

NEWINGTON COMMUNITY ASSOCIATION
NEWSLETTER PROCEDURE

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AUTHORITY:

Article VIII, Section 1 of the By-Laws of the Newington Community Association (NCA) states, “. . . the Board of Directors shall have power to: (a) adopt and publish rules and regulations governing the use of the common area and facilities, and the personal conduct of the members and, their guests thereon, and to establish penalties for the Infraction thereof; . . .”

Article IX, Section 1 of the By-Laws of the Newington Community Association instructs the Board of Directors to “. . . appoint other committees as deemed appropriate in carrying out its purposes, such as . . . a Publicity Committee which shall inform the members of all activities and functions of the Association, and shall, after consulting with the Board of Directors, make such public releases and announcements as are in the best interests of the Association . . .”

Article V, Section 6 of the By-Laws of the Newington Community Association states, “Directors agree to be bound by any Code of Conduct as may be adopted by the Board of Directors.”

The Board has established a Code of Conduct (adopted May 2009 and revised December 2015) for conducting the business of the NCA with high levels of dignity, civility, and respect for the Community Association as an entity and for the individual members of the Newington Community Association, Board, Employees and Committees.

NEWSLETTER PURPOSE:

The purpose of the NCA's newsletter ("Inside Newington Station") is to provide information to the NCA community and related parties. The newsletter, whether printed and distributed or on-line, is the primary mechanism for notifying community members of opportunities for input to upcoming decisions, policy changes, etc., and informing community members of actions taken by the Board of Directors (the governing body for NCA) on behalf of the community.

Information on community activities and actions/activities that may impact NCA may also be included as well as other items that may be useful to community members.

RESPONSIBILITIES:

President's Responsibilities:

- Function as newsletter Editor even if some editorial responsibilities may be delegated to management, a contractor or volunteer. Responsibilities of the newsletter Editor include:
 - Review and approve letters to the editor
 - Review and approve advertisements to be included in the newsletter
 - Proof the newsletter

- Write articles for newsletter.

Board of Directors' Responsibilities:

- Approve newsletter contracts/agreements for the Printer, Publisher and Newsletter Distribution Coordinator.
- Approve rates for advertising, usually as part of the budget process.
- Act on consultations concerning public releases and announcements that are in the best interest of the community.

Community Manager's Responsibilities (This role can be held by the Manager if established via a contract, by an Association employee or volunteer as assigned)

- During the drafting process, may consult the Editor/Board President when necessary prior to submission of the final draft to the Editor/Board President.
- Proof newsletter when the final draft is complete.
- Provide advertising information when requested by potential advertisers.
- Collect payment for new advertisements and renewal of advertisements.
- Draft advertisements as requested.
- Notify community members via the NCA newsletter distribution list when the newsletter is on the website.
- Recommend to the Board changes to newsletter advertising rates.

Newington Community Association Webmaster Responsibilities

- Receive articles, announcements, draft minutes, advertisements, letters to the editor, and information for the community (see Appendix A, Newsletter Master Calendar) from the Community Manager or Editor/Board President.
- Design newsletter layout including advertisement design.
- Prepare draft newsletter and send to Editor/Board President and Community Manager for proof reading.
- Make changes, as necessary.
- Post the printed version of the newsletter to the NCA website and notify the Community Manager when completed. The goal is to have the newsletter posted by the 24th of the month so allow time for residents to read it prior to the next monthly Board of Directors Meeting.

CONTENT:

As stated in the “Purpose” section of this procedure, the newsletter is the primary notification mechanism for the NCA community. Newsletter items include proposed policies (whether new, renewal, or modification); draft minutes from NCA monthly Board, annual NCA, and special Board meetings; and notice of upcoming Board meetings. These items are mandatory for each newsletter.

Information on community activities (e.g., adult pool party, Christmas party, Easter egg hunt, NCA clean-up day) and actions/activities that may impact NCA (e.g., local development plans and transportation improvements) are also included as well as other items that may be useful to community members (e.g., community events, quarterly assessment reminders, local high school all-night graduation celebration, public service announcements, Board nominations, candidate biographies (bios) for Board positions, proxy forms, child care list, local bus and rail schedules, quick reference telephone list, and a community calendar). For a complete month-by-month calendar, see Appendix A, Newsletter Master Calendar.

Minutes

Board of Directors meeting minutes are printed in draft form in the newsletter so that it is possible to meet time constraints as listed in the Virginia Property Owners Association Act. The only editorial changes that are prior to the draft minutes being printed are corrections of grammar and spelling. The only persons authorized to make these changes are the Editor/President, the NCA Secretary, the Community Manager and the Webmaster.

