



Bull Run Civil War Round Table
P.O. Box 2147
Centreville, Virginia 20120

**Policy for Accepting Articles and Advertisements in the *Stone Wall*
June 16, 2022**

I. The *Stone Wall* is the official newsletter of the Bull Run Civil War Round Table (BRCWRT) and is published annually in ten editions (February, March, April, May, June-July, August, September, October, November and December-January). BRCWRT's Executive Committee retains exclusive authority with respect to the newsletter's content and advertisements.

II. The *Stone Wall* newsletter Editor is responsible for the format of the newsletter, including the columns approved for regular publication in the newsletter, such as the President's Column, Civil War Travels with Ms. Rebelle, Preservation Corner, BRCWRT Program of Events and The Book Corner. The Editor and the Newsletter Committee Chair (who may be the same person) are responsible for ensuring the content of each *Stone Wall* edition is appropriate and consistent with the criteria established in Section III, below, and for endeavoring to publish the newsletter at least four days prior to the next respective BRCWRT membership meeting.

III. Criteria for articles, letters and advertisements published in the *Stone Wall* newsletter.

A. Content is consistent with the purpose of the organization as stated in the *Bylaws of the Bull Run Civil War Round Table*:

“The purpose of the Organization will be to stimulate interest in the American Civil War by educating its members and the public about the military, political, economic, diplomatic, and social history of the United States of America and the Confederate States of America, including Antebellum and Reconstruction topics of interest. Educational topics may include preservation and interpretation of sites, buildings, artifacts, and memorials connected with that war”;

B. Content is consistent with established BRCWRT positions and/or actions with respect to the subject/material;

C. Content reflects positively on BRCWRT as an organization and on its activities and events;

D. Content is apolitical and non-confrontational; and

E. The content conforms to accepted standards of historical research and accuracy.

IV. Unsolicited articles and letters.

- A. Unsolicited articles and letters submitted for publication in the *Stone Wall* newsletter shall be reviewed by the Editor to verify that:
 - a. The submission and content meet the criteria in Article III, above;
 - b. The content is not already adequately addressed in one or more of the *Stone Wall* regular columns; and
 - c. The content conforms to accepted standards of historical research and accuracy.
- B. Based on this review, the Editor shall provide the material, the review results and the Editor's recommendation and rationale with respect to publication to the Newsletter Committee for their consideration. The Newsletter Committee may accept or modify/change the Editor's recommendation. The Newsletter Committee Chair shall provide the material and the Committee's recommendation and rationale to the Executive Committee for their consideration. The Executive Committee may approve the Committee's recommendation or change it.
- C. Following a decision to accept the material submitted for publication, the Editor shall notify the submitting author and the article or letter will be published, as appropriate, in the next *Stone Wall* newsletter edition. Following a decision to deny publication in the *Stone Wall* newsletter, the Editor shall notify the submitting author, in a timely and respectful manner, that the article or letter has not been accepted for publication and of the rationale for that decision.
- D. Articles from other publications may be published in the *Stone Wall* newsletter, subject to the review and approval process established in this Policy.

V. Advertisements in the *Stone Wall* Newsletter.

- A. Advertisements submitted for events, tours, book sales, etc. being supported or sponsored by the BRCWRT may be published, without charge, in the most prominent space that can be afforded consistent with the newsletter's format. A BRCWRT speaker may include a quarter-page ad for the speaker's books for no charge in the *Stone Wall* issues the month of and the month following his/her presentation at a BRCWRT general membership meeting.
- B. Advertisements consistent with the criteria in Article III, above, pertaining to Civil War-related events by other non-profit organizations and governmental entities, may be published in the newsletter without charge.
- C. Advertisements consistent with the criteria in Article III, above, for Civil War-related events or materials submitted by individuals or for-profit organizations, may be published in the newsletter for a fee based on the advertisement rates set by the Executive Committee: Currently, these rates are:
 - a. Full Page Ad - \$50
 - b. Half-Page Ad - \$30

- c. Quarter-Page Ad - \$15
 - d. Business Card - \$10
 - e. Classified - \$10
- D. The Editor has the authority to include submitted advertisements pursuant to paragraphs V.A. & V.B., above. For advertisements submitted pursuant to paragraph V.C., immediately above, the Editor will submit the advertisement request to the Executive Committee for approval.
- E. Procedures for-Submitting *Stone Wall* Advertisements.
- a. Advertisements shall be submitted for an upcoming issue of the *Stone Wall* prior to the cutoff date provided on the second page of the preceding issue.
 - b. Advertisements may be submitted either as a single-page Microsoft Word document designed to fit in the requested size of the requested advertisement or as a graphic file in jpg format with 150 ppi resolution. The advertisements shall be submitted by email, along with the submitter's name, email address and phone number, to Nadine1861@hotmail.com.
 - c. The Editor will review the content and space requirements of advertisements submitted on a first-come, first-served basis.
 - d. Subject to the Executive Committee review that may be required under paragraph V.D, above, the Editor shall notify the advertisement submitter(s) of the acceptance or rejection of their submitted advertisement(s).
 - e. Upon receiving notification that the BRCWRT will publish the advertisement submitted under paragraph V.C., above, the submitter shall submit the required payment per the rates established that paragraph within seven days, by check payable to "BRCWRT" and mailed to Bull Run Civil War Round Table, PO Box 2147 Centreville, VA 20120; or alternatively, the submitter may pay by credit card via the brcwrt.org website using the "PayPal" tab. Advertisement payments must be received by the cutoff date described in section V.E.a.,above.