

# **Pennsylvania Association of Licensed Investigators (PALI)**

## **Newsletter Policy**

### **PURPOSE**

The purpose of this policy is to outline the ethical and editorial standards expected of and pertaining to the PALI newsletter.

This set of standards for the content and publishing of articles shall apply to all PALI newsletter submissions.

Accuracy and integrity of all submissions is critical as the newsletter represents PALI (the organization). It is imperative to have a set of standards so the reputation of PALI, hence it's members, is protected.

This policy shall promote transparency to the members. It shall create a standard for submission, inclusion, editing, and publishing of content in the PALI newsletter.

Finally, this policy shall protect the reputation and integrity of both the Organization and its members by ensuring it is strictly followed.

### **COMPLIANCE**

In accordance with both the FTC's Can-Spam Act and the EU's General Data Protection Regulation the PALI newsletter SHALL NOT be distributed electronically. Doing so would necessitate the organizations Privacy Policy be posted to each newsletter as well as an Opt-Out provision for United States recipients.

To protect the organization from costly FTC fines of up to \$46,517.00 per each separate e-mail, there shall be no electronic distribution of the newsletter. Instead, the newsletter shall be published on the organization's website and members and the public can view it at their leisure.

### **NEWSLETTER EDITOR**

The editor of the PALI newsletter serves at the pleasure of the Board of Directors and as such, can be removed and or replaced at any time without cause.

The editor shall be responsible for the compilation of the newsletter, soliciting input, articles, stories, and content.

The editor shall share all submissions with the entire newsletter committee.

In the case of a tie, editor shall report to the President that they are needed to be the deciding vote and break the tie.

# **Pennsylvania Association of Licensed Investigators (PALI)**

## **Newsletter Policy**

### **NEWSLETTER COMMITTEE:**

The PALI newsletter Committee (The committee) shall be created and serve as the initial review of submissions for policy compliance and for editorial review of content.

The committee shall consist of four (4) members of PALI; the editor and three other members who have submitted their name to the President as having a desire to serve.

The President shall send an e-mail to the entire membership requesting any member who desires to be considered for the newsletter committee to reply to the email with their request to be considered.

Members who request consideration shall be assigned a random number based on the REVERSE of their registered business zip-code.

All members will be placed on a list in order of this number lowest to highest.

The lowest three numbers, (Top three applicants) shall be selected for the committee.

The members shall serve for a period of three (3) years at which time they shall be replaced with new members. This shall add to the transparency and fairness of reviews.

Each time a member's term is completed, a new request shall be sent to the membership by the President soliciting interested members to apply and a new list formed.

Should a member either request to be removed or be removed by the President, the current list shall be used to select a replacement.

Since newsletters are "on deadline" should a member of the committee decide they no longer desire to remain active, or should the editor determine their involvement is not timely, the editor shall request of the President their removal and replacement with the next name on the list of committee applicants.

The President shall serve as a deciding vote and tie breaker should a decision by the committee be in a tie, two votes to two votes.

Decisions and determinations by the committee shall be final and unappealable.

The editor shall serve as the head of the committee forwarding all submissions to each member for their timely review.

### **SUBMISSION GUIDELINES**

Submissions do not have to come from PALI members but must be relevant with the Private Investigation and Security industry.

# **Pennsylvania Association of Licensed Investigators (PALI)**

## **Newsletter Policy**

Submissions containing discrimination, controversial topics unrelated to a specific investigation, bias opinions, intolerant remarks, or non-relevant subject matter, after a review by the committee, may be returned unpublished.

Advertisers have no sway over what is and is not published.

Submissions deemed to be more of an advertisement, after a review by the committee, may be returned unpublished.

If the author of a submission has any commercial relationships with the company, they shall advise the editor in writing about it, and it must be disclosed in the article.

## **RELEASE FORMS**

A release form shall be completed by ALL contributors for each submission. One release form per submission shall be necessary. There will be no blanket releases for contributors, nor shall there be any one release covering more than one submission.

The release form shall include the following:

A hold harmless clause protecting the organization from any harm or injury caused anyone by publishing a submission.

All responsibility for correctness and factuality shall be that of the contributor.

A statement from the contributor that the entire article is their own work and not that of plagiarism nor is the article fabulized in any way.

The contributor shall be responsible for defending themselves and the organization against any claim made by any party that an article was an ad hominem attack, was slanderous, caused pecuniary loss or that it was plagiarized and or fabulized.

