Agenda
Conference Room B
Wednesday, February 8, 2017
10:00 a.m.

1. Call to Order/Pledge of Allegiance
2. Roll Call/Notice of Quorum
3. Chair’s Announcements
   a. Introduction of Guests and Staff
   b. Rules of Order
   c. Chair’s Report
4. Approval of Minutes
   a. Minutes of January 11, 2017 (Pgs. 1-5)
5. Shareholder/Member Comments – Agenda Items Only
   (3 Minutes only)
6. Correspondence
   a. Letter from Bruce Smith (Pg. 6)
7. Old Business
   a. Constant Contact Opt-In, Update
      i. Opt-In Incentives
   b. Story Board, Update
8. New Business
   a. Column Content (Starting a Club)
   b. LW Weekly News Readers’ Survey (Pg. 7)
   c. Advertisement Consideration (Pg. 8)
   d. Spotlight, Update
   e. Profiles, Update
9. Policies
   a. Constant Contact Policy (Separate Cover)
   b. Review of Publications Committee GRF Policies (Pgs. 9-33)
   c. Adopt: Policy 2865-36, Public Service Announcement (PSA) Advertising (Pgs. 34-36)
   d. Adopt: Policy 2866-36, Bilingual Advertising – Acceptable Bilingual Advertisements (Pg. 37)
   e. Adopt: Policy 2867-36, Political, Government and Religious Advertising (Pgs. 38-40)
   f. Adopt: Policy 2868-36, Transportation Advertising (Pgs. 41-43)

10. Staff Reports
    a. Publications Manager
       i. Variance Report (Separate Cover)
    b. Executive Director

11. President’s Comments

12. Shareholder Member Comments
    *(Limited to 3 minutes per person)*

13. Committee Member Comments

14. Next Meeting
    Wednesday, March 8, 2017 – 10:00 a.m.
    Conference Room B, Building 5

15. Adjournment
PUBLICATIONS COMMITTEE MINUTES
January 11, 2017

The meeting of the Publications Committee was called to order at 10:00 a.m. by Chair Greer on Wednesday, January 11, 2017, in Conference Room B, Building 5, followed by the Pledge of Allegiance.

ROLL CALL

Present:  Mrs. M. Greer, Chair  Mrs. L. Perrotti
          Mr. P. Pratt, Vice Chair  Ms. P. Snowden (10:02 a.m.)
          Mrs. M. Dodero  Mrs. C. Damoci, Ex-Officio
          Ms. S. Fekjar

Absent:  Mr. B. Scheuermann

Also  Mr. R. Ankeny, Executive Director
Present:  Ms. K. Roberts, Publications Manager
          Mrs. L. Whitlock, Administrative Secretary
          Mr. P. Hood GRF Representative, Mutual Five
          Mrs. H. Tran, GRF Representative, Mutual Fifteen
          One Shareholder/Member

By unanimous consent, Chair Greer declared the reading of the quorum notification be dispensed with.

In accordance with California Civil Code Section 4090, please be advised that a quorum of the GRF Board of Directors is present at today’s posted meeting. The business of the Publications Committee will be conducted in accordance with the agenda. As a quorum of the Board is present, this meeting will be conducted as a committee meeting and a Board meeting. The agenda actions of the committee will be limited only to the members of the committee and will only constitute such actions in accordance with stated committee policy and/or provide recommendations to the GRF Board of Directors at its regular Board meeting on the 4th Tuesday of the month. GRF Board members who are not committee members will be allowed to comment when recognized by the Chair and only during the proscribed Foundation member comment period, not to exceed four
minutes, as set forth in Policy 5610, Participation by Foundation Members. The minutes of today’s Committee meeting will be presented to the Board for approval following the approval of the committee meeting minutes in February, 2017.

CHAIR’S ANNOUNCEMENTS

Chair Greer welcomed the Publications Committee Members, guests and staff, including GRF President, Carole Damoci; Executive Director, Randy Ankeny; Publications Manager, Kelly Roberts and Administrative Secretary, Laura Whitlock. She also requested that members exhibit an appropriate amount of decorum and to please turn off or silence their cell phone.

APPROVAL OF MINUTES

Chair Greer declared the minutes of the regular meeting of December 14, 2016, approved as presented.

OLD BUSINESS

Constant Contact, Update

The Publications Manager reported the following, as it relates to Constant Contact:

- Eight (8) winners were pulled for the raffle and will continue with the weekly teasers.
- The Abbey and O’malley’s matched our five (5) gift cards for $50; Carl’s Jr. matched our five (5) gift cards for $25; and Dominos gave us 12 gift cards for $25.
- To date, 140 people signed up and forwarded email to all Mutual Presidents.
- Working on simplifying online sign-up Constant Contact form.

It is the consensus of the Committee that GRF Board Members not be included in the weekly drawings.

Telephone Directory, Update

The Publications Manager reported that the Telephone Directory is scheduled to be delivered at the end of the month and should be in the shareholders’ homes by the first of the month of February.
Story Board

The Publications Manager reported that she has assigned project managers to various story boards and will provide an update at the next scheduled meeting. No action taken.

NEW BUSINESS

Column Content

Chair Greer reported that Mr. Les Cohen is in attendance today and has requested permission of the Committee to allow him to write a column again for the LW News on a monthly basis.

After a brief discussion, Mr. Pratt MOTIONED, seconded by Mrs. Perrotti and unanimously carried by Committee members present –

TO grant Mr. Les Cohen’s request and allow him to work with our Publications Manager and write again for our LW News on a monthly basis.

