b>                  | <b>Previously:</b>                          |
| <b>Related Policies</b>          | •   |
| <b>Associated Documents</b>      | •   |
| <b>Implementation Procedures</b> | •   |

## 1. Use of Fax Machine

1.1. SONICS shall send and receive faxes for community members at a preapproved rate. See Appendix B.

## 2. Photocopying, Printing and Scanning

2.1. SONICS shall charge a per side fee for black/white and colour photocopying and printing. This fee shall be based on cost recovery.

2.2. Additional fees may be charged for processing, folding, or specialty paper.

2.3. Fee schedules shall be reviewed annually by the ED. (See Appendix B.)

## SONICS INC POLICY MANUAL

|                                  |  |                                      |  |
|----------------------------------|--|--------------------------------------|--|
| <b>No: OP10</b>                  |  | <b>Title: <i>Cash on Site</i></b>    |  |
| <b>Type: Operational</b>         |  | <b>Authority: ED</b>                 |  |
| <b>Originated: 2-14-15</b>       |  | <b>Review: Biennial (Even Years)</b> |  |
| <b>Amended:</b>                  |  | <b>Previously:</b>                   |  |
| <b>Related Policies</b>          |  | •                                    |  |
| <b>Associated Documents</b>      |  | •                                    |  |
| <b>Implementation Procedures</b> |  | •                                    |  |

1. As a safety to the staff, SONICS shall not hold large quantities of cash on site.
2. A minimal float shall be made available to the Reception Desk and Bingo Selling Station.
3. Cash should be removed at least one time per shift, or as large purchases are made.
4. Donations in excess of \$500 may not be accepted at the desk. Larger amounts may be accepted in cash by the ED only (See Donations Policy).
5. Deposits shall be made regularly by the ED or designate in order to ensure the safety of staff and revenue.
6. Any cash remaining in the building at night shall be locked within the safe.

# SONICS INC POLICY MANUAL

|                                  |  |  |  |
|----------------------------------|--|--|--|
| <b>No: OP11</b>                  |  | <b>Title: <i>Fee for Service Contracting</i></b> |  |
| <b>Type: Operational</b>         |  | <b>Authority: ED</b>                             |  |
| <b>Originated: 2-14-15</b>       |  | <b>Review: Biennial (Even Years)</b>             |  |
| <b>Amended:</b>                  |  | <b>Previously:</b>                               |  |
| <b>Related Policies</b>          |  | •  |  |
| <b>Associated Documents</b>      |  | •  |  |
| <b>Implementation Procedures</b> |  | •  |  |

1. Fee for Service are not considered employees. As consultants, they are bound to the Health and Safety policies and procedures, but are not governed by any SONICS employment policies.
2. Fee for Service contract may be hired by:
  - 2.1. The ED to conduct the SONICS business, providing it falls within the approved budget, without input by the Board; or
  - 2.2. The Board, may at any time contract Fee for Service to assist with the business of the Board or to conduct a project on behalf of the Board.
3. Fee for Service contract shall report directly to either the ED or Board Chair, whoever is the contracting agent.
4. An attempt to receive at least three, but no less than two estimates shall be received for all Fee for Service contracts in excess of \$2,500. Those less than \$2,500 may be contracted without a tender bid.
  - 4.1. Neither the ED nor Board is required to accept the lowest bidder.
  - 4.2. Where possible, Fee for Service contracts shall be established with local businesses of Six Nations and New Credit; with consideration for current advertisers weighted within the tender review process.

# SONICS INC POLICY MANUAL

|                                  |  |   |  |
|----------------------------------|--|---|--|
| <b>No: OP12</b>                  |  | <b>Title: <i>Programming Policy</i></b> |  |
| <b>Type: Operational</b>         |  | <b>Authority: ED</b>                    |  |
| <b>Originated: 2-14-15</b>       |  | <b>Review: Biennial (Even Years)</b>    |  |
| <b>Amended:</b>                  |  | <b>Previously:</b>                      |  |
| <b>Related Policies</b>          |  | •                                       |  |
| <b>Associated Documents</b>      |  | •                                       |  |
| <b>Implementation Procedures</b> |  | •                                       |  |

