

hed: Why the Star needs its own editors

deck: No one else has experience, knowledge and investment in Star's excellence to maintain the "brand," say journalist.

Date: November 3, 2009
To: All Staff
From: John Cruickshank

As I mentioned at town hall meetings earlier this fall, the Star's strategic plan calls for a fundamental transformation from a newspaper company into a multi-platform news and content organization. This will involve structuring the organization around the core capabilities that drive the business, and leveraging these core capabilities across new and emerging platforms. Beyond these core areas, we must find the best way to operate our business at the lowest possible cost, including contracting out non-core functions where there is a sound business case to do so. This will involve what is likely to be the biggest restructuring of the Star's workforce in its history. It won't be easy. Changes will affect every job in every corner of the organization.

In light of the magnitude of the changes ahead, we are today launching a Voluntary Separation Program, to provide staff with additional choices. Details of the VSP are provided in the attached letter from Human Resources. Over the last month, we have engaged the CEP in discussions on the provisions of the VSP, and we are very pleased to advise that the final program reflects a signed agreement between the Star and the CEP.

We have also advised the CEP that we are seriously considering contracting out segments of work associated with the production of our print product. This work is currently performed within the Star's Pre-Publishing and Editorial Divisions. Within Pre-Publishing, we are exploring the contracting out of ad building and the scope of this effort may expand to include some or all of the remaining work in the Division. Within Editorial, we are exploring the contracting out of some or all copy editing and pagination work, and the scope again may expand to include other editorial production and related activities. The scope of these and related outsourcing initiatives may well extend to work groups in other divisions of the Star.

While contracting out in all of these areas is still under exploration, we wish to provide potentially affected employees and their union representatives with as much information as possible, as soon as possible. We will of course provide the CEP with the details of our business cases for contracting out in these areas, once our investigations are concluded, and seriously consider all alternatives to contracting out that the union may wish to present. If we ultimately conclude that contracting out is not the appropriate route to take, then employees in affected job classifications will be able to withdraw their VSP applications if they wish.

It is understood by the company and the union that this general notification is not the formal notification of layoffs required under the collective agreement, which must still be completed along with the opportunity for the union to suggest alternatives to contracting out. The company will provide such formal notification as soon as the business reviews in the affected areas are concluded. Specific details on contracting out timelines will be provided as part of that formal notification.

We encourage staff, both within and outside these specific areas, to consider the VSP and to take advantage of the decision support services that HR will be providing. The VSP will be open for the full month of November, to provide employees with sufficient time to carefully weigh their personal options. I have asked all members of the Star's management team to share information on possible workplace changes with staff during this time, so employees are as informed as possible when they make their decisions on the VSP.

Please review the attached material on the VSP and refer any questions to Human Resources staff. On behalf of the full executive team I thank all members of the Star's staff for their continued commitment and dedication in these challenging times.

John Cruickshank

slowlede-gettothe news faster

ital-Star style

what does this mean?
this isn't explained anywhere -
try to pin down your source
on what this means -
quickfax??

graf too long -
break up
redundant

are we sure?
what's the source?
verify!

additional to what?
haven't named any others -
please explain

Note: Star style is lower-case

active verbs pls!

incorrect -
it's already Nov. 3.
Just say "until Nov. 30"

jargon

cliche - find something fresher.

LEDS!! - why buried? move up

and a simpler word

what is this?
spell out on 1st reference
"the result of"?

avoid simplistic qualifiers.

poor word choice - "the result of"?

are they or not? is this even a story?

newspaper - avoid biz euphemisms

wordy graf - simplify!

wastd words

pin down your source on this.

avoid biz jargon
redundant

understand

formal notice

and redundant

Completed.

try not to split infinitives

Star style is ital.

Working Title Draft #3

Sean knelt ^① squirming as bodies began to drop. He shuddered when Scarface swiped his bat and clobbered another victim on the side of his face. Bluto ^{① meanwhile} struggled back onto his feet ^{to} charged Scarface and shoved a knife into his back. Scarface crumpled to the pavement. With a wicked look of vengeance, Bluto pumped his boot into Scarface's ribs. Just as Bluto turned, he was chain whipped on the back of the head by a vicious Demon.

Blood ^{with a} squirting everywhere ^{Wiping some spittle}, bodies falling ^{and}, Sean felt squeamish. He threw up. Then he looked at Sal, shocked ^{and was} that Sal was enjoying the warfare.

"Having a good time, Sal?" Sean said. ^{he} looked disgusted.

"Bug off, twerp," said Sal, grinning.

"Cripes, Sal," Sean said. "What the hell's the matter with you?"

"You some kinda pansy ass?"

"Drop dead," said Sean.

"It's a bloodbath," Arnie yelled. His olive complexion was white as milk.

"A brutal massacre," Sean said.

Sal stared defiantly at Arnie and Sean. "You two sissies wet your pants?"

Sean and Arnie flipped Sal the bird and told him to piss off.

Sean didn't want to be thought of as a pussy, so he gathered the courage and forced his eyes back to the peephole. ^{At just that moment} By accident, he saw the hatchet-wielding maniac. He cringed when Hatchet Man swung his weapon and slashed

Even though the fight is noisy, these boys don't want to be discouraged. Find a less loud word.

I think massacre implies both sides not being equal or, at least, one side gaining tremendous advantage. Battle

might be a better word. Or fight.