Letters to the Editor

Keeping to the Board’s policies concerning conduct in mind, residents may contribute to the newsletter as long as their name is included in their submission. All letters to the editor must conform to the NCA Code of Conduct. Submission deadlines are posted in the published monthly calendar and are generally described in the Production Schedule section below. The Editor of the newsletter (i.e., the Board President) may refuse or delay publication of a letter if it is decided that it is in the community’s best interest to do so or if it does not contain a high level of dignity, civility, and respect for the Association as an entity or for the individual members of NCA, Board, Employees and/or Committees. Community members who write letters to the editor retain all legal liability for their letters and agree to reimburse the NCA for any legal and financial expenses arising from publication of their letters. Letters written do not reflect the opinion of the Board.

Commercial Advertising

Through its newsletter, NCA also publishes commercial advertising. Rates for commercial advertising are based on a column width of 3-1/2 inches. See Appendix B for rates and additional fees for commercial advertising. Rates and fees are subject to change by a Board vote.

The Community Manager is the point of contact for placing and renewing this type of advertising. A form letter is used for providing information on commercial advertising, rates, etc. This form letter is contained in Appendix B. Also, the newsletter Editor/Board President reviews all commercial advertisements and exercises authority on the acceptability of these advertisements.

Non-Commercial Advertising

Through the newsletter, the NCA provides a free service to community members by publishing non-commercial advertising. These advertisements are a business card size and are 5 lines or less (based on a column width of 3-1/2 inches). Advertisements running longer than 5 lines incur a cost for each line after the fifth.

For non-community residents, a fee per line (based on a column width of 3-1/2 inches) is assessed, regardless of the number of lines.

These non-commercial advertisements include items for sale, requests for car pools, lost and found items, odd jobs, etc. Rates are listed in Appendix B and are subject to change by a Board vote.

NCA may also publish, as a courtesy, a child-care directory, provided information is given. Community residents may have their name placed on this list at no charge. A name on this list is not considered an endorsement for services.

Other

Biographies for nominees for Board positions may be published. No pictures are allowed. Space is limited based on the number of nominations received.

PRODUCTION AND DISTRIBUTION:

Generally, input for newsletters is due to the Community Manager on the 15th of the month. The specific date is always listed on the calendar in the newsletter.

The Community Manager assembles all articles and other inputs and gives to the Webmaster. The Webmaster designs the newsletter layout and submits the draft to the Community Manager for review. The Webmaster sends the final draft to the Editor/President for final approval.

After final approval by the Editor/Board President, the Webmaster uploads the approved newsletter to the website for publication. Hard copies of the newsletter shall be printed for placement into the distribution box posted outside of the office. Additional copies shall be printed for members physically unable to pick up the newsletter from the distribution box and who have requested physical delivery. For the list of people to whom the newsletter is distributed, see Appendix C, Newsletter Distribution.

The Community Manager e-mails the newsletter to non-residents on the Newsletter Distribution List. Examples of people on this list are advertisers, subscription holders, local schools and elected officials who represent the NCA area. See specifics in Appendix C, Newsletter Distribution List.

APPENDIX A

Newsletter Master Calendar

January

- Quarterly assessments due
- Yard debris pick-up: scheduled every week except for the last 2 weeks in January and the entire month of February

February

- Spanish reminders of NCA policies (see examples at the end of this appendix)

March

- Pool rules and pool registration
- Quarterly assessments due next month
- Easter Egg Hunt (when Easter is in March)
- Yard debris pick-up

April

- Quarterly assessments due
- Easter Egg Hunt (when Easter is in April)
- Walk-through items used by NCA architectural inspectors
- Lee High School All-Night Graduation Celebration
- NCA cleanup day
- Pool registration reminder
- Yard debris pick-up

May

- Community Flea Market
- Reminder of no flea markets on common grounds
- Opening day for the pool
- Yard debris pick-up
- Spanish reminder
- Pool passes – pick-up times

June

- Call for nominations for Board positions
- Reminder of no flea markets/yard sales on common grounds and moving out reminders
- Reminder about moving pods not allowed sitting on community streets for more than 4 days
- Pool hours
- Child safety reminder
- Quarterly assessments due next month
- Yard debris pick-up

July

- Quarterly assessments due
- Proxy form
- Board elections – candidate bios
- Budget requests
- Pool hours
- Yard debris pick-up

