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ADMINISTRATION**NEWSPAPER SERVICES****ADOPT****Political, Government and Religious Advertising*****1. POLITICAL ADVERTISEMENT DEFINITION**

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

2. RESPONSIBILITY OF ADVERTISING

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

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

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

3. QUALIFIED POLITICAL AND GOVERNMENT ADVERTISING AND CONCESSIONS

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

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

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

Examples:

- “This ad was paid for by ABC Trade Association and was not authorized by Senator Jones.”
- “This advertisement was paid for by Susan Johnson and was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”

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

Examples:

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

4. GOVERNMENT ADVERTISEMENTS

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

- 4.1** The American Flag may be depicted in advertising provided its use is dignified and incidental to the primary selling objectives of the announcement. Disrespectful use of national emblems, anthems, or monuments is unacceptable.
- 4.2** Direct or implied use of the office of the President of the United States or any governmental body or figure without prior written official approval is not acceptable.
- 4.3** Use of military or law enforcement uniforms or vehicles require prior written approval from the relevant government agency.

5. RELIGIOUS ADVERTISEMENT DEFINITION

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Religious advertisements are defined as advertisements that contain any direct or indirect reference to religion, or to any religion, or to any deity or deities, or which includes the existence, nonexistence or other characteristics of any deity or deities, or to any religious creed, denomination, belief, tenet, cause or issue relating to (including opposing or questioning) any religion.

6. QUALIFIED RELIGIOUS ADVERTISING AND CONCESSIONS

- 6.1** Ads on behalf of religious organizations, for the announcement of meetings, religious services, or for the promotion of approved public service and charitable activities
- 6.2** Ads on behalf of religious organizations, for the sale of products that have a religious theme (e.g., books, recordings, artifacts, etc.).
- 6.3** Advertising may not depict, proselytize, promote, or discuss sectarian doctrine or dogma.
- 6.4** Advertising copy that denigrates, attacks, or negatively stereotypes any group or individual is not acceptable

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

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

Adopted:**Golden Rain Foundation
Seal Beach, California**

GOLDEN RAIN OPERATIONS

INFORMATION TECHNOLOGY SERVICES

Digital Billboards

1. PURPOSE

The purpose of this section is to establish basic policies and procedures to provide informational content to the general community, and is available to all of the Shareholders/Members of Leisure World Seal Beach.

The Digital Billboards are located in the following locations: Administration Building; Clubhouses 1, 2, 3 and 6; the Café in Building 5 and the Library.

2. TYPES OF INFORMATION TO DISPLAY

The Information Technology Services (ITS) Department is responsible for maintaining the Digital Billboards and accepts the following types of documents for display:

- Community Notices
- GRF Meeting Calendar
- Recreational Events
- Club Events
- Public Service Announcements (PSAs)

3. REQUIREMENTS FOR POSTING ON THE DIGITAL BILLBOARD

A “Request for Display” form must be filled out with the document to be displayed. The document must be pre-approved by the Recreation Manager, Publications Manager, ITS Department or the GRF Administration Office. Approved content may be posted no earlier than two weeks prior to the event, which will be taken down the day after the end-date of the event.

Priorities for display will be given to free events of community interest, and a fee based community events, if acceptable. The digital billboards will not be available to display any business-related or sales contents, nor money-raising functions.

Any exceptions will be determined by the Communications Committee.

Policy:

Adopted: 28 March 17

Reviewed: 08 Feb 18

GOLDEN RAIN FOUNDATION
Seal Beach, California

GOLDEN RAIN OPERATIONS

INFORMATION TECHNOLOGY SERVICES

WEBSITE MANAGEMENT

1. PURPOSE

This policy aims to:

- a) Clearly explain the roles and responsibilities of all parties involved in online content management;
- b) Ensure best practice in content management and usability principles are established and adopted by the Golden Rain Foundation (GRF); and
- c) Outline processes for online content review, maintenance and development on our Internet website by the Information Technology Services (ITS) Department.

2. DEFINITIONS

2.1. Accessibility

Information on our website will be accessible to our Members, vendors and the public.

