

Introduction

The purpose of this document is to inform the Concordia Neighborhood Association (CNA) paid contractors (Editor, Ad Sales Representative, Graphic Designer and Media Team Lead), the CNA Board Liaisons and other members of the Media Team of the CNA Board's expectations and policies for management of the CNA media assets. These assets include the Concordia News newspaper (CNews), the CNA website (ConcordiaPDX.org) and the CNA Facebook page (Facebook.com/groups/ConcordiaPDX).

These media assets of CNA are for the benefit of the neighborhood association and the Concordia neighborhood. These assets are used to give voice to issues and events in the neighborhood generally not reported elsewhere. They help build community and further CNA's mission to connect Concordia residents, and businesses – inform, educate and report on activities issues and opportunities in the neighborhood.

These assets also serve as potential sources of revenue for CNA. Income from advertisers or other media partners help support CNews and CNA's online presence. Any net income (income from ad sales less production and distribution expenses) may help fund neighborhood events and other worthy causes as determined by the CNA Board.

These guidelines must be in accordance with the nonprofit status of CNA, a 501(c)(3) nonprofit organization and conform to the CNA Bylaws: ConcordiaPDX.org/about-cna/bylaws/.

This document concerns itself only with CNews, the CNA website and the CNA Facebook presence. Before any additional media is to be deployed, print or electronic, the CNA Board and Media Team will collaborate upon a best course of action.

1. Financial:

- A. Any changes to the CNews USPS mailing routes 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. The Media Team may encounter opportunities to earn revenue beyond the routine sale of CNews advertisements or CNews inserts (see Section 12, Fee-Based Content Production, 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 (e.g., USPS account, printer/publisher accounts, website, social media) must be maintained in accordance with policies set forth by the CNA IT Administrator.
- B. The CNA Board will share CNA PayPal login account information with the Ad Sales Representative.

3. Media Team Membership:

- A. In keeping with the CNA bylaws, 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. Membership is open at any time to any resident, property owner or business owner within Concordia or its contiguous neighborhoods: Sunderland, Cully, Beaumont-Wilshire, Alameda, Sabin, Vernon and Woodlawn. Additionally, the CNA Board, at its discretion, may approve Media Team

membership of individuals who do not meet the above criteria.

- C. The Media Team may organize itself in such a way that limits 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 locations of meetings must be published in CNews, CNA's website and Facebook page at least 7 days in advance.
- B. Consistency shall be endeavored in meeting dates (e.g., first Tuesday of the month) and meeting location (e.g., McMenamins Kennedy School Community Room). Meetings may also instead take place virtually, using Google Meet, Zoom or another meeting platform that is widely accessible and that allows for attendees to join with video and/or voice. In the event of a change in meeting time or venue, it is the Media Team Lead's responsibility to communicate changes in a timely matter via the CNA Facebook page, an update on the CNA website and email communication with the CNA Media Team members.
- C. Minutes and a list of attendees are required for each meeting. Minutes and attendee records must be retained by the Media Team and made available upon request by the CNA Board. The Media Team publishes minutes from each Media Team meeting on the Media Team page of the CNA website: ConcordiaPDX.org/media-team/.

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. When voicing a concern, attempt to voice a solution, as well.
- 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, the Media Team Lead 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 Ad Sales 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. The Media Team Lead, Editor and Ad Sales Representative are expected to attend CNA Board meetings if requested to do so by the Board Chair.

7. Publishing Software:

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

8. Media & Insurance

- A. CNews, the CNA website and the CNA Facebook page are functions of the CNA Board. The Board is responsible for all content. The contractors are covered, contingent on abstaining from committing libel and staying within the bounds for 501(c)(3) organizations.
- B. For insurance purposes, the Northeast Coalition of Neighborhoods (NECN) recommends including the following disclaimer in CNews:

“CNA will abstain from publishing anything that could be construed as libel.”

