

## **Content & Advertising Practice & Policy for Connell Publishing, LLC, and for all websites associated with us (TheApopkaVoice.com; FloridaTraffic.net)**

We are committed to providing accurate, balanced, and thoughtful coverage of news and events. Our goal is to engage, inform, educate, and inspire our audience with trustworthy content. This content policy outlines the standards and principles that guide our editorial decisions and ensure our commitment to fairness, non-partisan politics, and content that maintains respect and tastefulness.

### **1. Commitment to Fairness**

We strive to present news and information in an unbiased and objective manner. Our editorial team works to ensure all sides of an issue are represented fairly, providing context and insight into different perspectives. We do not favor any political party, ideology, or special interest group, and we make a concerted effort to avoid promoting any agenda. Our reporting includes both sides of an issue whenever possible, allowing our readers to make informed decisions.

### **2. Non-Partisan Politics**

We do not align with any political party or movement. Our goal is to inform our audience with facts, not to push a political agenda. Our news stories, commentary, and opinion pieces are designed to offer diverse viewpoints and perspectives. We maintain strict boundaries between our reporting and editorial content, ensuring that our news coverage remains free of partisan influence.

### **3. Eliminating Bias**

We work to eliminate any potential biases from our news coverage by adhering to journalistic standards and practices. We remain vigilant against subtle forms of bias, such as selective omission, sensationalism, or the framing of issues to manipulate public opinion. We encourage a culture of transparency and correction, and any mistakes in our reporting will be openly acknowledged and corrected.

### **4. Content in Good Taste**

We are committed to ensuring that all content published on our site adheres to a high standard of professionalism and respect. We do not publish content that includes hate speech, personal attacks, obscene, coarse or inflammatory language. All commentary and opinions should be expressed respectfully, even when engaging in passionate discourse. We respect the diversity of our audience and believe that differing opinions can be expressed in a manner that contributes to thoughtful discussion rather than division.

### **5. Sensitivity to Diverse Audiences**

Our content is created with awareness of the diversity of our readers. We strive to avoid content that is discriminatory or harmful to any group based on race, gender, sexual orientation, religion, national origin, or any other characteristic. We are committed to fostering a respectful space where all readers feel welcomed and valued.

## **6. Transparency and Accountability**

We are transparent about our sources, methods, and decision-making processes. If an article is based on opinion, analysis, or commentary, we will clearly label it as such. Our editorial team remains accountable to the public, and we welcome feedback or concerns about our coverage. Any conflicts of interest or affiliations are disclosed in an open and honest manner.

## **7. Avoiding Conflicts of Interest: No Gifts or Event Sponsorships**

To maintain the integrity and independence of our reporting, we prohibit editorial staff, reporters, and contributors from accepting gifts, compensation, or favors from individuals or organizations that may have a vested interest in the stories we cover. This includes, but is not limited to, accepting invitations to paid events, meals, or entertainment as part of a news coverage or industry gathering, as well as event sponsorships.

Our commitment to journalistic objectivity requires that our coverage be free from external influence, and we take necessary steps to ensure that no personal gain or undue advantage compromises our ability to report honestly. Invitations to events, such as press conferences, interviews, or product launches, will be considered only on their journalistic merit, and no individual within our organization will accept complimentary perks unless they are directly related to the work being done.

Additionally, if any potential conflicts of interest arise from relationships, financial dealings, or affiliations that could influence coverage, we will disclose them clearly to maintain transparency with our audience. By adhering to this policy, we safeguard our editorial independence and prioritize delivering news that is unbiased, accurate, and in the best interest of our readers.

## **8. Accuracy and Timeliness**

Our editorial team strives to provide timely and accurate reporting, ensuring that all information shared is current, reliable, and verified. We take the time to check our facts and sources carefully before publication, understanding that errors can undermine trust. If new information comes to light or a correction is necessary, we will promptly update or revise the content to reflect the most accurate version available.

## **9. Respectful Discourse in Comments and Engagement**

We encourage respectful engagement in our comment sections and on social media platforms. While we support open discussion and debate, we prohibit the use of abusive language, trolling, personal attacks, and other forms of disruptive behavior. We strive to maintain an environment where healthy conversations can take place without fear of harassment or disrespect.

## **10. Content Moderation and Removal**

We reserve the right to moderate or remove any content that violates this policy. Content that is deemed to promote violence, misinformation, defamation, or discrimination will be removed. We also reserve the right to suspend or block users who engage in harmful or abusive behavior on our site or associated platforms.

## **11. Advertising, Sponsored Posts, and Links**

We are committed to maintaining a clear distinction between editorial content and advertising or sponsored materials. While we rely on advertising to support our operations, we uphold strict standards to ensure that advertising, sponsored posts, and links do not influence or compromise our editorial integrity.

