

COMMUNICATIONS COMMITTEE MINUTES
July 10, 2014

The regular meeting of the Communications Committee, held on Thursday, July 10, 2014, was called to order at 1:00 p.m. by Chair Bolton in the Administration Conference Room.

ROLL CALL

Present: Mr. T. Bolton, Chair Ms. P. Snowden
 Mr. L. Blake Mrs. Wood
 Mrs. J. Reed Ms. R. Winkler, Ex officio

Absent: Mr. L. Krieger

Staff and Mr. R. Ankeny, Executive Director
Guests: Mr. D. Cox, Media Manager
 Ms. C. Miller, Controller
 Mr. D. Craig, GRF Representative, Mutual Eleven
 Mr. P. Moore, GRF Representative, Mutual Seventeen
 Four Foundation Members

APPROVAL OF THE AGENDA

Mr. Blake MOVED, seconded by Mrs. Wood and carried unanimously –

TO approve the agenda as published.

MINUTES

Chair Bolton declared the minutes of the regular meeting of May 8, 2014, approved as printed.

CHAIR'S ANNOUNCEMENTS

The Chair reviewed the general rules for the meeting. He reminded the members and staff to use their microphones when speaking.

STAFF REPORTS

Media Manager

The Media Manager reported \$5,029 has been collected in the News department using the NCR Silver Point-of-Sale credit card program. He reported he and Advertising Salesperson McElwain attended the Seal Beach Chamber of Commerce Membership Breakfast this morning and spoke of the City's outreach goals to Leisure World and the importance of fostering a stronger relationship. A member inquired on

a rumor about a gentlemen's agreement with the *Sun Newspaper* about not approaching the same advertisers. The Media Manager reported that no such agreements exist.

The Chair requested the Committee no longer receive a copy of the aging receivables, sales report, and the advertisers denied credit report. The committee will be informed if the aging receivables exceed the ninety days category and the total amount is greater than \$10,000.

Executive Director

The Executive Director reported a request was made by the Seal Beach Chamber of Commerce inviting him to participate in the Community Outreach Committee as a representative of Leisure World Seal Beach. At its meeting on July 8, 2014, the Executive Committee unanimously authorized the Executive Director to join the Community Outreach Committee as representative of the community and to attend meetings as time permits.

COMMENT PERIOD

Committee Member Comments

Committee members spoke on serving on the committee again, the new Media Manager and his visions, data on website not being kept up to date, being able to use credit cards, and the renovated Administration Conference Room.

Foundation Member Comments

Foundation members spoke on the use of NCR Silver Point-of-Sale credit card program, today's enjoyable meeting, and becoming involved with the Seal Beach Chamber of Commerce.

NEW BUSINESS

Election of Vice Chair

The Chair called for nominations of Vice Chair for the 2014-2015 term. Mrs. Wood nominated Ms. Snowden. With no further nominations, Ms. Snowden was declared Vice Chair of the Communications Committee for the 2014-2015 term by acclamation.

Website Sub-Committee

A Website Sub-Committee was formed last term to oversee the content, advertising and overall appearance of the website. The Chair stated the work from the previous

Sub-Committee was completed and a new Sub-Committee does not need to be appointed.

Preliminary Review of 2015 Budget for Cost Center 36, News Office

The Media Manager presented the drafted 2015 budget for Cost Center 36. The Committee and staff reviewed the cost centers' line items and discussed staffing, commissions, printing costs, varying committee guidance, and budget assumptions.

Adopt Policy 2811, GRF News Coverage of Candidates Running for City, County, Federal and/or State Office

The *Golden Rain News* acknowledges the general news value to Foundation members of a candidate's official announcement of running for public office. To clarify the *News's* publication standards, it was suggested a policy be adopted.

The Committee recommended the adopting Policy 2811 as set forth below:

- define public office as any city, county, state or federal office or position;
- set forth that the *News* will report only on a candidate's announcement from a strictly limited news perspective;
- set forth that should a candidate withdraw from a race, the event will be reported as a news event;
- set forth that when elections have officially concluded, results will be reported in a standard news format;
- set forth that the *News* further acknowledges its absolute obligation to avoid the appearance of advocacy or bias of any kind;
- set forth that 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, whether officially announced or not;
- define *News* content, both printed and digitally rendered, as 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;
- set forth that 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;
- set forth that shareholder candidates may submit the same general-interest content as any shareholder is allowed to submit, such as an event announcement, but such content will be strictly evaluated for appropriateness by the standards outlined above;

- set forth that 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;
- set forth that the *News* will not give political advertising any preferential placement in the layout of any of its printed or digitally rendered publications; and
- set forth that 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.

Mr. Blake MOVED, seconded by Mrs. Reed and carried unanimously –

TO recommend the Board adopt Policy 2811, Adopt Policy 2811, GRF News Coverage of Candidates Running for City, County, Federal and/or State Office.

ADJOURNMENT

The Chair thanked everyone for their attendance and participation. The next Committee meeting is Thursday, August 14, 2014, at 1:00 p.m.

The meeting was adjourned at 2:17 p.m.



Tim Bolton, Chair
COMMUNICATIONS COMMITTEE
MM 7.24.14