



Publications Committee

Agenda

Administration Conference Room
Thursday, January 14, 2016
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 December 8, 2015 (pp.1-5)
5. Shareholder/Member Comments – Agenda Items Only
(Limited to 3 minutes per person)
6. Correspondence
 - a. Letters to the Editor
 - i. Letter 1 (p.6)
 - ii. Letter 2 (p.7)
 - iii. Letter 3 (p.8)
 - iv. Letter 4 (p.9)
 - v. Letter 5 (p.10)
7. Unfinished Business
 - a. Spotlight Entertainment
 - b. "Did You Know" – Update – New Title
8. New Business
 - a. Community Navigator
 - b. Recommend to Architectural Design & Review Committee – Newspaper Stands

9. Policies

a. Adopt/Revise

- i. Amended Policy 2810-36, Community Submissions (pp.11-12)
- ii. Amend Policy 2811-36, Golden Rain News Coverage of Candidates Running for Public Office (pp.13-15)
- iii. Amend Policy 2825-36, Special Columns (pp.16-18)
- iv. Adopt Procedure 2840.1-36, Subscriptions Procedure (p.19)
- v. Amend Policy 2840.2-36, Deadlines (p.20)
- vi. Amend Policy 2840.3-36, Delivery and Subscriptions (pp.21-22)
- vii. Amend Policy 2840.4-36, News Stories (p.23-24)
- viii. Amend Policy 2840.6, Obituaries (pp.25-26)
- ix. Amend Policy 2840.7-36, News Photos (p.27-28)
- x. Amend Policy 2840.8-36, News Coverage (pp.29-30)
- xi. Amend Policy 2840.9-36, Collection Point (p.31)
- xii. Amend Policy 2850-36, Advertising Commissions (pp.32-33)
- xiii. Amend Policy 2851-36, Advertising (p.34-35)
- xiv. Amend Policy 2860-36, Advertising Rates (pp.36-37)
- xv. Amend Policy 2861-36, Advertising for Estate and Patio Sales (p.38)
- xvi. Adopt Policy 4191-36, Commissions (p.39)

b. Rescind (No Action)

10. Staff Reports

a. Executive Director

11. President's Comments

12. Shareholder Member Comments

(Limited to 3 minutes per person)

13. Committee Member Comments

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

15. Adjournment

- a. January 21, 2016 – Minutes distributed and posted on the website
- b. February 4, 2016 – Agenda items are due to the Recording Secretary
- c. February 8, 2016 – Agenda packets are to be distributed and posted on the website



**COMMUNICATIONS COMMITTEE MINUTES
December 10, 2015**

The regular meeting of the Communications Committee, held on Thursday, December 10, 2015, was called to order at 1:00 p.m. by Chair Greer in the Administration Conference Room.

ROLL CALL

| | | |
|----------|---------------------|-----------------------------|
| Present: | Ms. M. Greer, Chair | Mr. P. Friedman |
| | Mr. T. Bolton | Mrs. J. Reed |
| | Mr. P. Hood | Ms. P. Snowden |
| | Mrs. L. Perrotti | Ms. R. Winkler, Ex-Official |

| | |
|-----------|---|
| Staff and | Mr. R. Ankeny, Executive Director |
| Guests: | Ms. R. Osborne, Sec. Writer / Staff Writer |
| | Mrs. M. McAuley, Recording Secretary |
| | Mr. P. Moore, GRF Representative, Mutual Seventeen Two Foundation Member |

INTRODUCTION OF GUESTS AND STAFF

The Chair welcomed the Committee members, staff, and shareholder/members.

RULES OF ORDER

The Chair asked that courtesy and respectfulness be acknowledged at all times, to wait until the Chair calls on you to speak, no cross talking and to silence your cell phone.

APPROVAL OF MINUTES

Chair Greer declared the minutes of the regular meeting of November 12, 2015, approved, as printed.