### **Advertising (banner ads, sponsored posts and links)**

No matter the format in which an advertisement appears on our site, we do not allow advertisers to dictate, alter, or influence the editorial direction of our coverage, and our editorial team will remain independent from commercial interests. All advertisements accepted on our site must adhere to the same content standards outlined in this policy.

### **Sponsored Posts & Links**

We accept guest posts (including paid sponsored posts), as well as guest opinion pieces on a wide range of topics, including politics and religion, as well as product- and/or general-issue based content and links. The opinions expressed in sponsored and guest content are not to be necessarily understood as shared by our team, nor products and services endorsed by us simply because we have published / run it. We believe in providing a variety of viewpoints and opportunities, as well as encouraging the exploration and dialog that this content and the advertisements hopefully create for our readers.

While we do accept guest and sponsored posts and sponsored links, we maintain editorial control over what is published and ensure that the content aligns with our values of fairness, respect, and accuracy. To the best of our ability, sponsored content will be relevant to our audience and will never be used to promote misleading or deceptive information.

### **Sponsored Links**

We may occasionally include sponsored links within our content or on our site. Sponsored links will be used sparingly and only when they are deemed to be relevant and valuable to our audience, without compromising the journalistic integrity of the content. To the best of our ability, we will not accept sponsored links that lead to deceptive, misleading, or harmful sites.

### **No Editorial Influence**

Our advertising and sponsored content/links policies are designed to ensure that there is no influence on our editorial decisions. All advertising and sponsored content/links are managed by separate teams from our editorial staff to preserve the independence and objectivity of our news coverage. Any content that is editorial in nature will be based solely on facts, research, and journalistic integrity, free from commercial pressure.

By clearly distinguishing between advertising, sponsored posts/links, and editorial content, we aim to maintain transparency with our readers and uphold the trust that is essential to our work. We are committed to ensuring that advertising does not compromise the quality, impartiality, or reliability of our news coverage.

## **12. Editorial Independence**

Our editorial independence is central to our mission. We are not influenced by advertisers, sponsors, or any external interests when making editorial decisions. We are committed to maintaining a clear distinction between our news coverage and any commercial or promotional content.

## **13. AI-Use**

### **A. Transparency**

We regularly use AI tools to help generate and assist in forming a rough draft, to act as a basic editor, assist with ideas and outlines, clarify points, etc... including but not limited to generating ideas for headlines, summaries, translations, and image generation. We use AI in our content-writing process as we do other similar tools, such as Grammarly, the use of a spellcheck, thesaurus, etc. – always as a tool for efficiency, clarity, and overall reader-support. Using such content and editorial tools allows us to more effectively and efficiently communicate the news and stories to our readers, as quickly as possible, with integrity always leading the way.

Our commitment to our readership and advertisers: AI-generated / assisted content will never be published without editorial review and final editing for accuracy, reliability, and tonal approval to keep in line with ethical and professional journalism standards.

### **B. Fact-Checking & Editorial Oversight**

- All AI-assisted text or imagery will be reviewed and edited by human editors before publication.
- We remain responsible for accuracy, context, and tone. Corrections will be issued promptly if errors occur.

### **C. Avoidance of Misinformation & Fairness**

- AI will not be used for investigative reporting or sensitive stories requiring human judgment.
- AI tools may assist research but never replace fact verification from trusted sources.

### **D. Ethics & Privacy**

- We will not use AI to create misleading images, voices, or deepfakes.
- We will not use AI to intentionally violate privacy laws or misappropriate likenesses of real people.

### **E. Sponsored AI-Generated Content**

- We request transparency and disclosure of any AI use in any sponsored content articles or advertorials by the advertiser/content-supplier.
- Sponsors must adhere to our editorial standards, even when using AI for drafting content.
- We will not allow AI-generated sponsored content to include deceptive claims or impersonate individuals.

## F. SEO & Automation

- AI tools may assist with search engine optimization (SEO) tasks, such as keyword suggestions, meta descriptions, and headline variations.
- SEO automation will **never override editorial integrity**—content will remain written for readers, not algorithms.
- We do not publish fully automated stories. Every piece of content will have a human editor’s review before going live.

## G. Internal Guidelines & Training

- Our staff will be trained on ethical AI use and its limitations.
- This policy will be reviewed regularly as technology and standards evolve.

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By adhering to these principles, Connell Publishing, LLC, and all websites under its umbrella, aims to foster a responsible, fair, and thoughtful news environment where our readers can engage with content that is informative, accurate, and reflective of diverse perspectives. We welcome your feedback and remain committed to evolving and improving the quality of our reporting in service of the public good.