1. Programming, regardless of paid, volunteer, or contracted, is the responsibility of SONICS Inc. The Technical Director with the ED shall be responsible for ensuring quality programming is occurring.
2. Programs include music, language, history, news, and spoken word.
3. A component of programming should have an educational focus.
4. As a Type B License, programming should have a portion of Native Content (See Definitions). This content shall be regulated, in part, by the Promise of Performance (See Appendix A).
5. Review of programming and DJ's should occur quarterly with shows and timing alterations made as needed.
6. Programs shall be based on ongoing investigation of regional listener interest.
7. Although CKRZ has eclectic listeners and programming, it must always be respectful of the communities it serves.
8. When planning programming, potential advertising and the Promise of Performance should be considered.
9. The Broadcasting & Programming Advisory Committee shall provide regular and ongoing feedback pertaining to technology and programming as it relates to the improvement of CKRZ and the meeting of all Industry Canada, CRTC licenses, and Promise of Performance.

# SONICS INC POLICY MANUAL

|                                  |  |
|----------------------------------|--|
| <b>No: OP13</b>                  | <b>Title: <i>Technology Policy</i></b> |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                   |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b>   |
| <b>Amended:</b>                  | <b>Previously:</b>                     |
| <b>Related Policies</b>          | •                                      |
| <b>Associated Documents</b>      | •                                      |
| <b>Implementation Procedures</b> | •                                      |

The SONICS Board acknowledges that Broadcasting is dependent on sound technology, equipment, and upkeep. As such, this Technology policy is a staple item to service provision, expansion, and continuity of service.

## **SECTION II: SONICS Website**

1. The SONICS will maintain a website that provides:
  - 1.1. information about services and operations;
  - 1.2. programming schedules;
  - 1.3. sales information and rates;
  - 1.4. requests and feedback opportunities;
2. The Board is only responsible for the content of website pages managed by the ED and not the content of outside resources or links gained via the SONICS website.
3. The Board will ensure that both SONICS and CKRZ are searchable with its own Domain Name System (DNS). Internal departments (no staff names), Programs (not DJ names), and Board (not Directors) will be attached to this DNS.

## **SECTION III: Access to the IntraNet**

1. The Board will ensure that access to, and use of, the SONICS network is available for all staff and volunteers in order for them to complete their assigned tasks.
2. Wired and/or wireless access to the Internet via the network will be provided with no public access.
3. Access to the network will be available from the SONICS computers or equipment only.
4. Staff shall use SONICS equipment only for professional access to @CKRZfm.com e-mail and SONICS/CKRZ and social media only.
5. The SONICS is not responsible for any damages sustained while using a personally owned device within the Station's premises or while using the SONICS wireless network.
6. The Station will not be responsible for laptops, devices, or equipment left unattended by Staff or Volunteers.

## **SECTION IV: Privacy and Confidentiality**

1. It is the responsibility of all Staff and Volunteers to ensure that SONICS records and materials including private or confidential information are not left unattended or accessible by unauthorized users.
2. Any removal of confidential information from the premises must be preapproved by the ED and be signed out and signed in when returned.

# SONICS INC POLICY MANUAL

3. Any loss of confidential materials, including question if equipment has been infected by virus, trijan, or other malware should be immediately reported to the ED.

## **SECTION V: Computer Usage**

1. The Station will use Windows 7 Operating Software and house Microsoft Office 2010 (or newer) on all computers. Staff may not load personal or other software on the computer. Requests for software additions to any or all computers shall be heard by the ED.
2. Anyone found changing any files, making changes in software or in any way making malicious purposeful alterations of computers and/or their software will lose his/her computer privileges, pending an investigation which may yield in disciplinary actions or termination.
3. Nothing should be saved on the computer portable drives that includes sensitive information. The Shared drive should be used by all staff to transfer files between computer stations.
4. As the computers are the property of SONICS, the ED may periodically inspect usage, files, or system management on any equipment connected to the SONICS network, including personal devises.
5. Surfing, downloading, or visiting sites that potentially could cause damage to the computer or network will not be tolerated and may include disciplinary actions and/or termination.