2017 Minibus Booklet Cover

The Publications Manager presented three possible choices for the 2017 Minibus Booklet Cover for the Committee to review.

It is the consensus of the committee to select Picture #1 with the statement, “Enjoy the Ride” to be used for the Minibus Booklet cover.

POLICIES

Chair Greer reported that she will be working with the Policy Rewrite Sub-Committee in developing a formal policy for Constant Contact and will present it at the next scheduled meeting.

STAFF REPORTS

Publications Manager

The Publications Manager reviewed the variance budget report and provided updates to the Committee throughout the meeting.

Executive Director

The Executive Director provided updates and reports throughout the meeting.
SHAREHOLDER / MEMBER COMMENTS

No shareholders made comments on various topics.

COMMITTEE MEMBERS COMMENTS

Five Committee members spoke on the proceedings of the Committee meeting.

ADJOURNMENT

Chair Greer adjourned the meeting at 10:51 a.m.

Mary Ruth Greer, Chairperson
PUBLICATIONS COMMITTEE

law 01.13.17
RECAP OF MOTIONS AND ACTIONS TAKEN AT THE PUBLICATIONS COMMITTEE MEETING

MOTIONS

- By unanimous consent, Chair Greer declared the reading of the quorum notification be dispensed with.
- Chair Greer declared the minutes of the regular meeting of December 14, 2016, approved as presented.
- TO grant Mr. Les Cohen’s request and allow him to work with our Publications Manager and write again for our LW News on a monthly basis.

ACTIONS

- It is the consensus of the Committee that GRF Board Members not be included in the weekly drawings.

- It is the consensus of the committee to select Picture #1 with the statement, “Enjoy the Ride” to be used for the Minibus Booklet cover.

- Chair Greer adjourned the meeting at 10:51 a.m.
Dear Publications Committee Members,

For our newspaper to eliminate from its masthead the most iconic feature and symbol representing where we live is non-essential, and frankly insulting to the thousands of us who have demonstrated we love our globe and the community it represents.

I know the gang of miscreants led by Ann Sefert who want to destroy all symbols or words that represent “Seal Beach Leisure World.” No one knows exactly why.

If we have newspaper staff that do not want to be associated with seniors’ newspaper, let them look elsewhere for employment.

We’ve been through this “get rid of the globe” and “change our name” business before and it been well documented that the vast majority of resident like the globe and the fact they live in “Seal Beach Leisure World.”

Please accept this fact and let our newspaper show it respect for all of us.
NEW BUSINESS
Item 8B

The LW Weekly News would like to know how it can better communicate with residents and meet their needs in terms of providing important information about the community. To do this, the LW Weekly needs resident input. Residents are invited to complete the following Survey by _______. The survey is also posted on the Leisure World website and can be completed online. Just go to www.lwsb.com and click on _______. Complete the survey and click submit. Residents who do not want to take the online version can complete the paper version and drop it by the News Office or mail it to LW Weekly News, 13533 Seal Beach Blvd., Amphitheater Bldg., Seal Beach, CA 90740.

How long have you lived in Leisure World? ______
Mutual Number _____________________________

READERSHIP INTERESTS

What do you read first in the LW Weekly? (For example: Government, Calendar or Club News)

Respond to each listing in the following manner:
Write 1, if you always read
Write 2, if you read occasionally
Write 3, if you never read

General Interest
- Front Page
- Letters to the editor
- Columns
- Arts and Leisure
- Club and Event News
- Calendar
- Travel
- Sports
- Religion
- Puzzles
- Classifieds
- Obituaries
- Health/Fitness

Main News
- GRF Board News/meeting dates
- GRF Budget Information
- GRF Board Election Information
- Mutual News
- Feature Stories on Residents
- Security Report
- Articles on Crime in LW/Accidents
- Articles on Community Projects
- Articles on recycling/conservation
- Emergency preparedness and CERT News
- News of Community-wide events

Recreation/Clubs
- Calendar of Events
- Day Trips (Sporting Events, Concerts, etc.)
- Special Events (Festivals, Holidays, etc.)
- Movie Announcements
- Entertainment Announcements

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<th>Columns</th>
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<th>GRF Board Members</th>
<th>Legislation/Advocacy</th>
<th>Safety</th>
<th>Senior Services</th>
<th>Scams</th>
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LAYOUT AND EDITING

What do you think of the overall look of the LW Weekly?
- Excellent
- Good
- Fair
- Needs Improvement

How easy is it to find articles/sections?
- Excellent
- Good
- Fair
- Needs Improvement

For the most part, do you find that headlines and section headings are clear and accurate?
- Excellent
- Good
- Fair
- Needs Improvement

Are the typestyles on the articles and headlines readable?
- Excellent
- Good
- Fair
- Needs Improvement

How do you rate the writing?
- Excellent
- Good
- Fair
- Needs Improvement

How do you rate the editing of articles in the LW Weekly?
- Excellent
- Good
- Fair
- Needs Improvement

How do you rate the proofreading?
- Excellent
- Good
- Fair
- Needs Improvement

ADVERTISING

Would you support selling advertising to religious or political groups as long as they are not untruthful, misleading or in any way detrimental to the general good of the community?
- Yes
- No

Would you take advantage of exclusive LW offers/deals if they were available on LW Weekly Online?
- Yes
- No

Do you find the section headings of the classified ads to be clear and accurate?
- Excellent
- Good
- Fair
- Needs Improvement

Overall, do you find the classified section to be well organized and easy to navigate?
- Excellent
- Good
- Fair
- Needs Improvement

CUSTOMER SERVICE

Do you find the News staff to be:
- Accessible and responsive to your needs?
- Courteous and respectful in their handling of sensitive issues or grievances?
- Accurate and prompt when fulfilling requests?