9. Publishing Guidelines:

- A. All content (e.g., advertising content, photographs, editorial copy) on all media platforms must conform to Oregon state laws and to the 501(c)(3) status of CNA.
- B. It is recommended to abstain from publishing editorial copy about religion. It is OK to publish activities taking place at churches (e.g., health fairs, community classes, craft fairs) that are open to the public.

For religious editorial content, the CNA Bylaws include language preventing discrimination. As long as events are open to the public and CNA does not discriminate against a religion, CNA media may publish articles about religious events.
- C. It is a top priority of the CNA Board to inform the neighborhood of CNA events (e.g., Spring Egg Hunt, Concerts in the Park, National Night Out, Holiday Party). These events will be placed in prominent locations designed to maximize eyes on the page in CNews as determined by the Editor and Graphic Designer. Similar design decisions are also made when posting CNA events to the CNA website and Facebook page.
- D. The CNA media assets are not to be used for self-promotion of services or business opportunities by persons affiliated with CNA, including but not limited to members of the CNA Board, CNA committees and members of their households.
- E. Unless it is part of a review, CNews and online media are not to indicate a preference for any particular business or organization through any editorial copy or photograph beyond what is necessary to convey relevant news and information.
- F. Events listed in the “Concordia Community Events Calendar” section of CNews must conform to the CNews Community Calendar Priorities Policy. This policy can be found in the *Media Team guidelines and policies* section on concordiapdx.org/media-team/.
- G. The following disclaimer must be added to any editorial content, that offers opinions:

“CNA respects the views and beliefs of all Concordians, and their cultures and faiths. The views expressed by this writer do not necessarily reflect the views of CNA.”
- H. All opinion pieces shall contain byline information and are not published anonymously. The Editor will consult with the CNA Board chair when any exceptions arise.
- I. The CNA media assets must not publish political endorsements for candidates or accept political advertising. CNA is not allowed to endorse political candidates. CNA, however, can endorse measures and offer pros and cons, take stances, etc. in any of the CNA media assets.
- J. The Media Team is cautioned against publishing inflammatory or libelous content in CNews, on the CNA website or on the CNA Facebook page. Libel is defined as

defamation by written or printed words, pictures, or in any form other than by spoken words or gestures.

- K.** The Media Team shall not publish recognizable images of minors without securing written permission from the minors' parents or guardians.
- L.** For adults to be photographed for publication, NECN recommends that they be asked permission first. If the subject objects, the photo will not be taken.
- M.** The Editor develops, maintains, and applies the CNews Style Guide (based on the Associated Press Style Guide) to all editorial copy in CNews.
- N.** Any contributed content (e.g., copy, photographs, drawings) published in any of the CNA media assets, is owned by the contributor and not by CNA. The contributors retain full ownership of their contributed content, regardless of CNA's publication of their content.
- O.** All contributed content approved for publication by the Media Team may be published on any or all of the CNA media assets. The contributor must inform the Media Team Lead, in writing, if any of their content is to be withheld from publication on one or more the CNA media assets.
- P.** The Media Team will coordinate the publication and timing of CNews content on the CNA website and the CNA Facebook page.

10. Copy Submissions:

- A.** Editorial content submissions must include byline information and, if applicable, professional affiliation.
- B.** It is the Editor's responsibility to ensure proper attribution of any editorial content and to avoid plagiarism or copyright violation.
- C.** The writer should indicate on all submissions whether those submissions are original or constitute reprints that have been published previously, with full citation of the name, issue and date of the prior publication. If the copy has been published previously, the writer must include the appropriate copyright notice when submitting copy and include a statement that permission has been obtained to use the copy in cases in which the writer is not the copyright owner.

11. Other Submissions:

All photographs and graphic elements published in any of the CNA media must be owned by the contributor, be the subject of consent for reprint by the owner or be in the public domain.

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 would be payable to Concordia Neighborhood Association and may be distributed in a manner determined by the CNA Board.