

OSFN Media Policy

The following is the editorial policy guides for the production and distribution of the Owen Sound Field Naturalists (“OSFN”) media, both Print Media and Social Media, which includes the following publications: (1) our newsletter, the Hart’s Tongue Herald, (2) the e-Herald, (3) the Nature Club News column and (4) various print and text publication series. This policy shall also serve as a guideline for the content of OSFN publications and clarifies the accountability of those involved.

Through our publications and resources and our conservation, education, and public engagement efforts, the OSFN promotes and builds awareness of nature conservation and the protection of wild species and wild spaces.

Print Media

The Hart’s Tongue Herald newsletter, e-Herald communications and the Nature Club News column, along with OSFN resource related publication series, encompass the print media through which we communicate with members and the public.

Hart’s Tongue Herald Newsletters, e-Heralds, and Nature Club News Column

- Provide information about Club activities.
- Announce upcoming events of both OSFN and like-minded organizations, which relate directly to the mandate of the Club – Knowing Nature Better.
- Content addresses matters that directly affect Grey & Bruce counties.
- Content does not promote commercial enterprises.
- The goal is to be fair, honest, open-minded, respectful and accurate.

Content

- Articles are vetted by the respective Editor, see listing below.
- When the Editor deems that articles may be considered controversial, the articles will be reviewed and approved by the President prior to publication.
- Photos are used only when the photographer is credited and with prior permission.
- The Hart’s Tongue Herald newsletter will normally contain a President’s message, a listing of programs, summaries or writeups of programs that have happened, timely information, resource related articles, and other information that would be considered appropriate for distribution to the OSFN members and subscribers.
- The Newsletter will be produced primarily in digital format and distributed through MailChimp or a similar system. A small number of hard copies will be printed for government offices, advertisers, members who do not have internet access and for promotional purposes.

Advertising

- Advertisers should not contradict the overall values of the OSFN in other words, they are not cross purposed (i.e. they do not have goals or objectives that conflict with the OSFN) as this can lead to confusion and misunderstanding.
- We do not sell or share our subscriber or membership list.

e-Heralds

- E-Heralds will be used to distribute messages of timely importance.
- This is the format through which issues, and the means to act on them, are presented to OSFN members and to the public when such issues are a concern to OSFN, Ontario Nature, or any other group whose mandate is similar to that of OSFN. OSFN members are encouraged to educate themselves with regard to such issues and any action taken by OSFN members shall be in accordance with the OSFN Code of Conduct-

Nature Club News Column

- Provided to local communication and news outlets such as the Owen Sound Sun Times, and others considered appropriate by the Editor.

Social Media

OSFN is committed to maintaining a respectful community and fostering a safe space online. To maintain our online platforms, including the OSFN Website, we continuously monitor our social media channels, currently Facebook and YouTube. Our aim is to foster a positive environment where our audience feels welcome to express their opinions while at the same time reflecting OSFNs values. Please refer to the OSFN Code of Conduct for additional details regarding our values.

We welcome photography of local natural spaces and species, promotion of not-for-profit events with a similar mandate to OSFN, opinions or content that are important to healthy and productive discussion.

We will not tolerate the following:

- Hate speech
- Harassment
- Swearing or profanity
- Defamatory and personal attacks
- Demonstrably false statements
- Spam
- Off topic
- Or other comments that the Editor or the OSFN President deems inappropriate.

While we are not responsible for the content of visitor comments, we reserve the right to remove or not approve any comment. If a person is a repeat offender, we reserve the right to ban them from our Facebook.

Communication Outlets

When we are consulted by media, the OSFN President or his/her delegate will be the spokesperson for OSFN.

When the President is asked to be the spokesperson for OSFN, he/she needs to ensure they are well versed about the topic. They can also defer to an organization like Ontario Nature where experts are readily available.

As of December 2023, the Editors with communication responsibility are:

Hart's Tongue Herald – Norah Toth

e-Herald – Norah Toth

Nature Club News Column – John Dickson

Publication Series – Audrey Armstrong

Social Media – Website - Brian Robin

Facebook - Brian Robin & Norah Toth

YouTube - Brian Robin

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