

## **Candler Park *Messenger*: Mission and Guidelines**

### **August 2012**

The Candler Park *Messenger* is the monthly newsletter of the Candler Park community. Published by the Candler Park Neighborhood Organization Inc. (CPNO), its mission is to inform residents about CPNO priorities and developments, and to serve as a news source for relevant community events, organizations, concerns, opportunities, and networking.

**Funding:** The *Messenger* is a non-profit enterprise but is financially supported by local advertising and classifieds. It is produced by a staff of volunteers. *Messenger* publication is prescribed by and supports objectives (including required notice of agenda items) of CPNO's organizational bylaws, and usual costs of its monthly production are exempt from fiscal approval requirements, but included in CPNO's annual budgeting process.

**Circulation and distribution:** The *Messenger* is distributed as a black-and-white print publication, free and without formal subscriptions, to approximately 2,000 residents, businesses and institutions within or immediately adjacent to Candler Park, with door-to-door delivery by some 60 independent volunteers who serve their immediate neighbors. The newsletter is also posted online in a color edition as an Adobe PDF file on CPNO's website, and each issue may remain archived there for a period determined by CPNO's Communications Officer and/or website administrator. Issues prior to 2007 have not been posted online.

### **Editorial Guidelines**

**Style:** The primary editorial style guide for the *Messenger* will be Associated Press, or AP, style. This widely used guide is readily available in bookstores and online. Because the *Messenger* is a community newsletter with a conversational tone, the editor may use discretion in making exceptions to AP style. Most notably, when referring to individual neighborhood residents, it is acceptable to use first names only following the first reference.

**Design:** The appearance of the *Messenger*, including the masthead, typeface choices, and layout structure, will be determined by the designer; the newsletter should feature the Candler Park logo, and should generally appear consistent from issue to issue to facilitate community recognition of the *Messenger*. Layout is typically based on an 8.5"x 11" page size, which are duplex-printed on 17"x 11" pages folded in half and stapled, necessitating a total page count divisible by four.

Inserts or flyers are not accepted for print distribution for commercial advertising purposes, but may be specially authorized by CPNO's board if detachable content is considered to serve organizational needs. If a flyer or insert is approved for inclusion, it should also be added to the online version of the newsletter for consistency as our newsletter archive of record.

**Photos/images:** Photographs and illustrations/stock art published in the *Messenger* should be used with permission and properly credited. Photographs including children should be used only with the knowledge and permission of a parent or guardian. However, photos that are supplied by the subject(s) will be assumed to carry implied consent; for instance, if a parent provides a family photo from a neighborhood event, *Messenger* staff will consider that permission to include the photo.

**Content:** Because the *Messenger* is published by the CPNO, the editor will collaborate with CPNO officers to identify and prioritize content relevant to the neighborhood organization and its activities. However, articles and announcements may be submitted by anyone with a contribution that is determined to be of interest to the Candler Park community. Articles should be sent to: [editor@candlerpark.org](mailto:editor@candlerpark.org).

In general, the editor will strive for reasonable journalistic objectivity in news articles, including those representing activities of the CPNO. Submissions from any source that are considered by the editor to be disrespectful, inflammatory, inappropriately biased, or inaccurate may be rejected. Articles and/or letters to the editor that clearly represent the opinions of individuals and/or non-CPNO organizations may be published, at the editor's discretion, under the heading "Viewpoint," with the following statement:

*The views expressed in this article do not necessarily reflect the views of the Messenger editors or the CPNO.*

**Regular *Messenger* content will include:**

- CPNO general meeting agenda
- Calendar of upcoming events
- List of CPNO officers
- Messenger masthead: editor, designer, advertising manager, and advertising information
- CPNO membership meeting minutes from the prior month, submitted by the Recording Secretary
- CPNO Treasurer's report/budget update, submitted by the Treasurer
- Crime reports, compiled by a volunteer
- NPU meeting minutes, submitted by the neighborhood NPU Representative
- An original cartoon submitted by a neighborhood artist

**Other content as submitted and available:**

- Q&A profile/spotlight of a neighbor
- News about CPNO efforts, events and developments
- Announcements regarding CPNO leadership, board elections and transitions

- Articles submitted by CPNO board members
- Announcements of upcoming community events, such as festivals
- Relevant press releases about area news and events
- Articles about issues that may impact the neighborhood
- Articles about community efforts or issues contributed by Candler Park residents
- Creative content submitted by Candler Park residents
- Photos and coverage of neighborhood events
- News and articles from surrounding neighborhoods and organizations (L5P, Lake Claire, Inman Park, etc.)