UNFINISHED BUSINESS

Publication Timelines

The Sectional Editor / Staff Writer, Ruth Osborn, reviewed the timeline for publications.

Amphitheater Amplified

The Committee members discussed changing the title of the Amphitheater Amplified publication.

Mrs. Reed MOVED, seconded by Mrs. Perrotti and carried unanimously –

TO change the name of the publication to Spotlight.

Newspaper Standard Formatting

Staff and Committee members discussed the standard formatting of the newspaper.

Community Navigator – Update

An update on the Community Navigator was provided by Staff.

Telephone Book Cover Selection

The Committee members and staff discussed the cover photo for the Telephone Book.

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

TO utilize photograph #6 to include more of the background. If #6 fails, then #1 photo will be utilized. Mrs. Reed will make final decision. If Mrs. Reed is unavailable then the Executive Director will make the final decision.

Future Publication - This Is Your Life – Update

The Committee members discussed changing the title of the future publication of “This Is Your Life.”

Ms. Snowden MOVED, seconded by Mr. Friedman and carried unanimously –

TO change the name of the future publication to Do You Know....

POLICIES

The members discussed the policies under the purview of the Publications Committee.

Mr. Hood MOVED, seconded Mrs. Perrotti and carried unanimously –

TO not include a Government Official column but to maintain a Council Comments column.

Policies under the purview of the Communications Committee will be amended and brought to the next meeting for approval, and then forwarded to the GRF Board of Directors for final approval.

STAFF REPORTS

Executive Director

The Executive Director reported on a publication from the Golden Age Foundation.

Ms. Snowden MOVED, seconded by Mrs. Reed and carried unanimously –

The ad is to be charged the prevailing rate. GRF will continue to support charitable functions of the GAF as a Public Service Announcement.

Walking Trail Pamphlet

The Chair reported that the Walking Trail Pamphlet is not under the purview of the Communications Committee.

PRESIDENT'S COMMENTS

The President gave thanks to the News department staff members for all their hard work and a job well done. She also discussed the cost center regarding bank service fees.

COMMENT PERIOD

Shareholder / Member Comments

One Foundation member spoke on one item pertaining to the Committee's area of purview.

Committee Member Comments

Committee members spoke on the great job the News department does, the success of Ad sales, always getting the newspaper out on time, letters to the editor publishing a series a of articles on how the GRF works and the future publication “ This Is Your Life” and wished all a Merry Christmas and New Year.

ADJOURNMENT

The next monthly meeting will be on Thursday, January 14, 2015, at 1:00 p.m. in the Administration Conference Room.

The meeting was adjourned at 3:14 p.m.

Mary Ruth Greer, Chair
COMMUNICATIONS COMMITTEE
MM 1.10.16

RECAP OF THE COMMUNICATIONS COMMITTEE MEETING
December 10, 2015

MOTIONS

- Chair Greer declared the minutes of the regular meeting of November 12, 2015, approved, as printed;
- **TO** change the name of the publication to Spotlight;
- **TO** utilize photograph #6 to include more of the background. If #6 fails, then #1 photo will be utilized. Mrs. Reed will make final decision. If Mrs. Reed is unavailable then the Executive Director will make the final decision;
- **TO** change the name of the future publication to Do You Know....;
- **TO** not include a Government Official column but to maintain a Council Comments column;
- **The** ad is to be charged the prevailing rate. GRF will continue to support charitable functions of the GAF as a Public Service Announcement.

ACTIONS

- Policies under the purview of the Communications Committee will be amended and brought to the next meeting for approval, and then forwarded to the GRF Board of Directors for final approval;
- The Chair reported that the Walking Trail Pamphlet is not under the purview of the Communications Committee;
- The next monthly meeting will be on Thursday, January 14, 2015, at 1:00 p.m. in the Administration Conference Room.

