

**GREEN PARTY OF VIRGINIA NEWSLETTER**  
**ADVERTISEMENT GUIDELINES**  
Passed by GPVA IC 6/23/2003

**The following set of guidelines will determine how the Newsletter of the GPVA accepts and approves ads for its quarterly publication.**

The members of the Newsletter Committee, the affiliated locals of the GPVA, and individual members have the responsibility of seeking out advertisers for the newsletter.

The guidelines dictate that GPVA will strive to obtain advertisers who promote healthy living in their communities. We will not discriminate against any potential advertiser merely because they do not accept all of our values or platform planks. We will strive to find advertisers whose policies and actions have been shown to be in line with our Ten Key Values, and will only refuse to accept ads from people or organizations that have been openly proven to run counter to so many of our Ten Key Values as to be an overwhelming assault on our sensibilities.

We refuse to accept advertisements from those who have been publicly proven to:

- Use sweatshop labor, child labor, or who discriminate against workers because of their gender, race, ethnicity, sexual orientation, or country of origin.
- Have violated environmental and ecological laws and regulations in their communities and have refused repeatedly to come into compliance.

We will not accept advertisement from other political parties, candidates of other political parties, independent candidates who do not endorse the Ten Key Values of the Green Party. We will only accept PAC advertisements from our own GPVA PAC, PAC's of other Green Parties, PAC's from green thinking organizations (i.e. PETA, Fund for Animals, World Wildlife Foundation, etc.), and PAC's from organizations that are in line with our Ten Key Values (i.e. Virginia Education Association...).

We will be mindful to not let any single or small number of advertisers gain too much control over our newsletter. We will strive to find a balance in terms of how much income is coming from any one or small group of companies, so as to not become overly dependent on any one or small group of advertisers.

We will accept advertisements from corporations, with the following guidelines. We will strictly limit the number of large corporations that advertise with us and the content of their advertisement. For example, we might let a large corporation like Toyota advertise with us, but only if they were promoting their environmentally friendly models of automobiles. We will keep in mind, that most small businesses (eg.healthfood stores, restaurants) in Virginia are corporations, as are professional people. We will strive to use "common sense" in our deliberations on what corporations might not be appropriate,

given our dedication to not being controlled by corporate finances. We recognize that campaign contributions and advertisements with the GPVA are different.

The process for submitting ads and approving them will be as follows.

- a. All potential ads will be forwarded the chair of the Newsletter Committee, who will on the 5th of each month forward them all together (whatever ad sources he or she has) to the IC, for as long as the IC exists. (Should the IC cease to exist, they will be forwarded to the SC). The GPVA Co-Chairs will convene the IC, and the IC will have 10 days to examine these potential ad sources, and a discussion will of course ensue during those ten days. The IC will vote on whether or not to accept the ad source and send their votes to the GPVA Co-Chairs by midnight on the 15th of the month. Timeliness is necessary as a courtesy to the advertiser and to ensure smooth relations with the advertiser.
- b. The style of the ad and the content will be approved by the Newsletter Committee.
- c. The rate card will be determined by the Newsletter Committee.
- d. The method by which the Newsletter Committee approves an ad will be determined by the Newsletter Committee (i.e. consensus,  $\frac{3}{4}$  vote..).

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