## **SECTION VII: Acceptable Use**

1. To ensure sound access to the network and efficient use of resources, rules for network access have been established and may be modified wherever appropriate.
2. Users who deliberately violate the rules shall be subject to disciplinary actions.
3. The Acceptable Use Rules are:
  - 3.1. Users must respect the laws of Canada when using the network;
  - 3.2. Use of the network for illegal, actionable, or criminal purposes or to seek access to unauthorized areas is prohibited. Examples of such illegal activities include, but are not limited to, harassment or stalking, libel, illegal commerce or solicitation, "hacking" or tampering with other computer systems, viewing, downloading and/or printing child pornography. Illegal use will be reported to the police;
  - 3.3. Use of the network for accessing any sites which could damage the SONICS equipment or network through malware or other infections shall be subject to disciplinary actions;
  - 3.4. Use of the network and/or equipment for personal business transaction are prohibited;
  - 3.5. Users of the network may not violate or circumvent copyright and other intellectual property rights, including download of music;
  - 3.6. Misuse or abuse of computers or programs is not acceptable;
  - 3.7. User-supplied software shall not be installed on the SONICS computers, and users may not modify or reconfigure software installed on the SONICS computers;
  - 3.8. All usernames and passwords are the property of SONICS Inc and shall be maintained for the purpose of conducting SONICS business. Any changes to these shall be made with permission or acknowledgement of the ED with all new access information being recorded within the Succession Manual.

# SONICS INC POLICY MANUAL

## SECTION XI: Maintenance and Security

1. The ED will maintain a Technology Plan which will be reviewed and endorsed by the Board at least every three years.
2. The ED will ensure access is provided to software, products, and operating systems for use by the staff and/or volunteers and as available within the current budgetary constraints.
3. SONICS will ensure that all security measures are in place, including but not limited to:
  - 3.1. password protection of secure sites;
  - 3.2. active virus software on all workstations;
  - 3.3. server redundancies such as firewalls that are active and in place;
  - 3.4. automated, mirrored or dual drive back-up of server and protocols;
  - 3.5. redundant sound boards and broadcasting equipment;
  - 3.6. emergency power back-up and shut down mechanisms for server and workstations.
4. SONICS will maintain all technology so that it is in good working order.
5. SONICS will ensure security protocols are in place to protect the physical infrastructure including smoke/fire detectors, security, entry alarms, heat alarms, and insurance.
6. SONICS will maintain active licenses for all software housed on workstations and the server.
7. The ED will conduct a Technology audit of suggested additions annually.
8. The ED will conduct a Technology inventory semi-annually.

## SECTION XII: Business Continuity and Disaster Protocols

1. The ED, with the assistance of the Technical Director and Broadcasting Advisory Specialist, will maintain protocols for business continuity in the event of a technological disaster. A disaster includes, but is not limited to:
  - 1.1. Fire, Flood, or Natural Disaster;
  - 1.2. Theft, Vandalism or Sabotage;
  - 1.3. Server system failure;
  - 1.4. Electrical outages, brownouts, or spikes;
  - 1.5. Life cycle of computers and broadcasting equipment due to age and normal wear;
  - 1.6. Data corruption or loss due to Virus or Malware;
  - 1.7. Music Library database corruption or loss;
  - 1.8. Required e-records of previous thirty (30) days of broadcast;
  - 1.9. Or Operational database and drive corruption or loss.
2. To maximize business continuity the ED and Board will:
  - 2.1. Maintain insurance policies;
  - 2.2. Employee redundancies of drives and server backups;
  - 2.3. House a generator for backup power during the event of power outages;
  - 2.4. Utilize UPS, surge protectors and other electrical redundancies;
  - 2.5. Plan for lifecycle of systems and for ongoing maintenance and replacement;
  - 2.6. House internet and intranet firewalls and security software;
  - 2.7. Employ network where daily backup of information and redundancy drives are guaranteed.
3. The ED will maintain an up-to-date Succession Manual, Staff Manual, and IT procedures/passcodes in the event of death, termination, or some other reason why the ED, IT, or other protocol and

# SONICS INC POLICY MANUAL

passcode holder cannot provide information for succession. The ED will inform the President on an ongoing basis where these materials can be found and ensure that Business Continuity is not hampered by lack of succession information.

