

Listed below are excerpts from the News & Record Standards of Acceptability for accepting advertisements. Our policy is based in part on the Code of Advertising of the council of Better Business Bureaus and where pertinent state and federal laws. If these policies are not followed it may delay in the publishing of your advertisement.

Adoption of Children

We accept child adoption ads from only the following organizations:

1. County Social Service Office
2. State Dept. of Human Resources
3. Those agencies licensed by the state of North Carolina to place children for adoption.

We do not accept adoption ads from individual seeking to adopt children or for surrogate mothers.

Age to place Ad

You must be 18 years or older to place an ad with the News & Record.

Auctions and Auction Galleries

Advertising for auctions and auction galleries must list the name and license number of the auctioneer. An auction for charity featuring a well-known citizen or personality as auctioneer would also be acceptable.

Bingo

The advertising of bingo, "Fun Night", "Game Night" or other references that might be identified with a bingo game is prohibited except under the following circumstances:

1. The sponsoring organization must be licensed with the State of North Carolina.
2. The sponsoring organization must be non-profit.

Current postal regulations will not allow newspapers containing such advertising to go through U.S. Mail.

Blind Box Ads

An advertiser can use our box reply service where the responses to their ads are sent to a box at the News & Record. There is a fee for this service. Blind box information will not be shared with anyone except the advertiser that requested the service. To have this service as part of your classified ad, request is when you place your ad. At this time you can not select this when you place your ad online.

Business Opportunities

Investment opportunities that are highly speculative or offer an exaggerated return should be run only under the business opportunity columns or with a disclaimer in the ad. These investments usually are franchised operations, often involving coin-operated equipment.

State law covers a wide field of business activity of this type and requires detailed disclosure and payment of a fee to the Secretary of State prior to placing any advertising.

Business opportunity advertising will be published upon approval of Advertising Department supervision and must be pre-paid.

Child Care In-Home

Customers placing ads for in-home child care must provide a copy of their license for our files. Greensboro City ordinances require that persons caring regularly for one or more unrelated children must obtain an annual privilege license. If they are caring for more than two children, they must provide us with a copy of their state registration also. Advertisements for part time child care programs like or similar to the “Mother’s Morning Out” programs operated by churches, do not require a license if they meet the following criteria:

- They operate for less than 4 hours per day.
- They operate less than 5 days per week.

Collector’s Whiskey Bottles

Only empty GGO and other types of collector’s whiskey bottles may be advertised for re-sale, according to state law. Ad copy must state that bottles are empty.

Computer Dating

Advertiser offering computer-dating services must have a business license from the appropriate municipal government and be registered with the Better Business Bureau. The company must be provided satisfactory evidence that no dates will be proved unless the prospect signs a contract for the service. The advertiser’s company name must be used in all ads.

Credit

Whenever a specific credit term is advertised, it should be available to all respondents unless qualified as to respondents’ credit acceptability. All credit terms must be clearly and conspicuously disclosed in the advertisement, as required by the Federal Truth in Lending Act and applicable state laws.

Educational Institutions

Advertisements of correspondence schools or any educational institutions may not guarantee positions or definite salaries upon completion of advertised courses.

In obtaining leads to prospective students, an industry member should not use Advertisements or promotional material which is classified, designated or captioned, “Men wanted to train for...,” “Help Wanted,” “Employment,” “Business Opportunities,” or by words or terms of similar import, so as to represent directly or by implication that employment is being offered.

An industry member should not deceptively designate or refer to its sales representatives as “registrars,” “counselors,” “advisors,” or by words of similar import or misrepresent in any other manner, the titles, qualifications, training, experience, or status of its salespeople, agents, employees, or other representatives.

The advertising or promotional materials of an industry member which are used to provide leads to prospective students should include the full name and address of the school (a local address is permissible in the case of a multi-vocational school) and disclose the fact that it is a school if such is not apparent from its name. In addition, a person who responds to such an advertisement or promotional material should not be visited by a salesperson unless the advertisement or material contains a clear and conspicuous disclosure that a sales person can or unless consent to such a visit is first obtained by mail or telephone.