GENERAL FEEDBACK

Rate each question from 1 thru 10. 1 being the least important.

Overall, how would you describe your satisfaction level with the LW Weekly?
- Extremely satisfied
- Very satisfied
- Satisfied
- Not at all satisfied

Please give other suggestions for improvement:

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Sunset Beach's Only Marijuana Dispensary

- SAFE
- AFFORDABLE
- INDUSTRY EXPERTS

[Senior Citizen Discounts]

[714] 475-5092
16400 Pacific Coast Highway #120
Sunset Beach, Ca 92649
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## GOLDEN RAIN OPERATIONS

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ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

Submissions will only be accepted for publication directly from Shareholder/members of the Golden Rain Foundation (GRF). Submissions in each of the below listed categories may be published at the discretion of the Publication Manager. The Publications Committee is available for consultation regarding submissions.

Submissions deemed to be scurrilous, libelous, defamatory, repetitive or otherwise inappropriate will not be published.

Submissions concerning political issues outside of the community and the City of Seal Beach will not be published. A disclaimer will be published in the News stating that opinions expressed in published submissions and columns do not necessarily reflect the opinions of the GRF Board of Directors, GRF Shareholder/members, or GRF staff. Submissions and columns are the opinion of the writer and are not routinely checked for accuracy.

Party-line Plus:

For brief Community notices only, less than 50 words.

Letters to the Editor:

The maximum number of words for submissions to the editor is less than 250 words. Submissions should be typed in upper and lower case and delivered to the Golden Rain News by one of the following methods: email (preferred), regular mail, deposited in a white GRF drop box, or hand-delivered to the News Office.

Submissions must be of general interest to the community and may contain opinions, suggestions, compliments, and complaints.

Submissions may be edited for purposes of grammar, clarity or number of words without notification to the writer. Submissions with the stipulation that they may not be edited may not be published. Submissions that are addressed to third parties or have been published in other newspapers will not be published. Submissions that refer to a published article, column, or submission in the Golden Rain News or another newspaper must identify that article, column, or submission by name, page, and date of publication.

Submissions will be limited to publication of no more than one letter per month per shareholder/member. Letters must include the writer’s full name, Mutual number, and phone number for the editor’s reference, but only the name and Mutual number will be published.
ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

**Member Column:** The maximum number of words for this submission is less than 500 words. This Column may present an argument, opinion or information about a pending issue of concern to the community. Priority is given to submissions from first-time or less frequent submitters.
The *Golden Rain NewsLW Weekly News* (News) acknowledges the general news value to Golden Rain Foundation Shareholder/members of a candidate’s official announcement of running for the GRF Board or Public Office and will report only on the announcement itself from a strictly limited news perspective.

Should a candidate withdraw from a race, the News will report the Event as a news event. When the respective election has been officially concluded, the News will report the results in a news format.

The News further acknowledges its absolute obligation to avoid the appearance of advocacy or bias of any kind. To this end, after an individual has issued an official announcement of candidacy, the News will not publish, in print or online, any content identified by News editors as reflecting any party line or being in support of or in opposition to any candidate.

Such News content, printed and digitally rendered, includes, but is not limited to, letters to the editor, news stories and what editors identify as politically charged language or visual representation in any feature story, photograph, illustration, caption, audio file, video, animation, event review, column or submission.

The News will not publish any column, image, photograph, illustration, caption, audio file, video, animation, event review submission or opinion piece written by the candidate or their designate representing the candidate.

As shareholders/members, candidates may submit the same general-interest content as any shareholder/member is allowed to submit, such as an event announcement, but such content will be strictly evaluated for appropriateness by the standards outlined above.

Candidates may purchase News advertising space, but all such advertisements will be clearly marked as a political advertisement and must include an official statement by the candidate that she/he endorses the advertisement.

The News will not give political advertising any preferential placement in the layout of any of its printed or digitally rendered publications.
ADMINISTRATION
NEWSPAPER SERVICES

Golden Rain NewsLW Weekly News Coverage of Candidates Running for the GRF Board or Public Office

When the respective election has been officially concluded, the candidate will no longer be subject to the election-period restrictions, but will still be subject to the same News editorial and advertising standards that are applicable to all shareholders/members.

Policy:
Adopted: 01 Aug 14
Amended: 26 Jan 16
Amended: 22 Mar 16

GOLDEN RAIN FOUNDATION
Seal Beach California
ADMINISTRATION

NEWSPAPER SERVICES

Special Columns

At the discretion of the Publications Manager, columns may be edited for grammar, journalistic style, clarity, and space limitations. Space is available, subject to prevailing deadlines, in each issue of the Golden Rain NEWS/LW Weekly News (News) for the following columns:

Staff Department Column

Includes the Executive Director and Department Heads. Administrative staff not included above may send column material to the Executive Director for his/her approval.

Staff Spotlight Column

A short notice that a new employee has been hired, giving background information, job title and responsibilities. The column will acknowledge employee promotions with a description of the position. Submission will be by either the Executive Director or Human Resources Director.

Board of Director’s Column

A column is available to the President of the Golden Rain Foundation (GRF) or any member of the Board of Directors (BOD) that he/she may designate.

