



# CONSERVANCY

NATURE & COMMUNITY IN HARMONY

**Burke Centre Conservancy**  
**ADMINISTRATIVE & POLICY RESOLUTION # 10-B**  
*(Revised November 10, 2010)*

**RE: The Conservator Advertising and Editorial Policy**

**WHEREAS**, Article VI, Sections 7 and 8 of the Bylaws charge the Board of Trustees with certain powers and duties for the administration of the Conservancy; and

**WHEREAS**, the Board wishes to update editorial and advertising policies for the material published in "The Conservator," the monthly newsletter that is distributed to all Conservancy members; and

**WHEREAS**, the Board of Trustees endorsed and adopted for implementation within Burke Centre the CAI's Rights and Responsibilities for Better Communities; Principles for Homeowners and Community Leaders at the August 2003 Board meeting;

**NOW, THEREFORE, BE IT RESOLVED THAT** the Board of Trustees of the Burke Centre Conservancy, for the purposes of establishing standards and setting precedents in the area of "The Conservator" publication, does hereby adopt Attachment "A;" and

**BE IT FURTHER RESOLVED THAT**, this document shall supersede all other policy resolutions regarding commercial display advertising, classified advertising, and editorial policy for "The Conservator" newsletter.

**RECORDED VOTE:** 7 yes, Unanimous

**BOOK OF MINUTES #** \_\_\_\_\_

**APPROVED:**

President, Burke Centre Conservancy Board of Trustees

November 10, 2010  
Date Approved

**ATTEST:**

Secretary, Burke Centre Conservancy Board of Trustees

November 10, 2010  
Date Approved

**SEAL**

## ATTACHMENT A

I. **PURPOSE** - The *Conservator* is primarily published for the purpose of communicating information to the members of the Burke Centre Conservancy. It is also published to provide an avenue to fairly and objectively voice diverse opinions among residents in a spirit consistent with the adopted CAI guidelines. Paid advertising is accepted to help offset production and mailing costs, and for the overall benefit of Conservancy members. General editorial decisions of what shall be published are placed in the hands of The Editor while adhering to the following guidelines.

## II. **GENERAL POLICY**

1. The *Conservator* must conform to the governing documents of the Burke Centre Conservancy.
2. The *Conservator* will not print or originate articles or materials which endorse specific candidates or express partisan political views, nor actively promote any religion, creed or activities of any specific non-community group. Editorials may urge residents to actively participate in various democratic processes, and as a community service, calendar-type notices may be published for activities occurring within the Conservancy. Elected public officials who represent members of the Conservancy may submit articles for publication that are designed to provide information and updates to their constituency. Any such articles are subject to all provisions of the editorial policy, and may not contain campaign information of express partisan political views.
3. Authors of articles are responsible for ensuring the accuracy of the information submitted for publication (e.g., dates, times, spelling names, fees, etc.). The Conservancy editorial staff will make a reasonable attempt to verify sources of information and report facts accurately. The Conservancy has no obligation to print retraction or correction notices, nor is The Conservancy responsible for expressed opinions or for the authenticity of all presented facts in any articles.
4. Names, addresses and telephone numbers must accompany all submitted articles, although they need not be published if the individual requests in writing that the name is to be withheld.
5. With the exception of Board-related information and articles, all submissions should be kept to a maximum of 300-350 words per issue. Materials submitted for publication may be edited for length, form, style, accuracy, balance of presentation and general adherence to these policies. Any and all materials and photographs that are submitted to the Conservancy for publication become the property of the Burke Centre Conservancy.
6. Priority for publication will be given to items of legal or financial nature that affect home ownership and other materials of significance to the majority of the community.
7. The Editor shall recommend, and the Executive Director shall be the final judge, as to what material will be published in the *Conservator*. The Editor will be guided by the Board adopted CAI's Rights and Responsibilities for Better Communities; Principles for Homeowners and Community Leaders and may seek clarifications of policy from the Executive Director. The Executive Director may seek policy clarification from the Board of Trustees.

## III. **ADVERTISING SUBMISSIONS**

1. The *Conservator* accepts paid advertising to help offset production and mailing costs, and for the overall benefit of Conservancy members. Advertising fees will be established by the Editor and Executive Director and be approved by the Board of Trustees. Advertising space is secured with payment only, and available on a first-come, first-served basis. The Conservancy does not bill for advertising. *Conservator* space dedicated to advertisements may not exceed more than one-third of the total month's issue.
2. The Conservancy does not endorse any advertiser in the *Conservator*.
3. The Editor may recommend, and the Executive Director may suspend, revoke and/or deny advertising privileges as a result of a community complaint(s). Valid complaints that are filed with the Conservancy office will be reviewed and addressed on a case-by-case basis.

**IV. LETTERS TO THE EDITOR/COMMENTARIES**

1. Letters to the editor serve to enable Conservancy members to communicate among themselves and with the Board of Trustees in accordance with the Virginia Property Owners' Association Act article 55-510.2.
2. Letters to the editor and commentaries may be submitted for publication consideration, and must include the author's name, address and phone number. The author's name will be omitted from publication upon request. Letters shall be published on a weekly basis on the Burke Centre Conservancy web page, with a link provided in *The Conservator*.
3. The Editor may edit submissions to ensure compliance with the Guidelines.
4. Letters to the editor and/or commentaries are not necessarily the opinions of the Conservancy, its officers, Board members, management, staff or agents. The Conservancy is not responsible for the expressed opinions or for the authenticity of all presented facts in letters to the editor and/or commentaries.

**V. CONTENT PRIORITY ORDER**

1. Subject to the above guidelines, priority will be given to the Board of Trustees, Cluster Committees, the Appeals Board, the ARB, and other Board-appointed committees and task forces for publishing notices, meeting summaries and/or articles. Other Conservancy business information, including and not limited to, upcoming meetings, Board and staff contact information, pertinent county and state mandates affecting Burke Centre home owners, Conservancy-sponsored events and classes, time-sensitive information and paid advertisements will also be given space priority above other submissions.
2. Secondary space consideration shall be given to Conservancy chartered and seniors groups' notices and articles, and other county and state notices. Additional topics are welcome for publication in the Conservancy as space permits, such as: School News, Places of Worship, logos, pictures and graphics, non-Conservancy charter groups and all other information as requested.

Note: membership enrollment applications for Conservancy charter groups will be published in no more than two issues per year, as space permits.