

Guidelines for Concordia Neighborhood Association Media Operations

Adopted by CNA Board April 11, 2017

The Concordia News newspaper (CNews) and other media formats (web, social media, etc.) are assets for the neighborhood in that they give voice to issues and events in the community generally not reported elsewhere. These media also serve as potential sources of funds for Concordia Neighborhood Association (CNA). Proceeds from advertisers or other media partners help support CNews and may help fund and support neighborhood events and other worthy causes or projects, both internal and external to CNA (e.g. spring egg hunt, Concerts in the Park, CNA holiday party, health fairs, mural projects, etc.).

Management and publishing guidelines of the CNews and other media must be in accordance with the nonprofit status of CNA, a 501(c)3 nonprofit organization.

The purpose of this document is to inform the CNews Editor and other members of the Media Team (paid or unpaid) of the CNA Board's expectations and policies for management of the CNews and other media.

1. Financial:

- A. Any changes to existing CNews subscription numbers (residential mailing or businesses) must be pre-approved by the Board.
- B. Any changes to number of pages printed must be pre-approved by the Board.
- C. Any changes to ad rates must be pre-approved by the Board.
- D. Media Team may encounter opportunities to earn revenue beyond the routine sale of advertisements or CNews inserts (see Section 12 below). This may include opportunities to earn revenue from online ad sales. All such opportunities shall be brought to the CNA Board for consideration.

2. Passwords:

- A. A copy of all current passwords (USPS account, publisher account, online software publishing account, website, social media, etc.) must be maintained in a password file on CNA's official cloud storage site.
- B. CNA Board will share CNA Paypal account login information with the Media Team Advertising Sales Representative, along with the CNA Treasurer and CNA Board Chair.

3. Media Team Membership:

- A. In keeping with the CNA by-laws, the Media Team must include at least one member of the CNA Board who will act as liaison to the Media Team.
- B. Media Team meetings shall be open to the public. In keeping with the CNA bylaws, membership is open at any time to any Concordia resident, property owner or business owner wishing to become involved in supporting the work of the Team.

Additionally, the CNA Board, at its discretion, may approve Media Team membership of individuals who may not be residents, property owners or business owners of Concordia neighborhood.

- C. The Media Team may organize itself in such a way that allows decision making, the fixing of agendas, or voting on important matters to a subset of Media Team members. The CNA Board retains authority to override by a majority of a qualified quorum any decision of the Media Team.

4. Media Team Meetings:

- A. Dates and location of meetings must be published in the CNews and CNA's website (concordiapdx.org) no later than 7 days in advance.
- B. Strive for consistency in meeting dates (e.g. last Wednesday of the month) and locations (e.g. Community room at Concordia University library or Kennedy School, New Seasons café). We recognize this is a volunteer effort and sometimes life gets in the way. In the event of a change in meeting time or venue, it is the Media Team's responsibility to communicate changes in a timely matter via a post on the website and direct communication with the CNA Board.
- C. Minutes and a sign-in list of attendees are required for each meeting. Minutes and sign-in records must be retained by the Media Team and must be made available upon request by the CNA Board.

5. Code of Conduct - Meetings shall adopt the following code of conduct:

- A. Stay within agreed time (option: decision to add time).
- B. Stay on topic (option: continue discussion after official meeting).
- C. Voice a solution if you voice a concern.
- D. Seek solutions to address ALL concerns.
- E. Avoid personal attacks.
- F. Notice and care about the effect your words and tone of voice have on others (e.g. hot buttons).

6. Monthly Team Reports:

- A. Following each regular Media Team meeting, a member of the Media Team shall provide an update of Media Team activities either in brief written form or in oral presentation no later than the next regular meeting of the CNA Board.
- B. The CNews Advertising Representative shall coordinate with the CNA Treasurer in advance of each CNA Board meeting in order to provide a monthly revenue report to the CNA Board.
- C. Paid and unpaid members of the Media Team are expected to attend Board meetings if requested to do so by the Board Chair.

7. Publishing Software:

- A. CNA Board shall provide, at the expense of CNA, appropriate software in order to enable Media Team members to reasonably perform their duties.

8. Publishing Guidelines:

- A. Advertising content and articles must conform to State laws and to the nonprofit status of CNA.
- B. It is recommended to avoid articles about religion. It is OK to publish an activity taking place at a church (health fair, community classes, craft fairs etc.) as long it is open to the public.
- C. Major CNA events (Egg Hunt, Concerts in the Park, National Night Out, Holiday party) have priority and shall be printed on the front page or in other prominent locations as determined by the Managing Editor and Layout & Graphic Designer.
- D. The paper is not to be used for self-promotion of services or business opportunities of persons (i.e. Board members and members of their household) affiliated with CNA.
- E. Unless it is part of a written review, CNews and other CNA media are not to indicate a preference for any particular business or organization through any article or photograph beyond what is necessary to convey relevant news and information.
- F. The "Concordia community events calendar" section of the CNews is to include events sponsored by nonprofit organizations only.
- G. Letters to editors may be printed at the discretion of the Media Team. Opinion or editorial pieces shall include a byline (i.e. name of the writer).
- H. The following disclaimer should be added to editorial content:
 - "The opinions expressed by these writers do not necessarily reflect the views of the Concordia Neighborhood Association."
- I. It is recommended the Editor contact the writer of the editorial if the writer is unknown to the Editor or if authorship, affiliation or attribution is at all unclear.
- J. CNews and other elements of CNA media (web, social media, etc.) cannot provide political endorsements or accept political advertising.
- K. The Editor is cautioned against publishing potentially inflammatory or libelous content, including images of individuals without their permission unless that person appears in a photograph of a public gathering. CNA Media shall not publish images of individual minors without securing permission from adults responsible for that minor. Libel is defined as defamation by written or printed words, pictures, or in any form other than by spoken words or gestures.
- L. The Editor develops, maintains, and applies the CNews Style Guide (based on the AP Style Guide) to all articles in CNews.

9. Article Submissions:

- A. Submissions must include byline information and if applicable, professional affiliation.

- B. It is the Editor's responsibility to ensure proper attribution of any content and to avoid plagiarism or copyright violation.
- C. The author should indicate on all submissions whether this is an original submission or submission of a reprint that has been previously published with full citation of the name, issue and date of the prior publication. If the article has been previously published, author must include the appropriate copyright notice when submitting articles and include a statement that permission has been obtained to use the article in cases where the author is not the copyright owner.

10. Other Resources:

Associated Press Style book is considered a newspaper industry standard for grammar, punctuation, and principles and practices of reporting.

11. Digital/Online Media

- A. Text that has been approved for publication in the CNews shall be considered as approved for digital/online distribution as well. In the case of photographs or other images, however, approval for online distribution may be withheld by the contributor.
- B. Digital/online media editors shall work with CNews staff to coordinate the timing and placement of digital/online content or advertising.
- C. Digital/online media editors may publish relevant news and information not included in CNews as long as that content complies with the guidance for CNews as contained in this document.

12. Fee-Based Content Production

The Media Team may encounter opportunities or requests from advertisers or from other entities appearing in CNA media to produce photographs, images or text for reproduction in CNA media. The Media Team, subject to CNA Board approval, may establish a fee structure and guidelines for offering and performing such services. Any fees collected will be payable to Concordia Neighborhood Association and may be distributed in a manner determined by the CNA Board.