Health Care Center Column

The Health Care Center on Golden Rain Road may submit columns that provide information of interest to residents regarding health and Health Care Center procedures. Should the Publication Manager determine that portions of such a column are too commercial in nature, it may be returned to the writer with an explanation.

Government Officials’ Column

Columns from government officials or of a political nature from District Two and Five may be considered for publication subject to current policies (Refer to Policy 2811-36, News Coverage of Candidates Running for Public Office), NEWS Department procedures, and anticipated reader interest. Government officials associated with an office will not be published after the start date of that office’s election filing period and through the election campaign period.

(Jan 2016)
ADMINISTRATION

NEWSPAPER SERVICES

Special Columns

Contributor:

This is an Article or column of general interest, less than 500 words, not covered elsewhere. Examples: restaurant review, theater review, or travel journal of general interest.
GOLDEN RAIN OPERATIONS

NEWSPAPER SERVICES

Subscriptions Procedure

1. The NEWS-LW Weekly provides a subscription mailing service.
   a. The service is available to nonresidents, ad agencies, clipping services, advertisers, and other groups and individuals. It is also available to Golden Rain Foundation (GRF) Shareholder/members who are away from community for an extended length of time.
   b. Subscription rates for the News-LW Weekly will be recommended by the Executive Director and Publications Manager subject to approval of the GRF Board of Directors (BOD).
   c. Payment in advance is required.
   d. The News-LW Weekly is mailed weekly.

2. The Publications Manager and Executive Director are responsible for recommending to the Publications Committee an agent or contractor for delivery of the NEWS-LW Weekly subject to approval of the GRF BOD.
   a. Changes in the terms of any agreement for the distribution of the newspaper will be referred to the Publications Committee for recommendation to the GRF BOD.

Procedure
Approved: 26 Jan 2016
Amended:

Executive Director
Golden Rain Foundation
ADMINISTRATION

NEWSPAPER SERVICES

Deadlines

The deadline for news items will be established by the Executive Director and/or Publication Manager.
ADMINISTRATION

NEWSPAPER SERVICES

Delivery and Subscriptions

The Golden Rain NEWS (NewsLW Weekly) is delivered weekly to each unit. Bulk quantities are delivered to Golden Rain Foundation (GRF) offices, Clubhouses, Health Care Center, etc. and nearby business establishments.

Policy

GOLDEN RAIN FOUNDATION
Seal Beach, California

Adopted: 20 Feb 73
Amended: 18 Sep 79
Amended: 21 Feb 84
Amended: 15 Sep 87
Amended: 15 Jan 91
Amended: 26 Jan 16
ADMINISTRATION

NEWSPAPER SERVICES

News Stories

The News staff accepts all news releases turned in by Shareholder/members or Golden Rain Foundation (GRF) Management staff.

1. Such releases are published, subject to current policies, News Department procedures, anticipated reader interest, and available space.

2. While a certain amount of editing and rewriting of stories may be necessary, the News staff is instructed to preserve the “flavor” in the article whenever possible.

3. In cases where the Publication Manager feels that the news release contains inappropriate matter, the Publications Committee may be consulted for determination as to whether or not it should be published.

4. News releases of a political nature may be edited to contain only ‘hard news’ facts. Portions containing potentially controversial material or which state a politician’s qualifications, platform, goals, etc. may be deleted. Such information will be published only in the form of paid political advertising if so desired.

5. The News reserves the right to refuse to publish political advertising.

Policy:  GOLDEN RAIN FOUNDATION
Adopted: 20 Feb 73
Amended: 15 May 73
Amended: 15 May 84
Amended: 21 Jul 87
Amended: 15 Jan 91
Amended: 26 Jan 16

Seal Beach, California
NEWSPAPER SERVICES

Obituaries

Space in the Golden Rain NEWS (NEWSLW Weekly) is available in five formats for obituaries of shareholder/members and former shareholder/members.

- An “In Memoriam” column is available free of charge. Limited to name, mutual number and date of death.

- An obituary with or without photo is available free of charge for the first 250 words. Additional words will be charged at the rate of 20¢ per word. Notices written by the news staff will be free and no more than 250 words.

- Notices from mortuaries and non-GRF members will be printed exactly as submitted and charged at the non-member classified advertising rate, $10.45 for the first 12 words and 20¢ for each additional word.

Bordered, decorative obituaries, eulogies and photos are available at the prevailing display advertising rate.

- A “Card of Thanks” section is available in the classified advertising section of the NEWS at the member classified advertising rate for persons wanting to express their thanks for help during bereavement, sickness, etc. at the prevailing display advertising rate.

- Obituaries may be published as news articles when the person has been a member of the Golden Rain Foundation (GRF) Board of Directors or when, in the opinion of the Publications Manager, the passing of a person is newsworthy to a sufficiently large number of GRF shareholder/members.

Policy

GOLDEN RAIN FOUNDATION
Seal Beach, California

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(Jan 2016)
ADMINISTRATION

NEWSPAPER SERVICES

News Photos

Members of the NEWS staff are available for photo assignments during normal working hours. Appointments should be made as much in advance as possible to best insure the availability of a photographer.

The Publications Manager or the Executive Director may direct staff members to photo assignments during other than normal working hours. Refer to Policy 2840.08-36, News Coverage.

The Publications Manager will endeavor to provide staff members, based on the number of Shareholder/members in the club or organization, the special nature, if any, of the occasion, and the interest in the occasion to the general readership. Not all photo requests can be accommodated.

Individuals or organizations wishing to submit photographs to the NEWS for publication should make their own arrangements for photography if it is required outside normal working hours. Photographs will only be used if space allows.

