

National Auctioneers Association

Publications Policy

The purpose of this policy is to outline rules that are believed to best support — through all of its publications and published materials, including *Auctioneer* — the National Auctioneers Association mission statement and NAA's member interests.

Since 1949, the NAA has published *Auctioneer*, the industry's leading publication for the auction professional. The magazine's goal is to provide insightful content to help Auctioneers advance their careers, grow their business, stay connected to the industry and remain competitive in an ever-changing auction marketplace.

Auction E-News, a bi-monthly e-newsletter, provides the latest industry and Association news. Content includes links to educational webinars, information regarding upcoming events, member and national news and more.

A) Member v. non-member coverage: NAA members will always be given first consideration in terms of story selection, placement and promotion when compared to non-member or general industry news. While some non-member or industry news may occasionally bear special consideration, NAA's publications' primary, month-to-month objective is to showcase the Association's members and news/topics that affect the membership directly.

When non-member or industry news does draw special consideration, it must be presented to the NAA Director of Publications, who will make a determination along with the NAA CEO before it is used or highlighted in any NAA publications.

B) Content standards: Content that appears in any NAA publication format must be presented in a manner that is not considered discriminatory in any fashion, including: race, religion, gender, national origin, age, marital status, sexual orientation or disability. Also, content that is considered profane in any fashion will not be considered. All content is subject to approval by the NAA Director of Publications.

B.1) Political agenda: On occasion, political agendas that do not directly apply to the NAA membership may attempt to enter NAA publications through content submission. It is NAA policy that if content is deemed to have such a political agenda attached, as determined by the Director of Publications or NAA Chief Executive Officer, it may be subject to non-use.

B.2) Viewing pre-published copy: It is not NAA policy to allow individuals who are interviewed for articles to view copy before it is published. Should an individual want to review copy prior to publication, a request can be made through the writer to the NAA Director of Publications. A request is not a guarantee, nor any sort of agreement, to allow a pre-published review.

B.3) Press releases: Press releases are welcome and accepted as a means of informing the NAA staff about NAA members' and industry news. Press releases should contain basic information, including: contact information (name, phone number, email); the news item; and at least one high-quality image that adheres to all standards outlined in Sections C and C.1.

Releases should be submitted to publications@auctioneers.org or to the NAA Director of Publications. Submission does not guarantee either partial or full use of the information provided.

Adopted by the NAA Board of Directors, October 14, 2013

B.3.a) Obituaries: Obituary information of NAA members may be submitted for publication in *Auctioneer*. The information may be submitted in the form of a written obituary or a link to the information if it has been printed online. Submissions should be emailed to publications@auctioneers.org and to the Director of Publications. All submissions are subject to approval by the NAA Director of Publications and/or NAA Chief Executive Officer.

C) Photo standards: It is the NAA's goal to protect the Association's and its members' good reputation and good standing, both within and outside the industry. Therefore, photos used in NAA publications should always be of the highest possible quality, including resolution (minimum 300 dpi). "Highest quality" also applies to photo content. Any image that depicts discrimination (as described in Section B), unlawful acts or anything else not considered in good taste will not be allowed. All images are subject to approval by the NAA Director of Publications.

C.1) Events vs. people: While the NAA's goal is to highlight its members, it aims to do so without favoritism or prejudice toward a single member or his/her business. Therefore, in industry event coverage deemed acceptable for publications inclusion, the NAA's publications will not use, in primary fashion, images that showcase an individual ahead of an event. Such images may be considered as support images throughout an article or other published piece.

NAA events, such as the National Auctioneers Association International Conference and Show, IAC Championship, Hall of Fame, elections and academy or summit coverage, may be exempt and allow for individual highlight. That determination will be made by the NAA Director of Publications, in concert with the NAA CEO.

C.2) The *Auctioneer* Cover: The cover will abide by the guidelines set in Section C and Section C.1.

D) Advertising in publications: Advertising is welcome in NAA publications. Any and all advertising copy must adhere to the discrimination guidelines set in Section B and all related sections. Any and all images contained within an advertisement must adhere to the image guidelines set in Section C and all related sections. All advertising is subject to approval by the NAA Director of Publications. NAA reserves the right to refuse advertisements.

E) Reprint permissions: Reprint of any material contained within any NAA publications (including *Auctioneer*, *Auction E-News*, white papers, slides, etc.) is prohibited unless permission is requested and obtained in writing (including email) from the Director of Publications or CEO. If permission is granted for material that appeared in *Auctioneer*, the reprint must include the following statement: *"This material first appeared in the [issue, date] of Auctioneer, the official publication of the National Auctioneers Association, and was approved for reprint."*

E.2) NAA Website: Any information or content that appears in the public sphere (i.e., not behind a member log-in) may be shared through provided social media and/or other sharing channels. If a full, verbatim web content reprint is desired, permission must be requested and obtained in writing (including email) from the Director of Publications or CEO. If permission is granted for any material reprint, the following statement must accompany the information: *"This material is courtesy of the National Auctioneers Association and was approved for reprint."*