In obtaining leads to prospective students, an industry member should not represent that it is conducting a talent hunt, contest, or similar test, unless such is the fact and such representation is accompanied by a clear and conspicuous disclosure of the industry member's name and address and the fact that it is a school if such is not apparent from its name. An industry member that conducts a talent hunt, contest, or similar test among prospective students should keep accurate records concerning the result thereof.

Employment Advertising

News & Record will not knowingly take a discriminatory help wanted ad. The law states that it is illegal for someone to discriminate based on race, color, religion, sex, or national origin. The following paragraphs are to be used as a general guideline.

- Most of the employment advertising terms the law may view as discriminatory concern sex and age. Terms that show "built-in" gender preferences-favoring applicants of one sex over another-are often considered discriminatory. Job titles such as "Girl Friday", "Draftsman", "Salesman", etc., violate that law and should be neutralized. To make them conform to the law suggested non-discriminatory alternatives include "Clerk Friday", "Draftsperson", and "Salesperson".
- Phrases indicating a distinct age preference for job applicants such as "boy", "girl", "young", "high school student", "recent college graduate", "age 20 to 30", also violate the law because they discriminate against older people (ages 40 to 70) who are protected by the Age Discrimination & Employment Act of 1967.
- Regarding older people, ad copy that says "age 40 to 50", or "over 55", also violates the law because it appeals only to part of the 40 to 70 age group. A way to bridge this age issue is to state a minimum age less than 40. Such as "not under 21" or "18 or over", if indeed the position **REQUIRES AN AGE MINIMUM** as is the case for bartenders, where the legal drinking age may range from 18 to 21 in certain states.
- Artwork in recruiting ads should be treated carefully. Conscientious employers should be careful when picturing a single person in recruiting ads, because the inference could be that "the candidate we're searching for will resemble this person". It may be useful to show two or more people in the illustration. This will allow for a mix of men, or women, or racial minorities.
- There's an exception to every rule. In a few rare instances employers have been able to indicate the sex, age, and religion of the candidates they wanted to hire because they were "Bona fide occupational qualifications" (BFOQs) necessary for the job. Some examples of BFOQs include:
 - Armed forces requiring men in certain age groups to fill specific military occupational billets.
 - Theater company hiring a woman to fill a female role.
 - Health and beauty aids company refusing to hire older workers to sell youth-oriented line.
 - Church requiring its leaders to be members of their faith but not all its other employees.

Employment Agencies

Under North Carolina law advertising for a private personnel service must include the firm's name and the words "Personnel Service." Similarly, a job listing service must state its name and identify itself as "job listing service." Additionally, the latter must not use the words "no fee" or any other term indicating that applicants will not be financially obligated to the job listing service. Both businesses must otherwise conform to provisions of the statute and company policy, which prohibit the use of false and misleading information.

Any advertisement ostensibly offering opportunities such as employment overseas, cruise ship jobs and similar schemes, but which in reality are selling a directory or brochure that tells about such jobs, MUST run under the Help Wanted-Investment classification. Fee required MUST appear in all ads.

Escort Services

We do not accept ads for companies or individuals offering escort services.

Guns

News & Record does not accept advertising for handguns, military-style assault weapons or other non-sporting weapons except as sold by licensed, recognized dealers. We do accept advertising for rifles and shotguns clearly intended for sporting purposes and advertisements for sporting ammunition. We reserve the right to determine the acceptability of an advertisement on a case-by-case basis.

Help Wanted - Investment

Any advertisement ostensibly offering opportunities such as employment overseas, cruise ship jobs and similar schemes, but which in reality are selling a directory or brochure that tells about such jobs, must run under Special Notices, not under Employment.

Hotels and Resorts

No word, phrase, or illustration that may be interpreted as expressing racial or religious discrimination is acceptable. Tourist hotels, motels, and resort attractions located outside our circulation area but in the Carolinas or Virginia may run at the Resort rate and may sign a contract. All others will pay the current General Advertising rate.