Policy

ADOPTED: 20 Feb 73
AMENDED: 16 Dec 80
AMENDED: 15 May 84
AMENDED: 15 Jan 91
AMENDED: 26 Jan 16

GOLDEN RAIN FOUNDATION
Seal Beach, California
ADMINISTRATION

NEWSPAPER SERVICES

News Coverage

The *News-LW Weekly* provides a communications medium for the Golden Rain Foundation (GRF) and Mutual Boards of Directors. It also serves as a community newspaper, reporting on events of importance to the community. Such information is sometimes submitted by residents, GRF staff, and others, but sometimes requires personal attendance by *News-LW Weekly* staff.

It is to be recognized that not all events of importance to shareholder/members take place within the standard GRF office hours of 8:00 a.m. to 4:30 p.m. Monday through Friday. Therefore, in order to report on events of importance, editorial staff members of The *News* may be required to work other than standard hours.

Examples of events that may regularly or occasionally be sufficiently newsworthy to warrant coverage beyond normal working hours are:

1. GRF and Mutual governmental events;

2. Community service and/or social organization events of special significance or interest to a substantial portion of the community;

3. Seal Beach City Council and other such meetings at which decisions are made or there may be discussion of items of interest or importance to the Community.

Breaking news occurrences and other scheduled or non-scheduled events may also be deemed worthy of staff coverage beyond standard hours.

In compliance with Policy 4120-20, Employee Classifications which states in part, “Variations...will be permitted only when service requirements to the community... make a different working schedule necessary...” the Publications Manager, with approval of the Executive Director, may schedule *News-LW Weekly* staff members to varying hours and split shifts other than standard GRF office hours, and overtime as deemed necessary to provide the best service to the community, taking into account budget contracts as described in Policy 2920-31, Controls.

**Policy**

*GOLDEN RAIN FOUNDATION*

Adopted: 19 Feb 91
Amended: 26 Jan 16
Amended:

Seal Beach, California
ADMINISTRATION

NEWSPAPER SERVICES

Collection Point

In order to accommodate the Golden Rain Foundation (GRF) Board of Directors (BOD), Mutual Boards of Directors, community clubs and organizations, and News advertisers, the News Office may serve as a central collection point for surveys, questionnaires, information forms and other items when requested.

Such requests shall be considered on a first come, first served basis with priority given first to requests from the GRF BOD, and second to Mutual Boards of Directors.

The maximum number of times any organization or company may use this collection point service in one calendar year is two (2). The maximum number of working days the collection container will be allowed to remain in the News Office each time is ten (10). GRF and Mutual Boards are exempt from these restrictions.

It is the responsibility of the Publications Manager to be certain that such collection does not disrupt the normal operations of the News Department or inconvenience residents or others conducting business in the News Office. In such cases, the Publication Manager may refuse or discontinue such collection.

It shall be the responsibility of the requesting party to provide a suitable container for such items, and to pick up the container and collected items without involvement of any News staff member.

Policy
Adopted: 15 Jan 91
Amended: 26 Jan 16

GOLDEN RAIN FOUNDATION
Seal Beach, California
ADMINISTRATION

NEWSPAPER SERVICES

Advertising Commissions

Definitions

New Accounts: corporations, companies and/or individuals that have never run/placed an ad with the Golden Rain NEWS LW Weekly News (News) or have not advertised with the NEWS for more than one year.

Existing Accounts: corporations, companies and/or individuals which advertise with the NEWS on a consistent or recurring basis throughout a calendar year.

House Accounts: corporations, companies and/or individuals which place advertising with the NEWS on a consistent basis as defined as no less than 48 ads per calendar year.

The Publications Manager and Executive Director will use and semi-annually review the schedule of commissions to be paid for obtaining advertising as stated in Policy 4191-20, Commissions.
ADMINISTRATION

NEWSPAPER SERVICES

Advertising

It is the responsibility of the Publications Manager to review advertising submitted for publication in the NEWS-LW Weekly and refuse advertising if it is deemed to be untruthful, misleading or in any way to be detrimental to the general good of the Shareholder/Members.

Should the Publications Manager at any time be unable to decide the propriety of advertising submitted, after consulting with the Executive Director, a recommendation by the Publications Committee may be requested.

The Publications Committee may then recommend publication or the refusal of publication, or the Committee may recommend that the Publications Manager seek a recommendation from the department head involved in related activities.

The name of the Business must be published.

The Golden Rain NEWS will accept advertisement’s written in English only.

Regulation
Adopted: 18 Feb 77
Amended: 01 Jun 84
Amended: 24 Dec 85
Amended: 26 Jan 16

Executive Director
Golden Rain Foundation
ADMINISTRATION

NEWSPAPER SERVICES

Advertising Rates

The policy of the Golden Rain Foundation (GRF) is that advertising rates will be competitive with advertising rates in the surrounding community, taking into consideration the uniqueness of our community with respect to the Shareholder/members and their desirability as potential customers of advertisers.

1. The Publications Manager, will semi-annually review the advertising rates in use and recommend to the Publications Committee any rate changes for the approval of the Committee and the GRF Board of Directors.

2. This policy shall include advertising rates for the following:
   a. Display Advertising;
   b. Classified Advertising;
   c. Minibus Advertising; and
   d. Any revenue producing publication.