Marisa McAuley

From: Jim Breen
Sent: Friday, January 08, 2016 11:19 AM
To: Randy L. Ankeny
Cc: Marv Greer Forwarding; Marisa McAuley
Subject: Re:

LETTER 1

wrote:

Let's add to the letters being reviewed by the Committee

Randy Ankeny

Executive Director

Golden Rain Foundation

PO Box 2069, Seal Beach, CA 90740

☎ (562) 431-6586, ext. 312 | ✉

<image002.png>

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From: Jim Breen
Sent: Friday, January 08, 2016 10:41 AM
To: Randy L. Ankeny
Cc: Mary Greer Forwarding <
Subject:

This is the second of two letters sent by _____ in November. Both were approved for publication. The first one was published, the one below was not. It was written before the San Bernardino attack. In light of the sensitivity to that, perhaps the committee would prefer that we not use it.

Thanks.

Editor:

I would like to repeat this letter that was printed in The News in July 2013. It read:

The Second Amendment to the Constitution could have been written, "A well-regulated citizens' army being necessary for the security of a free state, the right of the people to keep and bear arms for the purpose of defending the State shall not be infringed."

Had we grown up with these words, what a more peaceful and pleasant world might we be living in today.

LETTER 2

Dear editor,

Concerning the seven-flag monument located in the traffic circle between the library and clubhouses three and four. Its wording states: "To honor all veterans who served in all wars."

That is ridiculous because no human exists who served in World War One, and World War Two, and the Korean War, plus any other war...which "all wars" would require. Why not change the words "all wars" to "any war"?

Respectfully,

Editor:

LETTER 3

Having been an active church attendee for nearly eighty years and being well versed in the basic Biblical foundations of Christian religion, I am disturbed by the ever-increasing tendency of our modern population to ignore or reject Biblical foundations upon which the true and genuine church was established, and the current tendency to ignore or deny vital Biblical guidelines while inventing spurious religious beliefs.

Case in point: Our community is being misinformed through a blatant and callous rejection of Biblical guidelines by the fallacies of supposedly Christian ministries not only throughout the entire Seal Beach community, but especially in more than one Leisure World so-called "church." To clarify this startling fact, you can see for yourself by going to a Bible and checking verses 34 and 35 of chapter 14 in the book of First Corinthians where it clearly states that "It is a shame for women to speak in church". Yet at least one Leisure World church advertises a woman pastor.

Are some religious leaders insisting that the Bible is no longer valid? If so, why should we believe them? If they infer that the Bible has changed, they imply that the eternal infallible Jehovah God has also changed which is impossible. Please don't take offense if I fail to understand.

LETTER 4

GUN CONTROL

The continuing misuse of guns proves that the issue of gun control is causing numerous officials to misunderstand facts. They are not able to understand that guns are inanimate objects and do not have minds. Trying to control guns is not only useless, but also very foolish.

Guns are not able to determine right or wrong or make decisions whether or not to shoot someone or to be used in a crime. It is the criminally-inclined or insane person who decides to use guns illegally to rob or shoot someone.

The point is that a mentally deficient criminally-inclined gun owner will not willingly surrender his weapons no matter how strongly he is urged to do so. Therefore, it is foolish to go after guns instead of going after the questionable people who misuse guns.

The answer is: Don't try to control guns. Instead, control dangerous gun owners. Anytime a person uses a gun while committing a crime, put that person in prison for his entire lifetime with no chance of release. Let the punishment fit the crime. It would serve as a warning to all other possible offenders.

P.S. Chicago & New York City have the strictest gun control laws and the highest murder rate!



Randy L. Ankeny

From: Jim Breen
Sent: Thursday, January 07, 2016 9:32 AM
To: Randy L. Ankeny
Cc: Mary Greer Forwarding
Subject: Letter to the Editor

LETTER 5

Good morning,

, a resident of , submitted a Letter to the Editor recently that I sent to both of you regarding his dispute with the publisher of a book he wrote. As you see at the bottom of the letter below, he asked what his options were, I was finally able to reach him today and made that suggestion. So my question to you is, do we run the letter with the editor's note, or just let that suggestion I made today suffice and not run the letter?
Thank you.

