

Communications Committee

Media Content and Operating Procedure

The Heron Newspaper Team

1. To qualify for publication in the Newspaper articles and stories must have a specific relevance to the Herons Glen Community and meet at least one of the three following criteria:
 - a. they must be about activities or events that take place in the Glen,
 - b. be organized by Glen residents,
 - c. involve a substantial member of Glen residents.
2. 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.
3. The Newspaper will strive to provide equitable coverage to all community organizations, clubs, and activities.
4. Regional or national matters will not be covered unless they affect Herons Glen.
5. 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.
6. Any member of the Herons Glen Homeowners Association may submit an article or story for potential publication to a member of the Newspaper Editorial Staff or the HOA office.
7. All submissions must include the author's name.
8. All articles, photos, and stories become the property of the Newspaper and may not be returned.
9. 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.
10. 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.
11. The Newspaper is distributed free of charge to all HOA members. In addition, it can be accessed on the official HOA website.
12. Back issues of the Newspaper are archived in the Clubhouse.

Community TV Channel

1. To qualify for broadcast, information must
 - a. have specific relevance to the Herons Glen community,
 - b. or it must be about activities or events that take place in the Glen,
 - c. or involve a substantial number of Glen residents,
 - d. and not be of a commercial nature i.e., real estate ads, accounting services, items for sale, etc.
2. 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.
3. The Community Channels' volunteers (Jim and Karen Mars) may from time to time, refuse to broadcast material that is deemed not to meet the standards for quality, readability and appropriateness.

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4. All video programming must be authorized before broadcast.
5. Requests for broadcast information about events and materials should be dropped off in the HOA office or submitted to the email posted on the community channel.
6. Non-commercial messages and official announcements will be accepted for broadcast if received at least one week prior to the requested posting date.
7. Details on ticketed events will be posted no more than six (6) 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.
8. Regional or national matters will not be broadcast unless they affect Heron's Glen.
9. Material deemed to be for the personal gain of its provider will be considered commercial.
10. Don't know what this means. The channel does not do commercial, personal gain ads.
11. The Community TV Channels will not broadcast opinion pieces, infomercials or information that expresses a particular political position.
12. Information will be broadcast to the community through the existing video communications infrastructure.

Internet Website (www.Heronsglenhoa.org)

1. Creative control over the website rests with the Webmaster.
2. Residents do not submit info for the HOA website. It all comes through the HOA office.
3. 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. Any required corrections must be authorized by management before they appear on the Website.
4. The HOA Manager will maintain exclusive contact with the Webmaster on content matters and provide oversight of the appropriateness of the Website's Content.
5. Portions of this website containing sensitive content will remain password protected.

HOA News Bulletin

1. The content of the news bulletins includes HOA Board and committee reports, notices, articles of interest to the Heron's Glen Community related to the administration of the association policies, projects, HOA events, security, safety advisories and general awareness.
2. Written concerns about errors in the HOA News Bulletin as well as written questions and/or complaints about any published material may be submitted to a member of the Communications Committee or the HOA office.
3. The Communications Committee may determine if, in fact, an error or omission was made and include any corrections in the next issue of the HOA News Bulletin.
4. The Heron's Glen HOA Email News Bulletin is distributed by the HOA Manager and HOA Assistant Manager weekly and any Special Email News Bulletins as needed.
5. The bulletins are distributed by email to residents who have provided their email addresses to the HOA Office.
6. The content may be edited, as necessary, to comply consistent standards of readability.

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The Communication 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.

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Key Roles and Responsibilities

HOA Board of Directors

1. Establish and revise as required, the Herons Glen Homeowners Association's Communications Policy and Media used to implement it.
2. Provide oversight of the Communications Committee, its staff and its activities.
3. 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.
4. Stay informed about advances in communications technologies.

Communications Committee

1. Implement the Communications Policy and Media used, as established and directed by the HOA Board of Directors.
2. Respond to HOA Board of Directors requests for assistance in communicating with residents on topics that may emerge.
3. When appropriate, coordinate messaging from the HOA and HOA Committees to the appropriate media for dissemination to Herons Glen residents.
4. When directed by the HOA Board of Directors, provide oversight of the Newspaper Editorial team and/or TV Team and/or Webmasters in accordance with the Board's directions."
5. Accept written concerns, questions and/or complaints about potential errors in the Newspaper and coordinate with the Newspaper Editorial Team on the timing and publication of any required revisions.
6. Continuously search for contributors to the Newspaper who can work with and support its Editorial Team.
7. Encourage and promote community wide use of the TV Channels and Website.
8. Accept material for potential publication in The Heron and direct material to the TV team and Website team when appropriate.

Newspaper Editorial Team

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

Community TV Channel Team

1. Broadcast information to the community using the existing video communications infrastructure
2. Establish and maintain standards for broadcast and edit submitted material to these standards if and where possible.
3. Accept requests to broadcast information.
4. Stay informed about advances in television technologies and recommend the adoption of appropriate advances to the Communications Committee.

Internet Webmaster for www.hersonglenhoa.org

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

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HOA News Bulletin

1. The content of the news bulletins includes HOA board and committee reports, notices, articles of interest to the Herons Glen Community related to the administration of the association policies, projects, HOA events, security, safety advisories and general awareness.

2. Written concerns about errors in the HOA News Bulletin as well as written questions and/or complaints about any published material may be submitted to a member of the Communications Committee or the HOA office.

3. The Communications Committee may determine if, in fact, an error or omission was made and include any corrections in the next issue of the HOA News Bulletin.

4. The Herons Glen HOA Email News Bulletin is distributed by the HOA Manager and HOA Assistant Manager weekly and any Special Email News Bulletins as needed.

5. The bulletins are distributed by email to residents who have provided their email addresses to the HOA Office.

6. The content may be edited, as necessary, to comply consistent standards of readability

The 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 or HOA Board of Directors.

History: Updated by the Communications Committee December 4, 2014, Updated by the Communications Committee August 30, 2022. Approved by the HOA Board of Directors September 14, 2022.