## **SECTION XIII: Responsibility and Access to Technology**

1. The ED will provide a master list of passwords for SONICS in the confidential section of the succession manual.
2. The ED will be responsible for giving access points for staff, volunteers and members of the Board for e-mail accounts, staff login, and other access points. These will be at the ED's discretion and be determined by the needs of each position.
  - 2.1. Directors will be given the opportunity to have @SONICS.com accounts. The Chair is required to have to maintain a Board@SONICS.com account;
  - 2.2. One designated staff will have access to the ED desk and personal files when the ED is away from the building for long periods such as trips, illness, or vacation. All requests for information when the ED is away but returning in 48 hours or less can be held until the ED's return;
  - 2.3. A comprehensive list of password needed by Staff will be maintained within the Staff Manual.
3. The IT or Network Manager will have access codes for all internal systems. These access codes, remote and onsite, will all be shared with the ED and provided in an updated Succession Manual in the IT and Confidential sections.
4. The ED will share all confidential access with the President so he/she is able to intervene in an emergency or other loss of the ED.
5. An updated list of staff, Directors, and others will be maintained including contact information, knowledge/access points, and accounts of relevance to the Station. This list will be included in the Succession Manual within the Confidential Section.

# SONICS INC POLICY MANUAL

|                                  |                                      |
|----------------------------------|--------------------------------------|
| <b>No: OP14</b>                  | <b>Title: News</b>                   |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                 |
| <b>Originated: 6-1-03</b>        | <b>Review: Biennial (Even Years)</b> |
| <b>Amended: 2-14-15</b>          | <b>Previously:</b>                   |
| <b>Related Policies</b>          | •                                    |
| <b>Associated Documents</b>      | •                                    |
| <b>Implementation Procedures</b> | •                                    |

As a CRTC Type B licensed Radio Station, we are required to report information including News, Local Events, and Weather.

## 1. News

- 1.1. News includes local, regional, and national news. CKRZ news may have a focus on Aboriginal content.
- 1.2. Each newscast should consist of
  - 5 min of news
  - 1 min commercial
  - 3 min of sports (when available)
  - 30 sec of weather
  - Notice of sponsors of the news report when available
- 1.3. Reception should make daily calls to all local police departments as well as provide police with a fax form that they could preemptively send to us and access to News@CKRZ.com for contact of news and information.
- 1.4. Reception should contact the Community Services Officer at Six Nations Police at 2:00 p.m. on Monday's if there are media inquiries.
- 1.5. For info about any Council departments or Chief & Council, call either Six Nations or New Credit Communications Officer
- 1.6. Utilize the subscribed newsfeed and local news partnerships for content.
- 1.7. Ensure no news story is in excess of two minutes, unless it is breaking news and would be of significant importance to the listeners as a whole.
- 1.8. Ensure the news is up to date throughout the day, especially if breaking news was reported at an earlier time.
- 1.9. Each morning, quickly skim available newspapers for local content. Use this information to create a script. Give credit to the source.
- 1.10. Access local newspapers as soon as publications are released and look for a fresh angle to report the story.
- 1.11. At the end of the day, staple together hard copy of each individual newscast – initial, date and put the news time on front page. File according in the file cabinet according to the date.
- 1.12. Reception will scan one month of logs for permanent records and shred files.
- 1.13. Set up a Future File for story ideas of upcoming events, such as fliers, news releases, faxes, etc. Set up the Future File in monthly folders and check it at the start of month.

## 2. Local Events

- 2.1. Local events are accomplished primarily through the Community Bulletin Board registry and announcements.

## SONICS INC POLICY MANUAL

- 2.2. Cancellations and closures also qualify as local events.
- 2.3. When possible, local agencies should be invited to send information on achievements and awards of staff, volunteers, students, and general community members for inclusion in the news.
- 2.4. When remote broadcasting is possible, local events could be covered for local broadcast.

### 3. Weather

- 3.1. Weather should be given at least three times a day, or when changes to weather make it prudent to report, or as prescribed by the CRTC.
- 3.2. All DJ's including volunteers should report the weather at least one time during their broadcast utilizing subscribed sites. This may be included within the daily rates of announcement.

