



Communications Committee

Agenda

Administration Conference Room
Thursday, December 10, 2015
1:00 p.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 November 12, 2015
5. Shareholder/Member Comments – Agenda Items Only
(Limited to 3 minutes per person)
6. Correspondence
7. Unfinished Business
 - a. Publication Timelines
 - b. Amphitheater Amplified
 - c. Newspaper Standard Formatting
 - d. Telephone Book Cover Selection
 - e. "This Is Your Life" – Update – New Title
 - f. Walking Trail Pamphlet (pp. 1-2)
8. Policies
 - a. Adopt/Revise
 - i. Amended Policy 2810-36, Community Submissions (pp. 3-4)
 - ii. Amend Policy 2811-36, Golden Rain News Coverage of Candidates Running for Public Office (pp.5-6)

- iii. Amend Policy 2825-36, Special Columns (pp. 7-9)
 - iv. Amend Policy 2840.2-36, Deadlines (p. 10)
 - v. Amend Policy 2840.3-36, Delivery and Subscriptions (pp. 11-12)
 - vi. Amend Policy 2840.4-36, News Stories (p. 13)
 - vii. Amend Policy 2840.6, Obituaries (pp. 14-15)
 - viii. Amend Policy 2840.7-36, News Photos (p. 16)
 - ix. Amend Policy 2840.8-36, News Coverage (pp. 17-18)
 - x. Amend Policy 2840.9-36, Collection Point (p. 19)
 - xi. Amend Policy 2850-36, Advertising Commissions (pp. 20-21)
 - xii. Amend Policy 2851-36, Advertising (p. 22)
 - xiii. Amend Policy 2860-36, Advertising Rates (pp. 23-24)
 - xiv. Amend Policy 2861-36, Advertising for Estate and Patio Sales (p. 25)
- b. Rescind (No Action)

9. Staff Reports

- a. Executive Director

10. President's Comments

11. Shareholder Member Comments

(Limited to 3 minutes per person)

12. Committee Member Comments

13. Next Meeting – Thursday, January 11, 2016 at 1:00 p.m. in the Administration Conference Room.

14. Adjournment

- a. December 19, 2015 – Minutes distributed and posted on the website
- b. January 4, 2016 – Agenda items are due to the Recording Secretary
- c. January 8, 2016 – Agenda packets are to be distributed and posted on the website

Community Leisure World WALKING TRAILS

Your guide to seven (7) measured walking trails throughout our community.

- A** - 2.5 miles or 4,500 steps
- B** - 1.6 miles or 3,200 steps
- C** - 1.8 miles or 3,600 steps
- D** - 1.7 miles or 3,400 steps
- E** - 1.0 miles or 2,000 steps
- F** - 2.1 miles or 4,200 steps
- G** - 1.9 miles or 3,800 steps

Walking is considered by health experts as one of the very best forms of exercise that you can do!

Get Up! Get Out! Get Walking!

If you're new to walking, start off with slow, short sessions and build your way up gradually. If you have any health concerns or medical conditions, be sure to check with your doctor for advice before you begin a routine.

Proudly sponsored by:
The Health Care Center on Golden Rain Road

Walking Trail **A** - 2.5 Miles



A is the longest in the community. It starts at the intersection of Golden Rain Rd. and St. Andrews Dr.

Proceed west on Golden Rain to El Dorado Dr. Turn right on El Dorado and proceed north as it makes a soft right and turns into Northwood Rd.

Follow Northwood Rd. east as it makes another soft right turn and becomes Del Monte Dr.

Proceed south on Del Monte Dr. until you reach Golden Rain Rd.

Turn right (west) on Golden Rain Rd. until you reach St. Andrews Dr...right back where you started 2.5 miles ago!



Be sure to drink plenty of water before, during, and after walking.

Walking Trail **B** - 1.6 Miles

Start your walk at a slow warm up pace, stop and do a few warm up / flexibility drills. Then walk for the desired length of time.



B begins at the intersection of Golden Rain Rd. and St. Andrews Dr.

Proceed west on Golden Rain to El Dorado Dr. Turn right on El Dorado and proceed north to Oakmont Dr. Turn right on Oakmont Dr. Walk east on Oakmont Dr. to St. Andrews Dr.