Hotel and Motel Phone Numbers in Advertising

Ads that contain a hotel or motel phone number must receive approval from the hotel/motel management prior to publication unless the ad is placed specifically for the hotel or motel. A permanent address is also required.

Income

Definitions for guidance in accepting Help Wanted Ads:

- Salary: Is a definite amount paid each pay period regardless of amount of work done or number of sales made. The word "guaranteed" cannot be used if salary depends on volume of sales or calls made.
- Drawing Account or Draw Against Commission: Is a stipulated sum paid to salespeople each pay period regardless of number of sales made within the period, but is subsequently deducted from earned commissions at a later date.

- **Commission:** Is a percentage paid based on number of sales.
 - **Guaranteed Minimum:** Is a specified amount paid regardless of number of sales made within period and is not to be deducted from commissions earned at a later date.
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Internet Advertising

- **Internet Service Providers:** Advertisements for service providers that specialize in online services including Internet access, Web site host in, etc. may be accepted. We reserve the right to review any referenced Web site addresses and apply any other acceptability standards that may be applicable.
 - **Virtual Stores:** Virtual stores that are not associated with a retail outlet (such as www.amazon.com) will qualify for National rates regardless of their location.
 - **Virtual Marketplace/Databases:** Advertisements for virtual marketplaces that aggregate content and information from multiple businesses will not be accepted. Examples include but are not limited to Auto-By-Tel, REALTOR.com, City Search, Digital Cities, etc.
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Legal Notices

- All legal notices must be received in writing except for a creditors notice which can be accepted over the phone.
 - Creditor's notices are published once a week for 4 weeks. After publication, two notarized affidavits are mailed to the advertiser.
 - Notice to creditor's and divorce notices may be placed by individuals if they have documentation from the court. Divorce Notices from individuals must be pre-paid.
 - All other types of legal notices are only accepted if submitted by attorneys, government agencies or recognized companies or organizations.
 - All legal ads require a minimum of two notarized affidavits of publication which are provided by The News & Record. At times the advertiser may request more.
 - Advertiser's requesting ads to run in the legal classification that have no legal value to the advertiser are not accepted (i.e. "I will not be responsible for Jan Doe's Debts").
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Loan or "Credit Card" Brokers

Advertising offering to procure a loan from a third party for a fee, or obtain a credit card for a fee will not usually be accepted. North Carolina law has stringent regulations that effectively eliminate such third party activity that usually originates out of state. Loan brokers must comply with state law. This includes proper licensing and disclosure notification to any person signing a contract for a loan broker's services.

Lost or Found

The words "stolen", "robbed" or any of similar implication is not acceptable with reference to articles or animals. You cannot say "lost in K-Mart"; however, you can say "lost near K-Mart" or "lost in vicinity of K-Mart".

Mail Order

We do not accept Medical Mail Order advertising. Other mail order advertising must receive prior management approval and must include bank and business references, or the company's standard credit application. Ads must accurately describe the item being offered which must be furnished for our examination upon request. Com-

plaints from readers concerning alleged misrepresentation, delayed shipments or non-delivery will be investigated. Whenever such complaints appear justified we will refuse subsequent advertising from the advertiser. Each advertiser must agree in advance to give a full refund on any unused item returned, unless the item was personalized. C.O.D. (Collect on Delivery) is acceptable.

Missing Person

Ads for missing persons or ads trying to locate persons for any reasons will not be accepted.

Models

Ads for modeling services will be accepted only from reputable models and recognized modeling agencies. Advertisers must submit a copy of a "modeling agency" business license prior to publication.

Money Requests

Firms that advertise products available upon advance payment through the mail must complete a credit application and be approved by Advertising management. If the firm is not approved for advance payment, the ad may be accepted if the product is sent C.O.D. These ads are generally not accepted.

New

The word "New" may never be used in copy for anything being resold by an individual. Acceptable phrases are "Like new," "Never used", "New condition," "In original carton," etc.