# SONICS INC POLICY MANUAL

|                                  |  |
|----------------------------------|--|
| <b>No: OP15</b>                  | <b>Title: Bingo &amp; Other Gaming</b> |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                   |
| <b>Originated: 6-1-03</b>        | <b>Review: Biennial (Even Years)</b>   |
| <b>Amended: 2-14-15</b>          | <b>Previously:</b>                     |
| <b>Related Policies</b>          | •                                      |
| <b>Associated Documents</b>      | •                                      |
| <b>Implementation Procedures</b> | •                                      |

1. All bingos will be carried out according to agreed upon procedures and rules established.
2. All Bingo, 50/50 or other gaming schemes will receive a Gaming License. For as long as the station is located in Six Nations, the license should be with Six Nations Gaming Commission.
3. All Bingo winners names will be announced on the air, except, when requested, the Jackpot winner for privacy purposes.
4. All 50/50 winners names will be announced on the Bingo or at the next Bingo, as soon as the names are available.
5. All Bingo and 50/50 Winners names will be provided in Bingo Reports to the Six Nations Gaming Commission.
6. A member of the Bingo playing public will verify the balls are all present and activate the machine by dropping said balls into the blower. This individual will sign their verification form and have their name announced at the onset of the bingo.
7. Recaps of bingo summaries will be provided to the Executive Director following the Bingo, and no later than the following Tuesday.
8. Rules for the bingos will be publicly posted at CKRZ, on the website, and be available in print for the public by request at no charge. Rules will be pre-recorded and played on air by the Bingo DJ at the onset of every weekly Bingo.
9. Rules and procedures will be reviewed annually by the Board, the ED and the Bingo Coordinator. Staff duties and responsibilities will also be reviewed annually as part of this process.
10. Rules may be updated as needed by the ED and Bingo Coordinator. When changes occur, a new Bingo Rule announcement will be recorded, an announcement will be made at the first bingo informing the players of the change, and a copy of the new rules will be provided to the Gaming Commission.
11. When the Bingo Jackpot exceeds \$20,000 security may be hired.
12. When the Bingo Jackpot exceeds \$10,000 additional staff may be scheduled to assist with the sales. Special procedures may be put in place to aid in safety and security of staff.
13. Any bingo moneys and profits from 50/50 draws left unclaimed for thirty (30) days will be given to a charities identified by the Board, according to a 75/25 split between Six Nations and New Credit.
14. Staff hired as the Winnings Verifier and at least one Seller may not be the immediate family of the Bingo Coordinator, or in their absence, the staff coordinating the specific bingo.
15. Only minimal cash is to be left in the safe overnight. The level will be established by the Board consultation with the insurance provider. The Bingo Coordinator shall hold one of the combinations to the safe.

## SONICS INC POLICY MANUAL

16. All regular game payouts shall be made in cash. Cheques shall be used for payment of all Charity donations as well as for Jackpot payments or regular games or 50/50 over \$500. Cheques shall be made out to the winner or their designate.
17. The winners will display their ID, present the winning undamaged card, and sign the reverse of the card and winners sheet in order to receive their winnings.
18. In the event of an issue arising in the course of operating a bingo, the following procedures shall apply:
  - 18.1. In an emergency the Bingo Coordinator will immediately call the ED for advice, or in cases where the ED is not available, the Bingo Coordinator will contact the President of the Board;
  - 18.2. If possible, the Bingo Coordinator will attempt to resolve the issue that evening, or failing that, the information will be gathered to try to deal with the situation the following day;
  - 18.3. In all cases, the issue will be documented and the reasons given on why a decision was made and how the situation is resolved.
  - 18.4. When exceptions are made to the bingo rules and operating procedures whether for compassionate or other judgment reasons, the decision will be documented and will be final.
  - 18.5. To maintain the integrity of the bingos, exceptions to the operating rules and procedures will only be made in, extenuating circumstances. In instances where exceptions are made, players will be asked to sign confidentiality agreements.
  - 18.6. Players have 30 days to appeal in writing any decisions made. Appeals will be handled by the Board in lieu of a Bingo Committee, within 30 days of their receipt.
  - 18.7. The Board (or Bingo Committee) decisions are final.
19. The Bingo Coordinator will be responsible for maintaining the Bingo equipment including:
  - 19.1. Cleaning the balls will occur every 12 uses, or any time that a Bingo Machine operator requests. This will include washing, powdering, and checking for any defects which can impact the game.
  - 19.2. No less than two sets of Bingo Balls will always be available to the Bingo Machine Operator. The Balls will be rotated throughout the month, but not usually during a game unless as a result of a defect to one or more balls in play.
  - 19.3. Maintenance will be provided on the Bingo Machine by a qualified service provider vetted by both the Executive Director and Bingo Coordinator. Given the limited Canadian vendors in this area, the Executive Director may select a sole source quote instead of following a tender process.
  - 19.4. The Bingo Display Board, although present in the Bingo area, is not considered an active part of the equipment as the Bingo Machine does not require the Board in order to verify a "Good Game". Given that no public sits in the primary bingo space during games to play, nor do the staff use this Board for determination of winners, this equipment is deemed for marketing purposes only.
  - 19.5. The Bingo Coordinator will test the equipment no later than 4pm for a 7pm game. The Balls will not be dropped and engaged into the system until after a member of the community has verified the balls are each present.