Policy
Adopted: 15 Aug 77
Amended: 18 Sep 79
Amended: 15 Jan 91
Amended: 26 Jan 16

GOLDEN RAIN FOUNDATION
Seal Beach, California
ADMINISTRATION

NEWSPAPER SERVICES

Advertising for Estate and Patio Sales

All advertising in the Golden Rain NEWSLW Weekly offering to purchase entire households of goods and furniture (estates) or offering to conduct estate sales or patio sales for the owner or heir(s), and all advertising announcing such sales, shall contain the name of the person or business (Must list business license number) soliciting such purchases or conducting such sales.

All advertising for estate or patio sales conducted by the owner or heir(s) shall contain the words “by owner” or “by heir(s).”

Policy
Adopted: 21 Aug 90
Amended: 18 Oct 05
Amended: 26 Jan 16
Amended:

GOLDEN RAIN FOUNDATION
Seal Beach, California
GOLDEN RAIN OPERATIONS

COMMITTEE FUNCTIONS

Publication Committee

Pursuant to state statute (Corp. Code §7210; Corp. Code §7212(c)) and Article VII of the Bylaws of the Golden Rain Foundation (GRF), the Board of Directors (BOD) hereby establishes the Publication Committee and grants to the Committee authority specifically stated within the GRF governing documents, and policies or other authority granted by the BOD or as stated within this policy.

In accordance with Article VIII of the Bylaws, committee chair and members shall be appointed by the GRF President and approved by action of the BOD in accordance with policy 5100-30.

1. PURPOSE:

Oversee the operations of the Publications Department.

2. DUTIES:

a. Publish an agenda four (4) days in advance of Committee meeting;
b. Elect a Vice-Chair at the first meeting;
c. Meet with the NEWS Department management monthly or whenever such meetings are deemed necessary, unless cancelled by the chair;
d. The publication of the Golden Rain NEWS and other communication media as may be approved by the BOD;
e. Review monthly budget comparison for cost center 36;
f. Analyze requests for action emanating from the GRF BOD, Mutual Boards, Administration and Shareholder/Members;
g. Originate and develop, ideas, plans and programs which are pertinent to these areas;
h. Initial approval and recommendation to the Finance Committee of the budget for cost center 36 including Capital requests and upcoming Reserve replacements;
i. Review policies for cost center 36 yearly and send recommended changes to the BOD for approval; and
j. Furnish a report at the GRF annual meeting.
3. **LIMITATIONS:**

It is to be recognized that the function of the Committee is to act in an advisory and consulting capacity.

Regulatory or supervisory activities affecting employed personnel are functions of Management and not to be encroached upon by any Committee Chairperson or member, either individually or collectively.

Committee does not have the authority to enter into written contracts or oral agreements with any third parties on behalf of the GRF BOD. Authority to authorize contracts and/or expenses rests solely with the BOD.
GOLDEN RAIN OPERATIONS

BOARD INTERNAL OPERATIONS

News Credit Policy

1. Invoices will be mailed either monthly or weekly, as designated by the Managing Editor and/or Controller, with a 30-day net term. The Foundation will allow up to 30 days for payment. A late fee of 1.5% of the unpaid balance will be assessed per month for payments received after the 30-day net term that do not include a U.S. Mail Postmark of the applicable date or earlier. All invoices are due and payable upon receipt.

2. Payments received within ten days are eligible for a 2% discount.

3. The Managing Editor has the option of:
   a. Limiting credit if the account is delinquent
   b. Refusing advertising if the account is delinquent

4. The Controller is responsible for establishing the accounts receivable procedure and routine collection of accounts with the assistance of the Managing Editor.
GOLDEN RAIN OPERATIONS

BOARD INTERNAL OPERATIONS

Minibus Advertising

Space is available on the minibuses for advertising.

1. The Managing Editor of the Golden Rain NEWS is responsible to assign staff to sell minibus advertising space.

2. Space rates are established in compliance with Policy 2860, Advertising Rates.

3. The Controller is responsible for the collection of minibus advertising accounts.

4. Income from minibus advertising will be credited to the Golden Rain NEWS (cc 36).

Policy  
Adopted: 25 Apr 68  
Amended: 20 Apr 71  
Amended: 21 Aug 73  
Amended: 18 Sep 79  
Amended: 15 Jan 91  

(Golden Rain Foundation  
Seal Beach, California)
GOLDEN RAIN OPERATIONS

BOARD INTERNAL OPERATIONS

Advertising Policy

The policy of the Foundation is to publish and distribute a newspaper to the members of the Foundation which will serve the best interests of all members of the community.

The general policy of advertising is to accept all advertising except:

1. Medical or paramedical practitioners providing goods or services which are inimical to the interests of Foundation members.

2. Contractors not licensed in the City of Seal Beach, or who are not properly licensed or insured in the opinion of the Community Facilities Manager.

3. Any advertiser selling goods or services who has obtained leads or entry to Seal Beach Leisure World by way of trick, subterfuge or innuendo.

4. Any provider of goods or services who seeks to advertise in a manner which would be untruthful, misleading or in any way detrimental to the general good of the Golden Rain Foundation and its members.

Policy
Adopted: 15 Nov 77
Amended: 21 Jan 86

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Jan 86)
1. **DEFINITIONS**

Public Service Announcements (PSA) are designed to inform and educate rather than sell a product or service for a profit. PSAs are effective ways of raising public awareness about an issue, recruiting volunteers and informing the public of an upcoming event. PSAs are messages “in the public interest” that are usually run for a nonprofit organization, a not-for-profit group or a government agency about programs and services that will benefit a community. PSAs are usually disseminated by the media free of charge.

