

## ***Communications Committee***

### ***MEDIA CONTENT AND OPERATING PROCEDURES***

#### **The Heron Newspaper**

- To qualify for publication in the Newspaper, articles and stories must: 1) have specific relevance to the Herons Glen community; e.g., they must be about activities or events that take place in the Glen, or 2) be organized by Glen residents, or 3) involve a substantial number of Glen residents.
- Articles, stories and other contributions to the Newspaper will be edited, as necessary, to comply with consistent standards of readability as established and maintained by the Newspaper Editorial Staff.
- The Newspaper will strive to provide equitable coverage to all community organizations, clubs and activities.
- Regional or national matters will not be covered unless they affect Herons Glen.
- The Newspaper will not publish any material where there is evidence that the author is attempting to use the Newspaper for personal gain; e.g., product sales, services, etc.
- Any member of the Herons Glen Homeowners Association may submit an article, story or letter for potential publication to a member of the Newspaper Editorial Staff or to the HOA Office.
- Letters must be signed, include the author's address and phone number and be no more than 100 words.
- All articles, photos, stories and letters become the property of the Newspaper and may not be returned.
- Written concerns about potential errors in the Newspaper, as well as written questions and/or complaints about any published material, also may be submitted to a member of the Newspaper Editorial Staff or the HOA Office.
- With respect to potential errors and omissions, the Newspaper Editorial Staff will determine if, in fact, an error or omission was made and include any required correction in the next issue of the Newspaper following its determination.
- The Newspaper is distributed free of charge to all HOA members. In addition, it can be accessed at the official HOA Website ([www.Heronsglenhoa.org](http://www.Heronsglenhoa.org)).
- Back issues of the Newspaper are archived in the Clubhouse library.

#### **Community TV Channel**

- To qualify for broadcast, information must 1) have specific relevance to the Herons Glen community; e.g., it must be about activities or events that take place in the Glen, or 2) involve a substantial number of Glen residents.
- Information submitted for broadcast must be of useable quality, including grammar, accuracy and completeness, and should be provided on the forms available for this purpose in the HOA office or on its official Website.
- The Community Channel volunteer(s) may, from time to time, refuse to broadcast material that it deems not to meet the standards for quality and useability.
- All video programming must be authorized before broadcast.
- Requests to broadcast information about events and activities should be dropped off to the HOA Office or submitted to the email posted on the community channel.

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- Non-commercial messages and official announcements will be accepted for broadcast if received at least one week prior to the requested posting date.
- Details on ticketed events will be posted no more than six weeks prior to the event. Simple "Save the Date" announcements are not subject to this time restriction and may be posted earlier at the discretion of the Community Channel staff.
- Regional or national matters will not be broadcast unless they affect Heron's Glen.
- Material deemed to be for the personal gain of its provider will be considered advertising.
- The Community TV Channel reserves the right to accept a limited number of promotional **text** ads, based on space availability and at the discretion of the HOA Manager.
- The Community TV Channel will not broadcast opinion pieces, infomercials, or information that expresses a particular political position.
- Information will be broadcast to the community through the existing video communications infrastructure.

### **Internet Website ([www.Heronsglenhoa.org](http://www.Heronsglenhoa.org))**

- Creative control over the Website rests with the Webmaster.
- Information submitted for the Website must be of useable quality including, for example, accuracy, completeness, spelling and grammar. The Communications Committee may refuse to publish any material not deemed up to the Website's standards.
- Written concerns, complaints or questions regarding potential errors or omissions in the information contained on the Website should be provided to the HOA Board of Directors or the Committee that generated and/or approved the information. Any required corrections must be authorized by the originator of the information before they appear on the Website.
- The HOA Manager will maintain exclusive contact with the Webmaster on content matters and provide oversight of the appropriateness of the Website's Content.
- This website will remain password protected for sensitive content.