## SONICS INC POLICY MANUAL

|                                  |                                      |
|----------------------------------|--------------------------------------|
| <b>No: OP16</b>                  | <b>Title: Mail</b>                   |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                 |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b> |
| <b>Amended:</b>                  | <b>Previously:</b>                   |
| <b>Related Policies</b>          | •                                    |
| <b>Associated Documents</b>      | •                                    |
| <b>Implementation Procedures</b> | •                                    |

All mail coming to the SONICS Inc and CKRZ PO Box is deemed to be property of SONICS and will be opened and logged. Mail addressed to a particular person or position will then be placed in their mailbox. Any personal or confidential mail should be sent to an employee's home address. Any mail when identified as personal and confidential will be opened.

# SONICS INC POLICY MANUAL

|                                  |                                      |
|----------------------------------|--------------------------------------|
| <b>No: OP17</b>                  | <b>Title: Staff Meetings</b>         |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                 |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b> |
| <b>Amended:</b>                  | <b>Previously:</b>                   |
| <b>Related Policies</b>          | •                                    |
| <b>Associated Documents</b>      | •                                    |
| <b>Implementation Procedures</b> | •                                    |

1. Staff meetings are the responsibility of the ED. Staff meetings will be held regularly and no less than quarterly. Participation by all staff is mandatory unless away on approved absences. The day and time of all staff meetings will be determined by the Executive Director, and the employees will be notified in advance.
2. Staff meetings will be held for the purpose of communications, program planning and staff development, and to relay information to staff members via the ED from the Board. Members of the Board of Directors may be invited occasionally to attend staff meetings.
3. Suggestions by staff shall be transmitted to the Board by the ED. It is recommended that staff put suggestions in writing for the Board.
4. Minutes of all Board meeting minutes shall be available for all staff to read.
5. The rights of staff members to come together on matters of mutual professional interest are recognized and will be supported.

# SONICS INC POLICY MANUAL

|                                  |   |
|----------------------------------|---|
| <b>No: OP18</b>                  | <b>Title: Station Safety &amp; Security</b> |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                        |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b>        |
| <b>Amended:</b>                  | <b>Previously:</b>                          |
| <b>Related Policies</b>          | •   |
| <b>Associated Documents</b>      | •   |
| <b>Implementation Procedures</b> | •   |

## 1. Maintenance

Employees are expected to do their part in the way of basic maintenance and proper care of equipment and machinery to which they are entrusted. Employees are asked to leave their work area the way they found it, and to use basic common courtesy.

## 2. Security

2.1. The administrative hours of CKRZ are outlined in the Hours of Operation. Reception and Sales may be onsite before, during, or after these hours to ensure the continuity of administrative business. Any other hours are considered "off-hours" even though the station may be broadcasting or staff are available. The doors to the station must be locked after hours and the security system activated by the last employee leaving the station. Each employee, volunteer and Director shall have a separate code to activate the security system.

2.2. In the event of a dangerous or life-threatening situation, the ED will contact the police and take any precautionary measures immediately deemed necessary to protect the Staff. The ED will also notify the police immediately of any harassment or threats made against any employee. The ED will meet with Staff periodically to discuss, review and update security procedures.

## 3. Safe

3.1. A maximum safe amount to be stored within the SONICS safe shall be determined by the Board under advisement of the insurance agent. Additional amounts should be deposited daily.