Nine Hundred (900) Line Advertisements

News & Record will accept 900 number advertising with in current acceptability standards as follows:

1. We will not accept 900 number advertising for sports scores, credit repair, psychic lines and lines aimed at children or for personals. All others subject to manager's approval upon submission of script.
 2. We require that all 900 number advertising meet the following requirements:
 - a. Must be prepaid
 - b. Must state age requirement for responding.
 3. All 900 number ads will be published under classification 434, a designated "900 Number" in-column subclass header so we can monitor these ads.
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Personals

Ads seeking romantic partners are not acceptable under this classification. Ads to find missing relatives or others are not acceptable.

Photographs of Individuals

A photograph release must be obtained from anyone whose picture appears in an advertisement, unless they work for the company which purchased the ad or it's advertising agency. Forms may be obtained in the Advertising Department.

The exception may be if the person in the photograph cannot be easily identified. (Example: A birthday greeting showing the person as a very young child). First and last names may NOT be used with these photographs.

Real Estate Advertising

All real estate advertised in the News & Record is subject to the Federal Fair Housing Act of 1968 which makes it illegal to advertise “any preference, limitations, or discrimination based on race, color, religion, sex, handicap, familial status or national origin, or intention to make any such preference, limitation, or discrimination.” News & Record will not knowingly accept any advertising for real estate which is in violation of the law.

Real Estate Appraisal

Any ad which refers to appraisal, such as “Selling Below Appraisal,” “Selling at Appraised Price,” “\$...under Appraisal,” etc., must state the name of the agency or firm making the appraisal. FHA, VA, SRA, SREA, MAI may be used without securing permission; however, if appraisal was made by a savings and loan association or other lending instruction, permission to use their name must be secured before running an ad.

Real Estate for Sale

Real estate for sale by individuals may not state or imply a savings by buying direct from owner, such as “Save Broker’s Fee”; however, the phrase “Direct form Owner” is acceptable. All ads offering property for sale placed by builders or a person or firm engaged in the real estate business must indicate in the copy that they are in the building or real estate business. The word “Builder,” “Broker,” “Agent,” “Realtor,” “Realty Company,” or some other phrase indicating the fact they are in the real estate business must be used. This policy does not apply to a real estate broker or builder who is selling his own residence; in this case, he must use the phrase “Owner/Realtor” or “Owner/Builder”.

Reduction on Real Estate

Any reduction used in an ad must state that the reduction is from the appraised price, such as “\$1,000 reduction” just because the house was advertised last week at \$26,000 and is being advertised this week for \$25,000. It is permissible to say “Price reduced to \$25,000”.

Roommate, Housekeeper, or Companion

Subject to management approval, ads for roommate wanted or share apartment are accepted provided there is not mention of gender. Terms that might be interpreted as offensive to our readers may not be used in roommate or share apartment ads.

Surrogate Mothers

We do NOT accept ads seeking surrogate mothers to carry test-tube babies.

Ticket Ads

Ads for the sale of tickets to concerts, sports events and airline tickets are acceptable with the following stipulation:

- Prices may NOT be put in the ads unless they are selling a PSL.
- They must be billed at the transient open rate. Private party rates are not allowed.

The following disclaimer will run at the beginning the ticket classifications each day Readers & Advertisers: North Carolina General Statute 14-344 makes it illegal to sell admission tickets in excess of the printed pricket

price plus a \$3.00 service fee. Airline tickets, and many other tickets, awards and coupons are non-transferable. Restrictions may apply. Buyers are advised to check with travel carrier or others, as appropriate before making the purchase.

Work-at-Home

Ads offering “work at home” are acceptable under North Carolina law if the work actually pays a wage, salary, set fee or commission, and provided that the person doing the work does not have to purchase from or make a deposit to the solicitor for any materials or services. Telephone sales or clerical work meeting the above requirements is acceptable, providing further that the company name and product would have to appear in the ad if the work is in the direct sales field.