Turn right (south) on St. Andrews Dr. and return to the intersection at Golden Rain Rd....you just walked 1.6 miles!



Walking Trail **C** - 1.8 Miles



Trail **C** begins between Clubhouse 3 & 4. Head east on Northwood Rd. as it makes a soft right and turns into Del Monte Dr. Turn right (west) on Interlachen.

Proceed on Interlachen to St. Andrews Dr. Turn north (right) on St. Andrews and continue to Oakmont Dr. Turn west (left) on Oakmont to El Dorado Dr.

Turn north (right) on El Dorado Dr. proceeding north as it makes a soft right turn and becomes Northwood Rd. and back to the beginning of the trail....Congratulations, you just walked 1.8 miles and 3,600 steps!



Incorporate a warm up, cool down and stretches into your routine.

Walking Trail **D** - 1.7 Miles

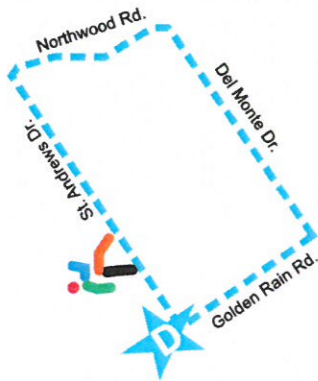


Trail **D** begins at the intersection of Golden Rain Rd. and St. Andrews Dr.

Proceed north on St. Andrews Dr. to Northwood Rd. Turn right on Northwood Rd. and proceed east as it makes a soft right and turns into Del Monte Rd.

Proceed south on Del Monte Dr. until you reach Golden Rain Rd.

Turn right (west) on Golden Rain Rd. until you reach St. Andrews Dr...right back where you started 3,400 steps ago!



End your walk with the slower cool down pace and stretch well after your walk.

Walking Trail **E** - 1.0 Miles

Stretching will make you feel great and assist in injury prevention.

Walking Trail **E** is the shortest marked trail in the community. It starts at the intersection of Golden Rain Rd. and St. Andrews Dr.

Proceed south on St. Andrews, crossing at the signal, to lower Golden Rain Rd. (south of the channel). Turn right on Golden Rain Rd. and proceed west to Thunderbird Dr.

Make a left on Thunderbird Dr. and proceed south to Monterey Rd. Turn right and follow Monterey Rd. west until it ends and becomes El Dorado Dr. Proceed north on El Dorado, crossing the channel, to upper Golden Rain Rd.

Turn right (west) and continue until you reach St. Andrews...you've just completed 1 mile or 2,000 steps!



Walking Trail **F** - 2.1 Miles



Trail **F** starts at the intersection of Golden Rain Rd. and St. Andrews Dr.

Proceed west on Golden Rain Rd. until the street ends at Canoe Brook Dr. Turn right on Canoe Brook Dr. and proceed north as it makes a soft right and ends at El Dorado Dr. in front of Clubhouse 2.

Turn right (south) on El Dorado Dr. crossing the channel and returning to Golden Rain Rd.

Turn left on lower Golden Rain Rd. and head east until you reach Burning Tree Lane. Turn left crossing the channel reaching upper Golden Rain Rd. Make a right until you reach Del Monte Dr. Turn around, go back down (west) on Golden Rain Rd. and finish at St. Andrews Dr...completing 2.1 miles!



The toughest thing about starting a fitness program is developing a habit.

Walking Trail **G** - 1.9 Miles

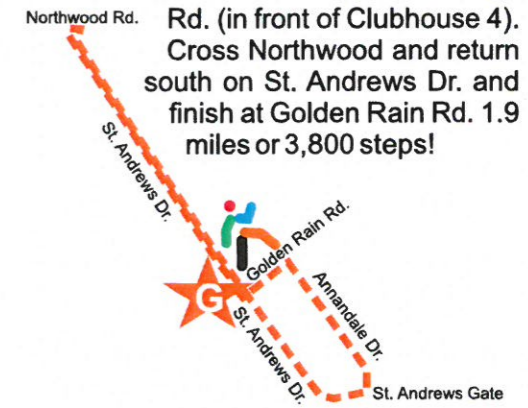
Walking is one of the easiest and most profitable forms of exercise. All you need is a good pair of shoes, comfortable clothing, and desire.

Trail **G** begins at the intersection of Golden Rain Rd. and St. Andrews Dr.