### **Advertising Guidelines—rates, specifications, payment**

- **Classified ads:** \$4 per line. One line may extend up to approximately 35 characters; first line may be boldface and/or capitalized.
- **Display ads:** \$14 per inch @ 2.5" wide; \$21 per inch @ 3.75" wide; \$28 per inch @ 5" wide; and \$42 per inch @ 7.5" wide
- **Discounts:** Prepaid orders of at least five months' duration receive a sixth month free; prepaid orders of at least 10 months' duration receive 11<sup>th</sup> and 12<sup>th</sup> months free; if multiple ads by a single client are featured in the same month, the discount may be applied on a per-ad basis (for instance, a prepaid order for five ads earns a sixth ad free), and may be fulfilled over fewer than six months. Ads may be re-run at no cost ("made good") if required, at the sole discretion of the ad manager, if required fulfillment is impaired due to problems in printing or untimely distribution.
- Ads confirmed for multi-month orders may be substituted with similarly-sized graphics if a substituted file is received and acknowledged by the ad deadline.
- Publication-ready ads (no editing required) should be submitted in compatible file formats (.bmp, .tif, .jpg or .pdf) via email to: [cpmessenger@candlerpark.org](mailto:cpmessenger@candlerpark.org) (include name, phone, ad size and order duration).
- Ads submitted in color will be automatically converted during print production to grayscale tones, but if specially requested, alternate b/w and color versions of the same ad may be provided for use in print and online editions, respectively, at no additional cost.
- Payment should be sent to: CPNO, Attn: Messenger, P.O. Box 5418, Atlanta GA, 31107 upon confirmation of reserved ad space. Ad orders not paid prior to publication are subject to cancellation. Ad payments are received and

promptly deposited by CPNO's treasurer, who is solely responsible for timely reporting of their collection to the ad manager, obtaining any assistance required to ensure collection of overdue ad payments, or approval to write off uncollectible debts.

**Advertising content:** The *Messenger* advertising manager reserves the right to reject any ad reasonably determined to be inappropriate for the newsletter, which is circulated directly without cost to or subscription by readers.

**Advertising-to-editorial ratio:** Advertising should not exceed 50 percent of the newsletter space; the *Messenger* should be expanded as needed on a month-to-month basis so that editorial content is at least 50 percent of the total publication.

**Ad placement:** Advertising layout may be specified when orders are confirmed, but positioning requests are not guaranteed, and ultimately subject to discretion of the layout/design manager. Ads of similar widths will usually be stacked vertically for ease in reading adjacent editorial content. Line-of-business separation of advertisers within the same or opposing pages is subject to the layout/design manager's discretion. Classified ads appear only on the back page of the newsletter, and no display ads are included on the first three pages in order to emphasize key editorial content.

**Copyright:** The Candler Park Neighborhood Organization reserves all rights to intellectual property created in the *Messenger*. Prior written permission of CPNO's Communications Officer and/or the *Messenger* editor is required for any reproduction or other use. Separate permission of authors and/or contributors (including photographers, logo designers and cartoonists) may also be required and is not implied by CPNO's consent.

**Newsletter administration:**

- The *Messenger* volunteer editor is appointed by CPNO's executive board and serves at the board's discretion. The editor should be a CPNO member, but is not required to attend board or membership meetings unless specially requested. There is no defined duration of the editor's term, but he or she is expected to work with the CPNO to identify and guide a successor before stepping down to ensure continuity of newsletter production.
- Volunteers for ad, layout/design and distribution manager positions do not require board approval, but should be CPNO members and serve with the oversight of the editor and/or CPNO's Communications Officer.
- Delivery volunteers are recruited by the distribution manager as needed, based on an overall circulation strategy balancing efficiency with the time/distance required of each volunteer. They are periodically recognized through "thank you" articles published in the *Messenger*. Delivery volunteers may be replaced as needed, may not charge for their services, and are not

- liable for non-delivery, but are personally responsible for their actions during distribution activities.
- All newsletter content must be reviewed and approved for publication by CPNO's president and/or Communications Officer prior to printing and website publication.
  - Volunteers are not personally liable for CPNO-approved content or any costs required to produce or distribute the *Messenger*, nor is CPNO liable to newsletter volunteers for injury or damage they may suffer or cause others in its production or distribution.

***Messenger* publication schedule:**

- Editorial content is due to the editor on the 23<sup>rd</sup> of the month prior to publication
- Ad placement should be confirmed by the 25<sup>th</sup> of the month prior to publication
- Editorial content is due to the designer on the last day of the month prior to publication
- Design/layout and proofing take place during the first week of the publication month
- Publication should be complete, uploaded to the printer and the CPNO website by the Monday prior to the CPNO board members meeting (which is the second Monday of each month)
- Print distribution should be completed during the week/weekend prior to the CPNO board meeting