*It is worth noting, that PSAs can be promoted in articles, announcements, marketing collateral, radio spots, Internet blogs, websites, email blasts, billboards/posters, transit, print and digital advertising.*

2. **RESPONSIBILITY OF ADVERTISING**

As with all other advertising, it is the responsibility of the Publications Manager to review a PSA submitted for publication and refuse publishing if it is deemed to be untruthful, misleading (e.g., used to bait for-profit promotion), or in any way to be detrimental to the general good of the Shareholder / Members (e.g., presents a conflict of interest).

Should the Publications Manager at any time be unable to decide the propriety of the PSA submitted, after consulting with the Executive Director, a recommendation by the Publications Committee may be requested.

The Publications Committee may then recommend publication or the refusal of publication, or the Committee may recommend that the Publications Manager seek a recommendation from the department head involved in related activities.

3. **ACCEPTABLE PSA ADVERTISEMENTS**

The Golden Rain Foundation will accept PSAs that meet the following criteria:

1) Events or information must be submitted by a not-for-profit organization or non-profit agency and will require prior approval from the Publications Manager and/or the Executive Director

2) In order to confirm your non-profit or not-for-profit status, we may ask you for the following information before we agree to run your PSA:

   a. Your organization’s tax-exempt identification number
ADMINISTRATION

NEUWSPAPER SERVICES

Public Service Announcement (PSA) Advertising

b. A brief description of what services the organization provides to the community

c. How long has the organization been in existence

d. How the organization is funded

3) Events or information should be relevant, add value and appeal to the LW community and/or provide some service or benefit to community members

4) Events should be local to the LW community.

5) Events or information related to candidates for office or political organizations will not be published.

6) Announcements from third party agents promoting the purchase of tickets to an event must be qualified or come from organizations duly qualified to fundraise for the non-profit organization.

7) Announcements for fund-raisers at commercial establishments will not be accepted, even if a portion of the funds are donated to charity.

8) Announcements from churches or for church-sponsored organizations or events cannot be exclusive, but should promote the well-being of the entire community and be open to the general public.

4. QUALIFIED PSA NEWSPAPER ADVERTISING, ARTICLE AND ANNOUNCEMENT CONCESSIONS

1) The GRF News will accept 1 black and white, 2 col. x 3", PSA newspaper ad per requestor per year, free of charge

2) Requests for more than one ad will require approval from the Publications Committee

3) Requests for color, special placement and/or a larger size will require approval by the Publications Committee and may be subject to fees associated with the special requests

4) PSA ads, articles and announcements must follow the same policies, rules and regulations as stated in the 2800 policy series.

5) Free PSA publishing for print ads, articles and announcements are subject to space limitations.
ADMINISTRATION

NEWSPAPER SERVICES

Public Service Announcement (PSA) Advertising

6) GRF News cannot guarantee timing, frequency or placement.
7) GRF reserve the right to refuse any request.

Adopt: Golden Rain Foundation
Seal Beach, CA
ADMINISTRATION

NEWSPAPER SERVICES

Bilingual Advertising

ACCEPTABLE BILINGUAL ADVERTISEMENTS

The Golden Rain LW Weekly will accept bilingual advertisements that are in accordance with the general advertising guidelines in policy 2851-36 and that meet the additional criteria:

1) Ads may include two languages only; English must be one of the languages displayed.

2) Bilingual ads must include English translations for all text displayed (including text displayed in logos and/or other graphic elements).

3) English translations must appear equal too, or larger in size in comparison with text written in the second language.

4) Bilingual ads must be reviewed by a translator pre-approved by the Publications Manager or Executive Director.

5) Golden Rain Foundation reserves the right to reject a bilingual ad for any reason.

Adopt: Golden Rain Foundation
Seal Beach, CA
ADMINISTRATION

NEWSPAPER SERVICES

ADOPT

Political, Government and Religious Advertising*

1. **POLITICAL ADVERTISEMENT DEFINITION**

   Political advertisements are defined as advertisements that contain political speech referring to a particular ballot question, initiative, petition, referendum, law, candidate, political party or social issue or expresses or advocates opinions or positions upon any of the foregoing.

2. **RESPONSIBILITY OF ADVERTISING**

   As with all other advertising, it is the responsibility of the Publications Manager to review ads that are submitted for publication that are political, governmental or religious in nature and to refuse publishing if they are deemed to be untruthful, misleading, or in any way detrimental to the general good of the Shareholder/ Members.

   Should the Publications Manager at any time be unable to decide the propriety of the submission, after consulting with the Executive Director, a recommendation by the Publications Committee may be requested.

   The Publications Committee may then recommend publishing or the refusal of publishing, or the Committee may recommend that the Publications Manager seek a recommendation from the department head involved in related activities.

3. **QUALIFIED POLITICAL AND GOVERNMENT ADVERTISING AND CONCESSIONS**

   3.1 All political advertising must clearly identify the person or entity that paid for the message. Ads not financed by a candidate or campaign must indicate whether the content is authorized by a candidate and, if not, include contact information for the person or entity that paid for the message. Political ads must comply with applicable laws, including with respect to identifying the paid sponsor or observing blackout or quiet periods prior to election.

   3.2 Political advertising disclaimers - Independent expenditure committees that expressly advocate support or opposition of a candidate must use one of the following disclaimers:

   “Paid for by committee name” and/or “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by the candidate for this office.”
ADMINISTRATION

NEWSPAPER SERVICES

Political, Government and Religious Advertising*

Examples:

- “This ad was paid for by ABC Trade Association and was not authorized by Senator Jones.”