Start by walking east on lower Golden Rain Rd. (crossing the channel) for one block. Turn right on Annandale Dr. and proceed south until Annandale ends at the St. Andrews Gate.

Turn right and continue north on St. Andrews Dr. to Northwood Rd. (in front of Clubhouse 4).

Cross Northwood and return south on St. Andrews Dr. and finish at Golden Rain Rd. 1.9 miles or 3,800 steps!



ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

Submissions ~~may~~ **will only** be accepted for publication directly from any Member **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 Managing Editor**. The **Publications Communications Committee Chair and members** ~~is~~ **is** available for consultation **regarding submissions** and, if necessary for decision, ~~by vote of available members.~~

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.

Partyline Plus: For brief **Community** notices only, less than ~~200~~ **50** words.

Letters to the Editor: The maximum number of words for ~~letters~~ **submissions** to the editor is **less than 250 words**. **Letters 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.

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

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

(Jan 2013)

ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

column, or ~~letter~~ **submission** by name, page, and date of publication.

~~Writers~~ **Submissions** 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 ~~this the Member Column~~ **submission is less than 500 words.** ~~The This 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~~ **submitters.**

Contributor (May be Non-Shareholder/Member): ~~This is an~~ Article or column of general interest, **less than 500 words,** not covered elsewhere. Examples: restaurant review, theater review, ~~or~~ travel journal, ~~dance lessons~~ **of general interest.**

~~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~~ **submissions** ~~and columns do not necessarily reflect the opinions of the GRF Board of Directors, GRF~~ **Shareholder/members,** ~~or GRF staff, including staff of this newspaper. Letters~~ **Submissions** ~~and columns are the opinion of the writer and are not routinely checked for accuracy.~~

Policy

Adopted: 15 Jan 2013

Amended:

**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 **Shareholder**/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/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.

(Aug 14)

ADMINISTRATION

NEWSPAPER SERVICES

Golden Rain News Coverage of Candidates Running for Public Office

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

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

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

(Aug 14)

ADMINISTRATION

NEWSPAPER SERVICES

Special Columns

At the discretion of the ~~Managing Editor~~ **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* 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 **either** the Executive Director or Human Resources Manager **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. Any Board member of the ~~Golden Rain Foundation~~ **GRF** may submit material to the President of the ~~Foundation~~ **GRF** to be included in this column. **Any two (2) GRF BOD may override the President.** This I really have a major problem with. I think only the full GRF BOD has the right to override the President or you will have chaos.

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.

(March 2013)

ADMINISTRATION

NEWSPAPER SERVICES

Special ColumnsGovernment Officials' Column

Columns from government officials or of a political nature ~~will~~ **may** be considered for publication subject to current policies (**Refer to Policy 2811-36**), NEWS Department procedures, and anticipated reader interest. If a column addresses issues or asks a question directly related to ~~Golden Rain Foundation~~ **GRF** 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. *I seem to be a little put off by this but can't quite figure out why. Maybe because I think the ED should have a say in this?*

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.

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.~~

~~See Policy 2811-36.~~

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

~~In addition, information pertinent to the well being of Foundation GRF Shareholder/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.~~

(March 2013)

ADMINISTRATION

NEWSPAPER SERVICES

Special Columns

~~The Publications **Communications** 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 **GRF** regarding the suitability of content, and timing of any material proposed for publication.~~

Policy
Adopted: 19 Mar 2013

GOLDEN RAIN FOUNDATION
Seal Beach, California

ADMINISTRATION**NEWSPAPER SERVICES****Deadlines**

~~As with all publications that must operate under and meet time limitations, i.e. outside printer's schedules and community delivery schedules, the Golden Rain News must itself maintain certain deadlines.~~

- 1.—The deadline for news items will be established by the ~~Administrator~~ **Executive Director** and/or ~~Managing Editor~~ **Publication Manager**.
 - ~~a. In cases where timelines of the item are a factor, arrangements may be made in advance for late copy to be accepted.~~
 - ~~b. In cases of anticipated late-breaking news events of community interest, the Managing Editor may hold space for the story.~~

Policy

Adopted: 20 Feb 73
 Amended: 15 May 73
 Amended: 16 Dec 80
 Amended: 15 Jan 91
Amended:

