



COMMUNICATIONS COMMITTEE
Administration Conference Room
Thursday, March 12, 2015 – 1:00 p.m.
AGENDA

*****Agenda Is Subject To Change*****

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of Regular Meeting Minutes of February 12, 2015
5. Chair's Announcements
6. Correspondence
7. **STAFF REPORTS**
 - a. Media Manager
 - b. Executive Director
8. **COMMENT PERIOD**
 - a. Foundation Members
 - b. Committee Members and Ex Officio Member
9. **UNFINISHED BUSINESS**
 - a. Constant Contact – Update Only
 - b. Golden Age Foundation Website Development
10. **NEW BUSINESS**
 - a. Policy Review
 - i. Policy 2810; Community Submissions (pgs. 1-2)
 - ii. Policy 2811; Coverage of Candidates Running for Public Office (pgs. 3-4)
 - iii. Policy 2825; Special Columns (pgs. 5-6)
 - iv. Policy 2840.4; News Stories (pg. 7)
11. Website Sub-Committee Report (Ms. Stone)
12. Next meeting: Thursday, April 9, 2015 – 1:00 p.m.
12. Adjournment

ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

Submissions may be accepted for publication directly from any Member of the Golden Rain Foundation (GRF). Submissions in each of the below categories may be published at the discretion of the Managing Editor. The Publications Committee Chair and members are available for consultation and, if necessary for decision, by vote of available members.

Partyline Plus: For brief notices only, less than 200 words.

Letters to the Editor: The maximum number of words for letters to the editor is 250. Letters 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.

Letters must be of general interest to the community. Letters may contain opinions, suggestions, compliments, and complaints. Letters deemed to be scurrilous, libelous, defamatory, repetitive or otherwise inappropriate will not be published.

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 Letters with the stipulation that they may not be edited will not be published. "Open Letters" and letters that are addressed to third parties or have been published in other newspapers will not be published.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

Writers will be limited to publication of no more than one letter per month. 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.

Member Column: The maximum number of words for the Member Column is 500. The Member Column may present an argument or opinion or information about a pending issue of concern to the community. Priority is given to submissions from first-time or less frequent writers.

Contributor: Article or column of general interest not covered elsewhere. Examples:

(Jan 2013)

ADMINISTRATION**NEWSPAPER SERVICES****Community Submissions**

restaurant review, theater review, travel journal, dance lessons.

Submissions concerning political issues outside of Leisure World and the City of Seal Beach will not be published. A disclaimer will be published in the News stating that opinions expressed in published letters and columns do not necessarily reflect the opinions of the GRF Board of Directors, GRF members, or GRF staff, including staff of this newspaper. Letters and columns are the opinion of the writer and are not routinely checked for accuracy.

Policy

Adopted: 15 Jan 2013

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Jan 2013)

Page 2 of 2

ADMINISTRATION

NEWSPAPER SERVICES

Golden Rain News Coverage of Candidates Running for Public Office

The *Golden Rain News* acknowledges the general news value to Golden Rain Foundation members of a candidate's official announcement of running for city, county, state and/or federal 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, 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.

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.

(Aug 14)

ADMINISTRATION**NEWSPAPER SERVICES****Golden Rain News Coverage of Candidates Running for 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.

Policy

Adopted: 01 Aug 14

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Aug 14)

Page 2 of 2

ADMINISTRATION**NEWSPAPER SERVICES****Special Columns**

At the discretion of the Managing Editor, 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 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.

The Medical Director and/or Administrator of 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 Managing Editor determine that portions of such a column are too commercial in nature, it may be returned to the writer with an explanation.

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 the Executive Director or Human Resources Manager.

Board of Director's Column

A column is available to the President of the Golden Rain Foundation or any member of the Board of Directors that he/she may designate. Any Board member of the Golden Rain Foundation may submit material to the President of the Foundation to be included in this column.

Government Officials' Column

Columns from government officials or of a political nature will be considered for publication subject to current policies, NEWS Department procedures, and anticipated reader interest. If a column addresses issues or asks a question directly related to Golden Rain Foundation or Mutual Corporation operations, NEWS staff may contact appropriate GRF or Mutual directors or GRF staff for additional, related information and/or provide answers that may be published in the same or a subsequent issue of the NEWS. Government officials associated with an office will not be published after the start date of

(March 2013)

ADMINISTRATION**NEWSPAPER SERVICES****Special Columns**

that office's election filing period and through the election campaign period.

Outside the Wall Column

Statements from candidates representing Golden Rain Foundation members in Seal Beach City Council elections and other elections outside the community will be published at no charge.

The NEWS staff will notify candidates of the maximum number of words permitted, as well as advise that the statement may contain background information, qualifications, platform, goals, etc. A recent photograph of the candidate may accompany the statement and be published; however, the photograph must meet current NEWS standards.

Paid political advertising space will be available in accordance with current Foundation policy and NEWS procedures.

In addition, information pertinent to the well-being of Foundation members will be permitted.

Should any of the above columns or advertising contain defamatory or otherwise inappropriate commentary as determined by the Managing Editor it will not be published. The Publications Committee has a special responsibility with respect to the publication of a successful newspaper. The Committee is available for consultation with the Managing Editor and President of the Golden Rain Foundation regarding the suitability of content, and timing of any material proposed for publication.

Policy

Adopted: 19 Mar 2013

GOLDEN RAIN FOUNDATION
Seal Beach, California

(March 2013)

ADMINISTRATION**NEWSPAPER SERVICES****News Stories**

The News staff accepts all news releases turned in by residents, department heads, administration, Golden Rain Foundation Board Office and other Leisure World organizations.

1. Such releases are published, subject to current policies, News Department procedures, and anticipated reader interest.
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. Some editing is vital to correct spelling or grammatical errors. Occasionally, it is desirable to rewrite the story so that it will, as closely as possible, resemble a professional news or feature story.
4. In cases where the Managing Editor 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.
5. "Outside" news releases are published only if there is space available after all Leisure World news is put in the paper.
6. 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 may be published in the form of paid political advertising if so desired.

Policy

Adopted: 20 Feb 73
 Amended: 15 May 73
 Amended: 15 May 84
 Amended: 21 Jul 87
 Amended: 15 Jan 91

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Jan 91)