A statement that any images used are either: The property of the contributor; from the public domain or with the written permission of the owner.

The contributor SHALL NOT have to produce copies of the written model requests but shall have to swear or attest that they are in possession of such releases and have permission to use all images included with their submission.

The organization is not responsible for ideas and opinions expressed by the contributor.

Contributors are not compensated for publication of their material and retain copyright for their submissions.

# **Pennsylvania Association of Licensed Investigators (PALI)**

## **Newsletter Policy**

Contributor has authority to grant permission to the Organization to publish the submission in the newsletter and to print and reprint it as the organization sees fit without any additional permissions necessary.

### **REVIEW OF SUBMISSIONS**

The committee shall review all submissions to ensure they meet the above listed criteria.

Each member of the four-person committee shall review each submission to ensure it meets the publication criteria. A determination on each article must be made. A majority of the panel must agree the submission meets the publication criteria (3 out of 4). Should the vote of the committee be tied, the President shall be the deciding vote.

If the committee feels the submission meets the publication criteria, it shall be checked for correctness. This shall include formatting of text; margins; font type, size, and color; image size.

All release forms shall be checked to make sure they have been submitted if necessary.

Spelling, grammar, and references are all the responsibility of the contributor and shall not be checked by the editor or the newsletter committee.

### **DEADLINES and PUBLISH DATES:**

To allow enough time for a review, editing and compilation of a newsletter, all submissions for any particular newsletter will have to be submitted in the appropriate format 30 day prior to each publish date.

Winter Newsletter Submission Date: November 30 to be published no later than December 30 each year

Spring Newsletter Submission Date: February 28 to be published no later than March 30 each year

Summer Newsletter Submission Date: May 30 to be published no later than Jun 30 each year

Fall Newsletter Submission Date: August 30 to be published no later than September 30 each year

A Late submission may or may not make it into the upcoming issue.

Late submissions may be withheld from publication and depending on content, may or may not be printed in the following newsletter.

PALI reserve the right to make minor adjustments to the schedule without prior notice.

# Pennsylvania Association of Licensed Investigators (PALI)

## Newsletter Policy

### SUBMISSION REQUIREMENTS

#### ***QUESTIONS:***

Questions regarding newsletter submission and publication should be directed to the editor of the newsletter.

The contact information of the editor shall be posted on the PALI website.

All submissions should be in the form of a word document attached to an e-mail.

The email should have Newsletter Submission – (Name of Article / Contributor's Name) in the subject box.

#### ***FORMAT:***

Documents shall be in Microsoft Word format

Submit the text as a Microsoft Word document as an attachment to the email above.

Include a photo of the member or activity. Ensure it is of high quality with a resolution above 350 dpi.

#### ***FONT:***

Style; Times News Roman

Size: 12

Color: black

Line spacing: 1.15

All Margins: 1"

#### ***TEXT:***

Articles should be no more than 2,000 words.

Articles shall be pertaining to topics that are of interest to the Private Investigation and Security field.

Contributor's articles should not be editorials.

Caution should be used pertaining to the use of profanity.

Articles should be completely edited for spelling, punctuation, content, and style and copy ready.

Articles shall include a title at the top

Articles shall include the author(s) name under the title.

# **Pennsylvania Association of Licensed Investigators (PALI)**

## **Newsletter Policy**

### ***IMAGES:***

Submit graphics as separate high quality JPEG image files (350 dpi or higher per image).

Name the files by figure number and refer to them the same way in the article.

Include captions in the article text, titling them by figure number.

The graphics can also be embedded in the Word file to show desired association but will be moved for space convenience in the final version.

All photographs shall have captions.

### ***ABOUT THE AUTHOR:***

Contributors shall provide a paragraph of no more than 250 words providing pertinent background information on the author.

A standard color “bust” image of the author shall be provided for inclusion with the published article.

The image shall be in JPEG format and at least 350 dpi.

### ***PHOTO APPROVAL:***

Contributors shall have on file a signed photo releases for ALL photos that include people and shall attest via release that they are in possession of same.

It is the contributor’s responsibility to obtain approval from the subject(s) prior to submission.

It is the contributor’s responsibility to provide identification of persons in photographs.

### ***REPRINTED ARTICLES:***

The contributor shall secure permission to print or reprint if applicable and provide the required text to be included with the article. If an article uses copyrighted material, it is the contributor’s responsibility to obtain permission from the copyright holder. Such items shall be annotated with “permission to print/reprint from...” It is always appropriate to indicate the source of material/graphics, even if it is in the public domain.