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Position title correction made 06-02-09)

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

Delivery and Subscriptions

1. The ~~Golden Rain NEWS (News)~~ is delivered weekly to each ~~unit Leisure World apartment free of charge.~~ Bulk quantities are delivered to ~~administrative Leisure World~~ ~~Golden Rain Foundation (GRF)~~ offices, Clubhouses, Health Care Center, etc. and nearby business establishments.
2. The ~~Golden Rain NEWS~~ 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 ~~Leisure World GRF residents~~ ~~Shareholder/members~~ who are away from ~~Seal Beach Leisure World~~ ~~community~~ for an extended length of time.
 - b. Subscription rates for the ~~Golden Rain NEWS News~~ will be recommended by the ~~Administrator~~ ~~Executive Director~~ and ~~Managing Editor~~ ~~Publications Manager~~ subject to approval of the ~~Publications~~ ~~Communications Committee~~ ~~GRF Board of Directors (BOD)~~.
 - c. Payment in advance is required.
 - d. ~~Newspapers are~~ ~~The News is~~ mailed weekly.
3. The ~~Managing Editor~~ ~~Publications Manager~~ and ~~Administrator~~ ~~Executive Director~~ are responsible for recommending to the ~~Communications~~ ~~Publications Committee~~ an agent or contractor for delivery of the ~~Golden Rain NEWS~~ subject to approval of the ~~Golden Rain Foundation (GRF) Board of Directors (BOD)~~.
 - a. Changes in the terms of any agreement for the distribution of the newspaper will be referred to the ~~Communications~~ ~~Publications Committee~~ for recommendation to the ~~Board of Directors~~ ~~GRF BOD~~.

Policy

Adopted: 20 Feb 73
 Amended: 18 Sep 79
 Amended: 21 Feb 84

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

Delivery and Subscriptions

Amended: 15 Sep 87

Amended: 15 Jan 91

Amended:

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

News Stories

The News staff accepts all news releases turned in by residents Shareholder/members or Golden Rain Foundation (GRF) Management staff. ~~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, 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. 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.~~
3. 4. In cases where the ~~Managing Editor~~ Publication Manager feels that the news release contains inappropriate matter, the Publications Communications 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.~~
4. 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
 Amended:

(Jan 91)

GOLDEN RAIN FOUNDATION
Seal Beach, California

ADMINISTRATION

NEWSPAPER SERVICES

Obituaries

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

An "In Memoriam" column is available free of charge. This notice is limited to the name, Mutual number and date of death.

An obituary column ~~with photo, similar to that of typical newspapers,~~ is available ~~for a fee free of charge for the first 250 words to persons giving permission to NEWS staff to edit submitted information. For additional words, the prevailing member classified advertising rates apply.~~ for a fee

Bordered, decorative obituaries and eulogies ~~and photos~~ are available in any size 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.

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

~~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.~~

Just me but I think this is a bit overboard. The people in the community really like this session of the paper and look forward to reading it and finding out who had died. To start charging for it I think is not a good way to make money.

Policy

Adopted: 20 Feb 73
Amended: 20 May 75

(July 2013)

GOLDEN RAIN FOUNDATION
Seal Beach, California

ADMINISTRATION

NEWSPAPER SERVICES

Obituaries

Amended: 19 Jun 84

Amended: 16 Sep 86

Amended: 21 Sep 93

Amended: 15 Sep 09

Amended: 23 Jul 13

Amended:

(July 2013)

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 ~~Managing Editor~~ **Publications Manager** or the ~~Administrator~~ **Executive Director** may direct staff members to photo assignments during other than normal working hours.

~~Because of the numerous clubs and organizations in Leisure World, it is to be understood that not all photo requests can be accommodated.~~ The ~~Managing Editor~~ **Publications Manager** will endeavor to provide staff members, based on the number of ~~Leisure World residents~~ **Shareholder/members** in the club or organizations, 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

**GOLDEN RAIN FOUNDATION
 Seal Beach, California**

(Position title correction made 01-07-10)

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

News Coverage

The *News* 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 Leisure World~~. Such information is sometimes submitted by residents, ~~Golden Rain Foundation~~ GRF staff, and others, but sometimes requires personal attendance by *News* staff.