3.2. No more than three staff designated by the Executive Director shall have combinations to the safe. These will include:

- Executive Director
- Bingo Coordinator
- President of the Board

3.3. The combination to the safe will be changed at least every 6 months or after a combination holder leaves their employment. Instructions for changing the combination are located on the back of the inside of the safe door. When the combination is changed, the combination will be written down in a sealed envelope and given to the Executive Director for safe storage in the event of an emergency. If the envelope is opened or the seal broken, the combination must be reset immediately.

# SONICS INC POLICY MANUAL

## 4. Emergencies

In the event of an emergency, the stations emergency response plan will be implemented. This plan will be reviewed and approved annually by the ED and Board and presented to Staff and Volunteers. See Appendix M.

## 5. Guests

- 5.1. Visitors and guests are not allowed into the station except with the direct supervision of the program host.
- 5.2. Prior approval by the ED is required for all others
- 5.3. No more than two (2) guests or program assistants are allowed at any one time.
- 5.4. Visitors and guests are the responsibility of the volunteer host/DJ and paid staff while in the station.
- 5.5. All rules of conduct will apply to guests as well as staff and volunteers.
- 5.6. Any malicious damage to equipment or other property caused by visitors and guests will be the responsibility of the volunteer host/DJ and/or paid staff. Such damage may result in the withdrawal of the "volunteer agreement" and "volunteer" services immediately; billing to the host for repairs or replacements; and possibly police charges.

# SONICS INC POLICY MANUAL

|                                  |                                      |
|----------------------------------|--------------------------------------|
| <b>No: OP19</b>                  | <b>Title: Travel</b>                 |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                 |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b> |
| <b>Amended:</b>                  | <b>Previously:</b>                   |
| <b>Related Policies</b>          | •                                    |
| <b>Associated Documents</b>      | •                                    |
| <b>Implementation Procedures</b> | •                                    |

## **1. Travel and Claiming Travel Expenses**

- 1.1. If an employee or Directors must conduct business for SONICS or the radio station and/or attend training sessions outside the station, travel expenses will be reimbursed according to the procedures and be preapproved by the ED or Board.
- 1.2. Sales staff, including the Sales Coordinator shall receive travel reimbursements and need not be preapproved. However, the ED may limit travel in a month based on usage and billing.
- 1.3. Mileage shall be paid at a rate to be established by the Board and reviewed annually.

## **2. Travel Advances**

- 2.1. In most cases "travel advances" will be allowed if the travel is approved by the ED. It is incumbent on all staff to plan travel well in advance to give the Finance Officer lead time to prepare "travel advance" cheques.
- 2.2. The Sales staff will be reimbursed according to the regular pay schedule.

# SONICS INC POLICY MANUAL

|                                  |                                      |
|----------------------------------|--------------------------------------|
| <b>No: OP20</b>                  | <b>Title: Broadcasting</b>           |
| <b>Type: Operational</b>         | <b>Authority: ED</b>                 |
| <b>Originated: 2-14-15</b>       | <b>Review: Biennial (Even Years)</b> |
| <b>Amended:</b>                  | <b>Previously:</b>                   |
| <b>Related Policies</b>          | •                                    |
| <b>Associated Documents</b>      | •                                    |
| <b>Implementation Procedures</b> | •                                    |

## Section I: Broadcasting Standards

1. All on-air personnel (paid or volunteer) must abide by all rules and regulations set out by the CRTC Type B license. In addition, all licensing regulations and mandates as spelled out by the CRTC in its decision concerning SONICS Promise of Performance must be strictly adhered to. All related documents are on hand at the radio station for review at any time by employee's, volunteers, SONICS membership, or the community at large.
2. A minimum Annual Review Meeting with all DJ's and on-air programmers shall occur to review procedures and determine changes and improvements.
3. According to SONICS Promise of Performance with CRTC (Appendix A) , the station will:
  - 3.1. Broadcast a minimum number of hours per day, week, and year.
  - 3.2. Broadcast a minimum proportion of Native, local, or Canadian content.
  - 3.3. Adhere to all on-air requirements for personnel and programming.
4. On-air personnel will perform "show prep" prior to, and/or after their show, in order to fulfil their job description and daily hours of work.
5. All non on-air employees will work hours and shift as determined in their job description at their work stations, with some hours assisting with Broadcasting. This includes:
  - 5.1. Sales Staff: Assisting with advertising spots
  - 5.2. Bingo Staff completing weekly Bingo spots
  - 5.3. Other staff assisting with research for news, weather, and local notices; as well as voice over for advertising.
6. Monitoring - Periodic air-checking will be done by ED of all CKRZ programs and newscasts. A private consultant/contractor will critique all on-air personnel in order to improve performance, if required.
7. The Technical Director or designate shall review logs to ensure all paid advertisements have been aired.
8. Record of broadcasting will be kept for no less than 30 days.
9. The community listening audience is our greatest critic. Consideration shall be given at all times to their concerns with ongoing and regular methods for feedback.
10. Requests - On-air staff will accept and play "requests" when possible, according to the following request procedures.
  - 10.1. In order to ensure listeners are not negatively affected by a song requested and dedicated to them, CKRZ operates on the principle of always trying to promote and advocate the good mind. CKRZ will not allow airwaves to be used for unkind, unwanted, or ill thoughts to any of