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## **CONFLICTS OF INTEREST**

No article shall attempt to further the business of any particular individual to include the author. That is the purpose of advertisements, not articles. Articles are to discuss topics.

No articles published in the newsletter shall further any one particular business, individual or entity.

# **Pennsylvania Association of Licensed Investigators (PALI)**

## **Newsletter Policy**

Should the committee, feel a submission presents a conflict of interest, the editor shall bring it to the attention of the President and the President shall advise the editor on if the submission shall or shall not be published.

Should the President feel a submission presents a conflict of interest, the President shall advise the editor to remove the submission from publication.

Should the Board of Directors feel that any submission presents a conflict of interest, it shall be discussed with the President and a determination made. The President shall the President shall advise the editor on if the submission shall or shall not be published.

## **COPYRIGHT**

In accordance with copyright laws, the articles and artwork submitted must not duplicate substantial portions of previously published material. If articles or artwork incorporate previously published material that is not the property of the contributor or submitting business, company, or corporation, the contributor is responsible for obtaining written permission from the copyright holder and for any costs associated with the use of the copyrighted materials. It is the responsibility of the contributor to obtain permission for the use of any copyrighted material, including images.

## **DISCLAIMER**

The following disclaimer shall be placed on the last page of all newsletters published by PALI.

- *Statements of fact and opinion in the articles and advertising artwork in the organization's newsletter are those of the respective authors and contributors and not of PALI, the sponsors of PALI, or the editors or PALI's newsletters. No representation, express or implied, is made of the accuracy of the material in this newsletter and PALI cannot accept any legal responsibility or liability for any errors or omissions that may be made.*

## **BENEFITS OF AUTHORSHIP**

It is an industry standard that when applicable, newsletters and publications offer continuing education credits to authors of articles. Should continuing education credits be available for authors of articles published in the PALI newsletter, they shall not be considered to be a conflict of interest or payment and members may accept these credits freely.

# **Pennsylvania Association of Licensed Investigators (PALI)**

## **Newsletter Policy**

### **BOOK REVIEWS**

It shall not be considered a conflict of interest for a contributor to author a book review on a book they have written. This practice shall be considered beneficial to the organization as a whole to allow other members to be aware of the book and content.

### **LEGAL REVIEW**

All items such as release forms and penalties shall be created and or reviewed by the organizations legal counsel to ensure correctness and completeness.

The Policy itself shall be reviewed by legal counsel as part of the annual policy review.

### **REVIEW OF NEWSLETTER**

Prior to ANY publication, the editor shall submit the completed DRAFT newsletter to the President for final review and approval.

The President may, at their discretion, distribute the DRAFT newsletter to the Board of Directors for final approval prior to publication.

Should the President or the Board of Directors determine changes are necessary, the mark-up copy of the DRAFT newsletter shall be returned to the editor by the President and the editor shall be responsible for making sure the changes are made.

Once all changes are incorporated, the editor shall forward the COMPLETED newsletter to the President.

The President shall forward the completed newsletter to the webmaster / Executive Assistant for publication on the organization's website.

To remain in compliance with the FTC and EU regulations, the President or their designee shall send an electronic message to all members advising them the newsletter is available on the organizations website for them to read, view, download and then share should they desire.

### **FORMAT OF NEWSLETTER**

The editor in coordination with the President and Board of Directors shall create the format of the newsletter.

Editorial columns / articles shall be accepted from the editor, President, or their designee as well as individuals who hold a position with the organization upon approval by the President or Board Chairperson.



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## **Newsletter Policy**

Once a format for the newsletter has been designed and approved, only changes / additions to the format will need to be approved by the President and Board of Directors.

Quarterly Board Approval of a layout shall not be necessary.

## **PENALTIES**

If a contributor submits an item, later discovered to be plagiarized or fabulized, the editor and the newsletter committee shall compile all of the facts behind the submission that are known and provide them to the President.

The President at their discretion, can initiate an investigation into the issue.

Plagiarism, fabulism and or hyperbole that are used by contributors place the organization at risk and present a liability. Publication of these articles also create a bad reputation for the members of the organization.

As such, the President and the Board of Directors shall have the authority to consider a violation of this policy to be an ethics violation and met discipline in accordance with those policies up to and including removal from the Organization.

## **EFFECTIVE DATE**

This policy becomes effective upon approval of the Board of Directors and rescinds all other policies pertaining to PALI newsletters.

APPROVED by the PALI Board of Directors July 2022