### **HOA News Bulletin**

- To qualify for the news bulletin email the articles must be related to the interest of Heron's Glen Community.
- Articles may be edited, as necessary, to comply consistent standards of readability, as established by the Communications Committee.
- The bulletin will strive to provide equitable coverage of all HOA board work and committee activities.
- The bulletin will not publish any material used for advertising.
- All articles, photos, stories and letters become the property of the HOA News Bulletin and may not be returned.
- Written concerns about errors in the HOA News Bulletin as well as written questions and or complaints about any published material also may be submitted to a member of the Communications Committee or the HOA office.
- With respect to potential errors and omissions in the HOA News Bulletin, Communications Committee may determine if, in fact, an error or omission was made and include any correction in the next issue of the HOA News Bulletin.
- The HOA News Bulletin is distributed to all Heron's Glen homeowners with email addresses in the HOA office.
- The HOA News Bulletin will be published weekly. Special emails may also be requested by the HOA Office or Board at any time.

The Communications Committee at its discretion, or at the request of the HOA Board of Directors, may revise or modify the Media Content and Operating Procedures and promptly inform the HOA Board of Directors of any such revisions or modifications.

### ***KEY ROLES AND RESPONSIBILITIES***

#### **HOA Board of Directors**

- Establish, and revise as required, the Herons Glen Homeowners Association's Communications Policy and Media used to implement it.
- Provide oversight of the Communications Committee, its staff and its activities.
- Review written concerns, complaints or questions regarding potential errors or omissions in the information contained on the official HOA Website and follow-up with the appropriate committee to determine if and when any required corrections need to be made.
- Stay informed about advances in communications technologies.

#### **Communications Committee**

- Implement the Communications Policy and Media used, as established and directed by the HOA Board of Directors.
- Provide oversight of the Newspaper Editorial Staff and review each issue of The Heron for readability, completeness and layout design.
- Accept written concerns, questions and/or complaints about potential errors in the Newspaper and coordinate with the Newspaper Editorial Staff on the timing and publication of any required revisions.
- Provide oversight of the TV Staff, its standards for broadcast and coordinate on any needed corrections to published material.
- Provide oversight of the Web Site, its standards for posting and coordinate on any needed corrections to posted material.
- Continuously search for contributors to the Newspaper who can work with and support its Editorial Staff.
- Encourage and promote community-wide use of the TV Channel and Website.
- Accept material for potential publication in The Heron and on the Community TV Channel.

#### **Newspaper Editorial Staff**

- Publish The Heron monthly, including writing and editing articles, stories and other information accepted for publication.
- Establish and maintain standards of readability for the Newspaper and edit material as required.
- Continuously search for contributors to the Newspaper in coordination with the Communications Committee.
- Resolve and implement any required revisions for agreed errors or omissions brought to the attention of the Editorial Staff.

#### **Community TV Channel Staff**

- Broadcast information to the community using the existing video communications infrastructure.
- Establish and maintain standards for broadcast and edit submitted material to these standards if and where possible.
- Accept requests to broadcast information.

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- Stay informed about advances in television technologies and recommend the adoption of appropriate advances to the Communications Committee.

### **Internet Webmaster for [www.heronsglenhoa.org](http://www.heronsglenhoa.org)**

- Exercise creative control over the existing website.
- Coordinate with the HOA Board of Directors, and also the HOA Manager on content matters, especially with respect to accuracy and timing.
- Stay informed about advances in Internet technologies and discuss potential changes in technology with the Communications Committee and HOA Board of Directors.

### **HOA News Bulletin**

- Designated members of the Communications Committee will be responsible for design and insertion of the content for the weekly news bulletin.
- Prior to publication each week, a test bulletin will be sent to the HOA Manager, Board Liaison and Communication Committee members.
- The HOA Manager will be responsible for final approval of the bulletin and its content before publication. In the absence of the HOA Manager, the Board Liaison will approve the bulletin. If neither is available, the HOA President will be the final authority prior to publication.
- Unapproved content must be removed from the bulletin prior to publication.

These Key Roles and Responsibilities may be changed because of revisions to the Communications Policy and Media used to implement it, or because of oversight activities of the Communications Committee or HOA Board of Directors.

*Updated by the Communications Committee December 4, 2014*