August

- Reminder of annual meeting
- Pool lot policy and registration form
- National Night Out
- Pool hours
- Spanish reminder
- Yard debris pick-up
- Board elections – candidate bios

September

- Leaf policy
- Quarterly assessments due next month
- Yard debris pick-up

October

- Quarterly assessments due
- Yard debris pick-up

November

- Draft budget for Board consideration/approval
- Holiday party
- Spanish reminders
- Yard debris pick-up

December

- Annual assessment notification
- Quarterly assessments due next month
- Yard debris pick-up
- Holiday party

Forms/Policies/Other Reminders:

- Exterior Project Request
- Parking policy
- Trash policy
- Maintenance form for the community to report needed maintenance issues
- Lights on for safety
- Pooper-scooper and leash law reminder

APPENDIX B

Advertising Rates and Form Letter for Commercial Advertising

All advertising rates, both commercial and non-commercial are subject to change by a vote of the Board of Directors of NCA.

Advertising Rates for Non-Commercial Advertisements

For community members, advertisements of five lines or less (based on a column width of 3- 1/2 inches) are published free. Advertisements running longer than 5 lines will cost \$1 per line for each line after the fifth.

For non-community members, a fee of \$1 per line (based on a column width of 3-1/2 inches) will be assessed, regardless of the number of lines.

The non-commercial advertisements include non-commercial items for sale, requests for car pools, odd jobs, lost and found items, etc.

Advertising Rates for Commercial Advertisements

Charges for commercial monthly ad space is as follows.

1/8 page = \$15
1/4 page = \$25
1/2 page = \$35
Full page = \$54

There is a 25% discount for advertisement orders of 3 months or more.

All ad rates are subject to change by a vote of the Board of Directors, either as a single vote or as part of its approval of the NCA annual budget.

Form Letter for Commercial Advertising

NCA LETTERHEAD

Date

Dear XXXXXXXX:

Thank you for your interest in advertising in the Newington Station newsletter.

Newington Station is a community of 609 homes. You can visit our website (www.newingtoncommunity.org) to see copies of past issues. We use Microsoft Publisher to prepare our newsletter.

We sell monthly ad space as follows:

1/8 page = \$15

1/4 page = \$25

1/2 page = \$35

Full page = \$54

There is a 25% discount for advertisement orders of 3 months or more.

A worksheet that can be returned with your advertisement is enclosed.

The deadline for submission of an ad is the 15th of the month prior to distribution. Advertisements should be submitted to the Community Manager at the address on the letterhead. Questions can be addressed to the Community Manager at manager@newingtoncommunity.org or by calling 703-455-3606 during NCA business hours.

Sincerely,

Community Manager

Enclosure: Advertising Worksheet

Inside Newington Station Advertising Worksheet

ADVERTISING TIME PERIOD/FEE SCHEDULE

AD SIZE*	1 MONTH	3 MONTHS (inc. 25% Discount)	1 YEAR (inc. 25% Discount)
1/8 Page 3.375"w 2.371"h	\$15.00	\$33.75	\$135.00
1/4 Page 3.428"w 4.625"h	\$25.00	\$56.25	\$225.00
1/2 Page 7.125"w 4.625"h	\$35.00	\$78.75	\$315.00
Full Page 7.125"w 9.5"h	\$54.00	\$121.50	\$486.00

Based on "printable area of page". Size includes ANY border or box. EXTRA CHARGES WILL APPLY IF CUTTING OR OTHER MANIPULATING OF AD IS REQUIRED BY TYPESETTER. When submitting "camera ready" ads, please adhere to EXACT sizes above.

AD CHARGES		SPECIAL INSTRUCTIONS:
Basic Charge (see above) _____		Advertiser's Name, Address, Phone #, Date
Layout Charge	\$15.00 _____	PAY TO THE ORDER OF: Newington Community Association P. O. Box 351 Springfield, VA 22150 (703) 455-3606
Photo Charge	\$10.00 _____	
Scanning (one time)	\$5.00 _____	
Back Page (per mo.)	\$10.00 _____	
TOTAL	\$ _____	
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APPENDIX C

Newsletter Distribution List

Electronically Delivered

609 NCA houses
Newsletter advertisers
Newsletter subscription holders
Mt. Vernon District Supervisor
Mt. Vernon District School Board Member
Saratoga Elementary School
Key Middle School
Lee High School
Commonwealth of Virginia Delegate
Commonwealth of Virginia State Senator
8th District Congressional Representative
Chair of the Fairfax Board of Supervisors
Springfield District Supervisor
Lee District Supervisor

Physically Delivered

Upon request

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