2.2. Content Author

Authorized personnel and/or persons allowed to submit online content to the ITS Department:

2.2.1. Recording Secretaries: Minutes and Agenda;

2.2.2. Executive Coordinator/Administrative Secretary: Policies, Reports, Calendars, Meeting Announcements;

2.2.3. Recreation Manager: Club Information, Club Events, Recreational Activities and Public Service Announcements (PSAs);

2.2.4. Publications Manager: Publications, Announcements, PSA's, Photography, Logos (GRF), Advertising (Marketplace tab only), Videos;

2.2.5. Facilities Director: Notification of Construction, Utilities Information and Trust Property Information;

GOLDEN RAIN OPERATIONS

INFORMATION TECHNOLOGY SERVICES

WEBSITE MANAGEMENT

2.2.6. Executive Director: Publications, Announcements, PSA's, and Photography; and

2.2.7. GRF President: Publications, Announcements, PSA's, and Photography.

2.3. ITS Department

ITS Department is responsible for the online content maintenance submitted by authorized Content Author(s). ITS works with the content authors to manage the development and maintenance of online content on our website, to ensure content remains current and of value to the community.

3. RESPONSIBILITIES

3.1. Content Authors

Content Authors are responsible for creating and maintaining content relevant to their work area. Content Authors are only to submit online content as stated in Section 2.2, "Content Author."

3.2. Homepage Content

Any changes to the Homepage Content will be determined by the Communications Committee.

Policy:
Adopted: 28 Mar 17
Amended: 23 May 17

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

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

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

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

Party-line Plus:

For brief Community notices only, less than 50 words.

Letters to the Editor:

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

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

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

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

ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

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

Policy

Adopted: 5 Jan 2013
Amended: 26 Jan 2016

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

ADMINISTRATION

NEWSPAPER SERVICES

Deadlines

The deadline for news items will be established by the Executive Director and/or Department Head.

Policy

Adopted: 20 Feb 73
Amended: 15 May 73
Amended: 16 Dec 80
Amended: 15 Jan 91
Amended: 26 Jan 16
Reviewed: 11 Nov 17

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

ADMINISTRATION

NEWSPAPER SERVICES

News Stories

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

1. Such releases are published, subject to current policies, *News* Department procedures, anticipated reader interest, and available space.
2. While a certain amount of editing and rewriting of stories may be necessary, the *News* staff is instructed to preserve the “flavor” in the article whenever possible.
3. In cases where the Publication Manager feels that the news release contains inappropriate matter, the Publications Committee may be consulted for determination as to whether or not it should be published.
4. News releases of a political nature may be edited to contain only ‘hard news’ facts. Portions containing potentially controversial material or which state a politician’s qualifications, platform, goals, etc. may be deleted. Such information will be published only in the form of paid political advertising if so desired.
5. The *News* reserves the right to refuse to publish political advertising.

Policy:

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

GOLDEN RAIN FOUNDATION
Seal Beach, California

ADMINISTRATION**NEWSPAPER SERVICES****Obituaries**

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

- An “In Memoriam” column is available free of charge. Limited to name, mutual number and date of death.
- An obituary with or without photo is available free of charge for the first 250 words. Additional words will be charged at the rate of 20¢ per word. Notices written by the news staff will be free and no more than 250 words.
- Notices from mortuaries and non-GRF members will be printed exactly as submitted and charged at the non-member classified advertising rate, \$10.45 for the first 12 words and 20¢ for each additional word.

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

- A “Card of Thanks” section is available in the classified advertising section of the *NEWS* at the member classified advertising rate for persons wanting to express their thanks for help during bereavement, sickness, etc. at the prevailing display advertising rate.
- Obituaries may be published as news articles when the person has been a member of the Golden Rain Foundation (GRF) Board of Directors or when, in the opinion of the Publications Manager, the passing of a person is newsworthy to a sufficiently large number of GRF shareholder/members.

Policy

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: 26 Jan 16

GOLDEN RAIN FOUNDATION
Seal Beach, California

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NEWSPAPER SERVICES

News Photos

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

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

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

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

Policy

Adopted: 20 Feb 73
Amended: 16 Dec 80
Amended: 15 May 84
Amended: 15 Jan 91
Amended: 26 Jan 16

**GOLDEN RAIN FOUNDATION
Seal Beach, California**

ADMINISTRATION

NEWSPAPER SERVICES

News Coverage

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

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

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

1. GRF and Mutual governmental events;
2. Community service and/or social organization events of special significance or interest to a substantial portion of the community;
3. Seal Beach City Council and other such meetings at which decisions are made or there may be discussion of items of interest or importance to the Community.

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

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

Policy

Adopted: 19 Feb 91

Amended: 26 Jan 16

GOLDEN RAIN FOUNDATION
Seal Beach, California

ADMINISTRATION

NEWSPAPER SERVICES

Collection Point

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

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

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

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

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

Policy

Adopted: 15 Jan 91

Amended: 26 Jan 16

Reviewed: 11 Nov 17

GOLDEN RAIN FOUNDATION
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