



COMMUNICATIONS

Electronic Communications

1. PURPOSE

This document regulates informational content on the electronic communication platforms of Leisure World Seal Beach.

2. LEISURE WORLD LIVE (LW LIVE) from 20-2806-1

This electronic announcement is provided by the Golden Rain Foundation to provide members with an opportunity to receive rapid notification of events affecting the community.

2.1. AUTHORIZATION

LW Live announcements will be sent only by the Communications, ITS, Recreation or Administration Department staff with the approval of the GRF Executive Director or the GRF President.

2.2. TYPES OF PERMITTED NOTICES

- 2.2.1.** Announcements such as scheduled and unscheduled power outages, water service disruptions, road closures and public safety actions.
- 2.2.2.** Community action reminders such as GRF-sponsored events or any other special community events.
- 2.2.3.** Governance notices from GRF Board of Directors Such as Election Ballot Counting.
- 2.2.4.** Mutual announcements may be sent at the discretion of GRF staff.
- 2.2.5.** Notices distributed through LW Live may also be published on the GRF website in order to inform the largest possible number of residents.
- 2.2.6.** No club announcements will be sent.

2.3. PRIVACY

- 2.3.1.** Opting into the service is voluntary and each person must choose to opt into the service by submitting an email address to which notices are to be sent.
- 2.3.2.** No email address or personal information will be provided to any other entity.



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3. GRF EMERGENCY TEXTS

3.1. AUTHORIZATION

3.2. TYPES OF PERMITTED NOTICES

3.2.1. Texts should be limited to emergencies for which a three-hour delay could/would endanger the lives or physical well-being of community members.

3.2.2. The alerts should focus exclusively on human life.

3.2.3. Each alert text must later be followed by a resolution text.

3.3. EXAMPLES

Yes (alert text and resolution text)	No texts
1. Armed intruder within the walls	Gate runner within the walls
2. Search for person vulnerable by health condition	Search for missing resident
3. Vehicle chase within community	Police investigation within community
4. Shelter open due to utility outage	Shelter open due to predicted severe weather
5. Widespread, unexpected utility outage	Planned, announced utility outage
6. Unexpected closure of entrance gate	Long-term closure of gate
7. Street sinkhole or structural collapse	Routine street repairs or closures
8. Fire in high-wind or congested circumstances	Confined fire
9. Airborne hazardous chemical release	Confined hazardous chemical incident
10. Sudden availability of expiring vaccine	Reminder of weekend vaccine clinic
11. Extraordinary police presence within LWSB	SBPD traffic officers on-site
12. Emergency causing injury or property damage	"Shake-Out" or emergency planning event

3.4. PRIVACY

3.4.1. Opting into the service is voluntary and each person must choose to opt into the service by submitting a mobile telephone number to which notices are to be sent.

3.4.2. No telephone numbers or personal information will be provided to any other entity.

3.5. COSTS

Residents without free text services who subscribe to the emergency text service are responsible for the provider's charges.



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4. DIGITAL DISPLAY SCREENS

4.1. AUTHORIZATION

Digital display screen announcements will be uploaded only by the Communications, ITS, Recreation or Administration Department staff with the approval of the GRF Executive Director or the GRF President. Any exceptions will be determined by the Communications/ITS Committees.

4.2. TYPES OF PERMITTED ANNOUNCEMENTS

Priorities for display will be given to free events of community interest. Fee-based community events may be considered for display under the provisions in Section 4.4 below.

- 4.2.1. Community Notices
- 4.2.2. GRF Notices
- 4.2.3. Recreation Department Events
- 4.2.4. Club Events
- 4.2.5. Public Service Announcements (PSAs)

4.3. PROHIBITED ANNOUNCEMENTS

- 4.3.1. The digital display screens will not display any business-related or sales content or fundraising functions.
- 4.3.2. No commercial venture may be advertised by a club, including classes or event for which an instructor or performer is hired, irrespective of whether the instructor or performer is a GRF member, or a fee or donation is taken.
- 4.3.3. No announcements whose content, or activities advertised, fail to conform to GRF Governing Documents, and local, state or federal laws will be displayed.
- 4.3.4. Religious organizations may not advertise worship events on the digital display screens. Any religious organization hosting a secular event such as a movie, concert or rummage sale open to all Leisure World Seal Beach residents is permitted to post an announcement concerning that event.
- 4.3.5. Those announcements submitted in a language other than English.
- 4.3.6. Those announcements submitted to the Recreation Department for placement consideration without the completed "Request for Display on Digital display screens" form.
- 4.3.7. Those announcements whose artwork or file format do not conform to the specifications set forth by the Digital display screens Layout



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Requirements in 20-5050-3. Clubs and organizations choosing not to create their own artwork can commission the Communications Department to create it for them for a fee to be determined by that Department.

4.4. CLUB REQUIREMENTS FOR DIGITAL DISPLAY SCREENS SUBMISSIONS

- 4.4.1.** Any GRF club in good standing (determined by the Recreation Department [RD]) may advertise on the Digital Display screens concerning club events that do not charge a fee or participation. The following circumstances may be assessed in considering exceptions to the above rule:
 - 4.4.2.** Charitable or service organizations designated as 501c3 or comparable.
 - 4.4.3.** Non-profits where a portion of the funds collected directly benefit the Leisure World Community. In lieu of funds, free services to Leisure World residents may qualify the organization for an exemption.
 - 4.4.4.** Performing Arts clubs that accept donations or charge a fee for a particular event in order to cover the club's expenses for producing the event may advertise on the digital display screens as well as on the physical bulletin boards.

4.5. LENGTH OF DISPLAY

Approved content may be posted no earlier than two weeks prior to the event and will be removed the day following the event.

Document History

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