It is to be recognized that not all events of importance to ~~Leisure World residents shareholder/members~~ take place within the standard ~~Golden Rain Foundation~~ 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. ~~Golden Rain Foundation~~ GRF and Mutual governmental events;
2. ~~Leisure World~~ Community service and/or social organization events of special significance or interest to a ~~large percentage~~ substantial portion of the community;
3. ~~Leisure World social organization events of special significance or interest to a large percentage 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 ~~Leisure World residents~~ 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 which states in part, "Variations...will be permitted only when service requirements to the community... make a different working schedule necessary..." the ~~Managing Editor~~ Publications Manager, with approval of the ~~Administrator~~ Executive Director, may schedule *News* staff members to varying hours and split shifts other than standard ~~Golden Rain Foundation~~ 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.

(Feb 91

ADMINISTRATION

NEWSPAPER SERVICES

News Coverage

Policy

Adopted: 19 Feb 91

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

(Feb 91

ADMINISTRATION**NEWSPAPER SERVICES****Collection Point**

In order to accommodate the Golden Rain Foundation (GRF) Board of Directors (BOD), Mutual Boards of Directors, ~~Leisure World~~ 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 so requested.

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

The maximum number of times any organization or company may ~~utilize~~ 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). (~~Golden Rain Foundation~~ GRF and Mutual Boards are exempt from these restrictions.)

It is the responsibility of the ~~Managing Editor~~ 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 Managing Editor 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

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

(Staff title correction made 06-02-09)

(Jan 91)

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** Foundation or have not advertised with the **Foundation NEWS** for more than one year.

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

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

The **Publications Manager** and Executive Director ~~is authorized to~~ will use and semi-annually review the following schedule of commissions to be paid for obtaining advertising:

Retail Display Advertising

1. Up to 25% commission is authorized for use with agencies procuring advertising.
2. Straight commission salespersons (no salary and/or wage)
 - a. 30% on the first month of new accounts
 - b. 25% existing accounts
 - c. 15% house accounts
3. Salaried or waged employees
 - a. **Publications Manager** ~~Media Manager~~ – no commission
 - b. Salespersons – for wages earned, the **NEWS** Foundation retains 50%
(March 2014)

ADMINISTRATION**NEWSPAPER SERVICES****Advertising Commissions**

of all column inches sold; remaining 50% of column inches sold will be paid a commission of:

- i. 20% on the first month of new accounts
- ii. 15% existing accounts
- iii. 0% house accounts

Classified Advertising

- 1. Salaried or waged employees
 - a. ~~Publications Manager~~ ~~Media Manager~~: no commission

Payment of such commissions will not be made until after full payment for the advertising is received by the ~~Golden Rain Foundation~~ Finance Department.

Policy

Adopted: 9 Jul 77
 Amended: 15 Jan 91
 Amended: 14 Mar 14

GOLDEN RAIN FOUNDATION
Seal Beach, California

(March 2014)

Page 2 of 2

ADMINISTRATION**NEWSPAPER SERVICES****Advertising**

It is the responsibility of the ~~Managing Editor~~ **Publications Manager** to review advertising submitted for publication in the *NEWS* and refuse advertising if it is deemed to be untruthful, misleading or in any way to be detrimental to the general good of the ~~residents~~ **Shareholder/members** of ~~Leisure World~~.

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

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

Regulation

Adopted: 18 Feb 77
Amended: 01 Jun 84
Amended: 24 Dec 85

**Executive Director
Golden Rain Foundation**

(Position title correction made 06-02-09)

(Dec 85)

ADMINISTRATION

NEWSPAPER SERVICES

Advertising Rates

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

1. The Publications Manager ~~Managing Editor, with the concurrence of the Administrator,~~ will semi-annually periodically review the advertising rates in use and recommend to the Publications Communications Committee any rate changes for the approval of the Publications Committee and the Golden Rain Foundation 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 other for profit advertising.

Policy

Adopted: 15 Aug 77

Amended: 18 Sep 79

Amended: 15 Jan 91

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

Advertising Rates

(Position title correction made 06-02-09)

(Jan 91)

Page 2 of 2

ADMINISTRATION**NEWSPAPER SERVICES****Advertising for Estate and Patio Sales**

All advertising in the Golden Rain NEWS 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: 08-21-90

Amended: 10-18-05

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

(Oct 05)