- “This advertisement was paid for by Susan Johnson and was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”

3.3 Independent Expenditure Ads on Ballot Measures must use disclaimers that include: “Paid for by committee name.”

Examples:

- “This ad was paid for by the ABC Trade Association.”

- “This ad was paid for by Susan Johnson.”

4. GOVERNMENT ADVERTISEMENTS

All other ads that are not defined as political but deal with information pertaining to the government must adhere to the following rules:

4.1 The American Flag may be depicted in advertising provided its use is dignified and incidental to the primary selling objectives of the announcement. Disrespectful use of national emblems, anthems, or monuments is unacceptable.

4.2 Direct or implied use of the office of the President of the United States or any governmental body or figure without prior written official approval is not acceptable.

4.3 Use of military or law enforcement uniforms or vehicles require prior written approval from the relevant government agency.

5. RELIGIOUS ADVERTISEMENT DEFINITION

Religious advertisements are defined as advertisements that contain any direct or indirect reference to religion, or to any religion, or to any deity or deities, or which includes the existence, nonexistence or other characteristics of any deity or deities, or
Political, Government and Religious Advertising*

6. QUALIFIED RELIGIOUS ADVERTISING AND CONCESSIONS

6.1 Ads on behalf of religious organizations, for the announcement of meetings, religious services, or for the promotion of approved public service and charitable activities

6.2 Ads on behalf of religious organizations, for the sale of products that have a religious theme (e.g., books, recordings, artifacts, etc.).

6.3 Advertising may not depict, proselytize, promote, or discuss sectarian doctrine or dogma.

6.4 Advertising copy that denigrates, attacks, or negatively stereotypes any group or individual is not acceptable

* Bilingual, Political, Government and Religious Advertising must follow the guidelines stated in Policy 2866-36.

Golden Rain Foundation reserves the right to reject a bilingual ad for any reason.

Adopted: Golden Rain Foundation
Seal Beach, California
1. **DEFINITION**

Bus signs measure 22” x 44,” are made of corrugated plastic and are mounted to the exterior sides of 6 buses that transport residents to various stops within the community. Bus signs are installed for a minimum of 6-months and are sold on a first come, first served basis. While there is a waiting list, there are no reservations.

2. **RESPONSIBILITY OF ADVERTISING**

As with all other advertising, it is the responsibility of the Publications Manager to review signs that are submitted for installation and to refuse if they are deemed to be untruthful, misleading, or in any way detrimental to the general good of the Shareholder / Members. Additionally, signs will be refused if they are made of sub-standard materials, do not follow technical specifications and, in some cases, do not have the required prior approval of the Fleet Manager.

Should the Publications Manager at any time be unable to decide the propriety of the submission, after consulting with the Executive Director, a recommendation by the Publications Committee may be requested.

The Publications Committee may then recommend installation or the refusal of installation, or the Committee may recommend that the Publications Manager seek a recommendation from the department head involved in related activities.

3. **QUALIFIED BUS SIGNAGE AND CONCESSIONS**

3.1 All signs must adhere to technical specifications.

3.2 If signs are produced by a source other than the recommended vendors, prior written approval is required from the Fleet Manager before materials will be accepted.

3.3 Signs must clearly display crucial information, including the company name; contact information; expiration and other relevant dates and legal requirements.

3.4 Signs must display the nature of the company’s product or service offering, so that the information can be quickly and easily understood.
Transportation Advertising

3.5 Bilingual signs must adhere to the guidelines set in numbers 3.3 and 3.4 and be easy to read and understand in English, as well as, in the second language.

4. **BUS WINDOW CLINGS**

4.1 **Definition**

Window clings measure 36” x 26.5,” are made of residue-free vinyl, and are installed with adhesive in the interior windows of 2 buses that transport residents to various stops within the community as well as popular stops at nearby Seal Beach and Long Beach locations. Window clings are installed for a minimum of 6-months and are sold on a first come, first served basis. While there is a waiting list, there are no reservations.

4.2 **Responsibility of Advertising**

As with all other advertising, it is the responsibility of the Publications Manager to review clings that are submitted for installation and to refuse if they are deemed to be untruthful, misleading, or in any way detrimental to the general good of the Shareholder / Members. Additionally, clings will be refused if they are made of sub-standard materials, do not follow technical specifications and, in some cases, do not have required prior approval of the Fleet Manager.

Should the Publications Manager at any time be unable to decide the propriety of the submission, after consulting with the Executive Director, a recommendation by the Publications Committee may be requested.

The Publications Committee may then recommend installation or the refusal of installation, or the Committee may recommend that the Publications Manager seek a recommendation from the department head involved in related activities.

4.3 **Qualified Window Clings and Concessions**

4.3.1 All clings must adhere to technical specifications.
Transportation Advertising

4.3.2 If clings are produced by a source other than the recommended vendors, prior written approval is required from the Fleet Manager before materials will be accepted.

4.3.3 Clings must clearly display crucial information including the company name, contact information, expiration and other relevant dates and legal requirements.

4.3.4 Clings must display the nature of the company’s product or service offering so that the information can be quickly and easily understood.

4.3.5 Bilingual clings must adhere to the guidelines set in numbers 3 and 4 and be easy to read and understand in English as well as in the second language.

* Bilingual, Political, Government and Religious Advertising must follow the guidelines stated in Policy 2866-36.

Golden Rain Foundation reserves the right to reject a bilingual ad for any reason.

Adopted: Golden Rain Foundation
Seal Beach, California