Editor:

I lived in Hawaii on the island of Kauai during the early 1990s. While there, I began writing a novel titled "The Bright Corner," but did not finish it until a few years later after returning to the mainland and had it published by Author House. The entire process covered several years.

Subsequently, I moved to another neighborhood and lost contact with Author House. Although the publisher at first sent me several completed copies of the book before I moved, we were never able to communicate further.

Now, a few years later, a relative told me that my book is being sold on-line without my knowledge or permission.

How is that possible? Shouldn't I be eligible for some financial consideration from such sales? What are my options?

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 Committee ~~Chair and members are~~ **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 **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.

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**.

~~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

Amended:

(Aug 14)

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

ADMINISTRATION

NEWSPAPER SERVICES

Golden Rain News Coverage of Candidates Running for Public Office

(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 may submit material to the President of the Foundation to be included in this column.~~

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.

(March 2013)

ADMINISTRATION**NEWSPAPER SERVICES****Special Columns****Government Officials' Column**

Columns from government officials or of a political nature from District Two and Five 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 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 that office's election filing period and through the election campaign period.

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; dance lessons of general interest.

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.~~

(March 2013)

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

~~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

Amended:

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

(March 2013)

GOLDEN RAIN OPERATIONS**NEWSPAPER SERVICES****ADOPT****Subscriptions Procedure**

1. The *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 Golden Rain Foundation (GRF) Shareholder/members who are away from community for an extended length of time.
 - b. Subscription rates for the *News* 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* 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* 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:

Executive Director
Golden Rain Foundation

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.~~

~~4.—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

(Jan 91)

GOLDEN RAIN FOUNDATION
Seal Beach, California

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 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 will** be published **only** in the form of paid political advertising if so desired.
- 5. The News reserves the right refuse to publish political advertising.**

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

News Stories

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 ~~insert verbiage from obituaries with photo, similar to that of typical newspapers, is available 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.~~

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. 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 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.~~

ADMINISTRATION

NEWSPAPER SERVICES

Obituaries

Policy

Adopted: 20 Feb 73
Amended: 20 May 75
Amended: 19 Jun 84
Amended: 16 Sep 86
Amended: 21 Sep 93
Amended: 15 Sep 09
Amended: 23 Jul 13

Amended:
(July 2013)

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

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. Refer to **Policy 2840.8-36, News Coverage**.

~~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

Amended:

GOLDEN RAIN FOUNDATION
Seal Beach, California

(Jan 91)

ADMINISTRATION

NEWSPAPER SERVICES

News Photos

(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

Amended:

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

(Feb 91

Page 2 of 2

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 ~~se~~ 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~~ Publication Editor 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:

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 as stated in Policy 4154-20:

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. ~~Salaries 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
Amended:

GOLDEN RAIN FOUNDATION
Seal Beach, California

(March 2014)

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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 Committee may be requested.

The Publications 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.

The name of the Business must be published.

The *Golden Rain News* will accept advertisement's written in any foreign language with no English translation.

Regulation

Adopted: 18 Feb 77

Amended: 01 Jun 84

Amended: 24 Dec 85

Amended:

**Executive Director
Golden Rain Foundation**

(Dec 85)

ADMINISTRATION

NEWSPAPER SERVICES

Advertising

(Position title correction made 06-02-09)

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 revenue producing publication.

Policy

Adopted: 15 Aug 77

Amended: 18 Sep 79

Amended: 15 Jan 91

Amended:

(Jan 91)

GOLDEN RAIN FOUNDATION
Seal Beach, California

ADMINISTRATION

NEWSPAPER SERVICES

Advertising Rates

(Position title correction made 06-02-09)

(Jan 91)

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

Amended:

(Oct 05)

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

ADMINISTRATION**GENERAL POLICY****ADOPT****Commissions**

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% 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:

Executive Director
Golden Rain Foundation