

Updated 2006, June

Key Peninsula News Publishing Policies, adopted 2003, revised 2005 and 2006

A Organization

The publisher of the K.P. News is the Publishing Board of Directors. There will be a paid part-time Executive Editor and other paid support staff as determined by the publishing board. Sales agents will be paid commissions on paid ads when revenue is collected. Writers and photographers are on volunteer basis. Executive Editor will serve as the day-to-day supervisor of all operations.

The Publishing Board of Directors shall serve at the discretion of KPCCA, who may revoke this Board at the end of any year by giving a 60-day notice of dissolution to the Editor.

The Directors shall consist of five members. Two members shall be from the Executive Committee of the KPCCA and one of those two shall be the KPCCA Treasurer. The Treasurer will serve both KPCCA and the Publishing Directors. The Directors shall elect their own officers: President, Vice President and Secretary/Recorder.

The Publishing Board shall not carry on any activities not allowed to a corporation defined as exempt from Federal Income Tax under Section 501 (c) 3 of The Internal Revenue Code.

B News coverage objective

To support and create community by reporting news and features and providing a forum for local information. To report news affecting the local residents and community in a fair, balanced and unbiased manner.

C News coverage area

The Key Peninsula and immediately adjacent areas within Fire District 16, as well as immediately adjacent areas served by advertisers.

D Circulation area

Same as News coverage area.

E Circulation

To be provided by direct mailing using the KPCCA non-profit permit.

F Advertising

The K.P. News will solicit generally acceptable ad copy from commercial, industrial, political, recreational and charitable institutions and organizations on a for fee basis. All political ads must be paid in advance such that the check clears the bank before the newspaper issue in which the ad would appear goes to press. Information concerning the schedules, activities, concerns etc. of organizations supported by the Civic Center are legitimate news items and are not considered advertising. Unacceptable ads include ads for casinos, nude bars, tobacco products, liquor, hate groups, and any ad that would offend a reasonable reader. Ads that would violate the Non-Profit Permit regulations are not allowed unless the advertiser pays the additional mailing cost of the issue. The Editor-in-Chief will be tasked with carrying out ad policies.

G Advertising revenues

All revenue for ads that run in the monthly KP News issue and/or that are sold by the Key Peninsula News will belong to the KP News.

H House ad space

Civic Center activities and events, limited to 10% of advertising space in the KP News. House Ads are defined as ads that inform or advise of specific KPCCA events or activities, such as dances, concerts etc. that are sponsored solely by the KPCCA for its sole benefit and are scheduled on Civic Center premises. Schedules, elections of officers, and other general information are considered news and are not house ad space.

I Other free ad space

As approved by the editor under guidelines furnished by the Publisher. Local obituaries are considered news and are not free ad space.

J Social/political coverage

As it pertains to local KP community and adjacent small towns/areas; leaving national, state, Puget Sound metropolitan, regional and Gig Harbor issues to other papers (unless those issues directly affect the local community).

K Editorial writing

Editor may include an editorial each month. Guest editorials are permitted and will be selected by the editor for relevance to overall mission of paper. Editorial content will follow Associated Press guidelines.

L Letters to the Editor

100 words or less, no personal attacks or libelous submissions printed – must pertain to Key Peninsula issues/news. Not a forum for commercial or political interests. Letters regarding local issues including elections or candidates may be accepted so long as they don't violate IRS 501(c)3 restrictions; a disclaimer that the newspaper does not endorse issues/candidates must be included. Printed subject to space available and subject to be edited at editor's discretion for length and clarity.

The editor will contact the writer of each letter to the editor to determine validity of the letter and to clear editorial changes with the submitter. Editor reserves the right to reject any submission considered inconsistent with editorial philosophy/guidelines as set by the Publishing Board. Space will be set aside for letters to editor in each monthly issue. No more than one letter per quarter will be published from each letter writer.

M Corrections

Will be published in the next issue following discovery, deadline permitting.

N Financial objectives

Cover all costs of publishing including insurance and other overhead costs. This is an effort to be a break-even operation under the KPCCA.

O Bylined columns

All bylined advice columns touching on the writer's profession/work are considered advertisements and must either be paid for, or if deemed by the Editor-in-Chief as a public service, that writer may appear once per calendar quarter, space permitting. Opinion articles or essays from readers, community members and public officials are welcome as long as they are consistent with editorial philosophy and newspaper's scope.

The editor reserves the right to select submissions based on available space, appropriateness of the material, and consistency of style and subject with editorial philosophy and voice. The Editor reserves the right to edit submissions for length, style and errors. Writers may only have one unsolicited column per quarter published. Exceptions include solicited contributions and staff assignments.

P Editorial control

The Editor-in-Chief will control the content of the newspaper consistent with publishing policies set by the Publisher. Any challenge to an editorial decision must be submitted in writing to the Publisher for review and action, if any. Publishing policies will be reviewed six months after start-up to respond to changes deemed appropriate and thereafter annually by the Publisher to ensure consistency with the newspaper's mission. The Editor-in-Chief may request a revision to the publishing policies consistent with the mission of the K.P. News.