# SONICS INC POLICY MANUAL

listeners even if the radio station is unaware of the intention of the request. It is for this reason certain dedication requests may be denied.

10.2. A dedication disclaimer will be aired during dedications

11. News and News Programming - CKRZ shall strive to be accurate at all times in the reporting of the news, whether local, national or international. Every effort will be made to confirm local stories by way of phone calls or personal interviews. Only facts are to be reported within the body of the newscast, while any editorializing must be announced as such, with the appropriate disclaimer.

11.1. In reporting local news, strong effort will be made to obtain "tape" to accompany the story, when manpower and equipment is available for such work.

11.2. Native issues and stories will take priority in the body of the newscast.

12. Standards - CKRZ's on-air personnel will at all times strive to present quality programming. Every effort will be made to adhere to SONICS Promise of Performance and its Mission Statement. Any intentional abuse of these on-air standards will be handled through the disciplinary measures as outlined in these personnel policies.

13. Equipment - It is the responsibility of each employee to operate equipment properly and to report any equipment failure immediately.

14. Radio Bingo - A portion of revenues are generated by "Radio Bingo". The procedure for running the weekend Bingo's is established and documented. All rules for playing will be broadcast prior to the game.

15. Disclaimers - CKRZ Radio does not condone the use of illicit drugs or alcohol. Any reference to these in our music choice is coincidental, and should be regarded purely for listening pleasure and entertainment.

15.1. Members of SONICS will not make statements outside of the general policy, or express personal views on behalf of SONICS without consent of SONICS.

15.2. Announcers who make personal comments must take this responsibility for their statements while keeping within the policies of SONICS.

15.3. Guest speakers must take responsibility for their remarks on the air. If personal opinions are made, CKRZ will air a disclaimer which states that the comments, remarks and views of the guest speaker do not necessarily reflect the views or attitudes of SONICS/CKRZ Radio. Such disclaimers will run at least two (2) times within all "talk" shows.

15.4. Corrections for any inaccuracies within the program or newscast must be made immediately, and be repeated a minimum of three (3) times in a 24 hour period.

## **Section II: Contest Games**

1. Employees, volunteers and Board members are not permitted to play the various contests and games that are occasionally broadcast on CKRZ; this does not include their immediate family members.

2. Employees, volunteers and Board members are not eligible to win any of the ticket giveaways on the station.

3. Employees, volunteers and Board members are allowed to play CKRZ Radio Bingo and 50/50 draws, as these are a "game of chance".

4. A master prize list is kept on file at the station, and includes names of all listeners that have won any the CKRZ contests and/or games.

## SONICS INC POLICY MANUAL

5. Contest rules must always be read before and after broadcast of a game or contest. This includes if a winner is allowed to win in any given period.

### **Section III: Special Events**

1. Special events are outside activities that promote SONICS/CKRZ within the community, and/or perform a community service, i.e. Bread and Cheese Day, Powwows, or Parade Days or Community Awareness. Paid remotes are not included in this definition.
2. All paid staff and volunteers are encouraged to volunteer, when possible, during special events.
3. When enough manpower is not volunteered, the Executive Director can assign any paid staff to work these events. Lieu time will be granted to any staff working at these events, as long as the time off is mutually agreed on by the staff member and the Executive Director.