

RADISSON MEDIA AND COMMUNICATIONS POLICY

This document sets forth the practices and policies governing the dissemination of information by the Radisson Community Association, Board of Directors (RCA), staff and committees to the members of the association. These communications inform the members of services, events, programs, procedures, policies and issues of importance.

The ready access to this information tends to:

- Strengthen the sense of community among residents/members
- Enhance the image and appeal of the community

This policy addresses two communications vehicles:

- The *Reflections*, the community's print publication newsletter
- The Radisson website [www.radissoncommunity.org]

ORGANIZATION AND RESPONSIBILITIES

RCA Board of Directors

The RCA Board of Directors has ultimate authority and responsibility for establishing the philosophy and policies concerning communications media and content.

Executive Director

The Executive Director makes recommendations to the RCA Board with respect to policy, administrative support, budget, advertising, and the future direction of the *Reflections*. The Executive Director gives approval for website content and design. The Executive Director is responsible for managing the paid advertising program in both the *Reflections* and the website. The rates should be reviewed and adjusted as appropriate in the addendum; the Executive Director will authorize changes to the addendum as needed. Additionally, the Executive Director consults with and coordinates with the Editor and the Communications Committee on matters of policy with support from the RCA Staff.

Communications Committee

The Communications Committee provides advice and recommendations to the RCA Board and Executive Director regarding the publication, distribution, design, content, and direction of communications media.

Editor and Editorial Staff - Reflections

The position of Editor is a volunteer position. The Editor and volunteer staff for the *Reflections* serve as members of the Communications Committee. The responsibilities of the Editor are:

1. Coordinate the efforts of the volunteer newsletter staff with the RCA staff
2. Ensure that the policies regarding the newsletter and its philosophy are followed
3. Ensure all articles and classified ads are reviewed for accuracy, content, and appropriateness
4. Make editorial changes as needed prior to layout date
5. Coordinate the activities for the layout and appearance of the newsletter
6. Communicate with Communications Committee and its chairperson on matters concerning the *Reflections*
7. Promote sharing of new ideas and techniques
8. Refer policy questions to the Executive Director

RCA Staff

The responsibilities of the RCA Staff with regards to the newsletter and website are:

1. Coordinate and receive all submissions for publication in the *Reflections* and website
2. Ensure that updates/changes to the website are made in a timely manner as required
3. Review articles that are not available to the Editor and volunteer staff prior to layout date
4. Oversee the layout and appearance of the newspaper with the printer
5. Make final approval of pages

REFLECTIONS OPERATIONAL PROCEDURES

The *Reflections* is published biweekly. The size of the newsletter is determined by the amount of material to be published. The deadlines, publication frequency, printing arrangements, method of distribution, and design of the *Reflections* are subject to change. The cost of the newsletter is offset primarily through revenues from advertisements and also from annual operating assessments. The Executive Director and Editor shall consult when necessary to determine any given items' (article, advertisement, letter, etc) suitability for publication.

Deadlines

To help residents wishing to include information, a list of upcoming deadlines will be published. The Executive Director, upon consultation with the Editor and RCA Staff, establishes deadlines for all submissions. See Addendum for deadline details.

Submission of Articles for Publication

Articles for the *Reflections* should be sent via e-mail to reflections@radissoncommunity.org or may be submitted to the RCA Office marked ATTENTION: The Radisson *Reflections*.

Content

Content for the newsletter is provided from a variety of sources. These sources may include articles, news releases, and announcements from the RCA Board of Directors, Corporate Park members, RCA committees, the Editor and volunteer newsletter staff, residents, RCA staff, Nursery School, local PTAs, local schools, scouts, youth and senior programs, nonprofit organizations, healthcare centers, local government agencies, etc. In addition, local news reports of activities or events of interest to the Radisson Community and/or Corporate Park membership may be included.

Content Review

The Editor and volunteer staff and/or RCA staff will review all content submitted, determine their appropriateness and importance for publication, and edit for length, if necessary. Preference will be given to local/community-based articles. Certain articles, announcements, or notices may require publication more than once, or be given priority in placement for proper attention by the reader.

Letter(s) to the Editor

All letters must include name, address, signature, and telephone number for verification. Names and addresses may be withheld from print upon request. Editing may be necessary for space.

As part of the editing process, each *Letter to the Editor* will be carefully reviewed for content, appropriateness and potential liability.

Corrections

The *Reflections* and RCA staff strive for accuracy in the content of each article, advertisement, and *Letter to the Editor*.

Corrections or article reprints will be published in the next issue of the *Reflections* following notification of the error.

Every effort will be made to ensure that *Reflections* advertising copy is published accurately and as requested by the advertiser. If an error appears in a *Reflections*' paid advertisement, and is the

fault of the *Reflections* or RCA staff, the offer will be made to re-run a corrected version of the same advertisement or another ad of the same value at no charge. A request to refund any advertising charges must be approved by the RCA Accountant. Although the RCA will not be responsible for errors made by the advertiser, every reasonable attempt to correct such errors will be made before layout begins.

Advertisements

There are four types of *Reflections* advertisements:

- Display Ads/Business Cards
- Political Advertisements/Solicitations
- Commercial classified
- Community classified

The Display Ads and Business Cards are graphic/text ads, submitted by any interested party, intended to provide residents with a resource for locating local businesses that are helping to support their community. Advertisers are charged for the ad space. Ad revenue supports the printing of the newsletter.

Political advertisements (solicitations) must display a “Paid for by...” line to clearly designate that RCA does not endorse political candidates.

Commercial classified ads are text-only, paid ads, submitted by any interested party.

Community classified ads are text-only ads, submitted by RCA members, to allow them to draw services from within Radisson. These ads are free to qualified members.

See the Advertisement Policies section for further details.

Advertisement Policies

See the Addendum for current advertising rates and deadline information.

Display/Business Card ads and political advertisements (solicitations) are limited to the sizes designated in the Addendum. These ads must be paid for in full before publication. These ads are accepted on a first-come, first-serve basis. Advertising information, contracts, and *Reflections* release dates are available through the RCA Office and on the RCA website.

All Classified ad submissions must be submitted using the RCA’s online Ad Form or the printed Ad Form. Forms are available at RCA Office or may be downloaded from the website. No ads will be accepted over the phone.

Each classified ad must be 40 words or less. Ads with more than 40 words will either be edited to 40 words or the advertisers will be advised of the word limit and asked to edit.

Commercial Classified ads are available to the public and are paid by the advertiser. These ads are accepted on a first-come, first-serve basis and may be limited by space constraints.

Community Classified ads are available only to residents and Corporate Park members and are free. These ads are not for those seeking recurring profit of any type and typically consist of miscellaneous items for sale, services/items wanted, yard, lost and found and garage sales.

Community Classified ads are allowed for students seeking recurring profit and are free of charge to Radisson residents, who are students under the age of 23. Students under the age of 18 require parental permission, with signature.

Free ads may run in no more than two consecutive issues. These ads must be resubmitted if requested to run in more than two issues, with a break in print of at least one issue. There is a limit of six issues per year from the date of the first publication for free ads. There is a limit of one free ad per category per address per issue.

The RCA reserves the right to refuse any advertisement and is not responsible or liable for the quality, content, accuracy or representations made by any advertiser. Advertisers who fail to submit their advertisement in time for printing forfeit their payment to the RCA.

All advertisement material submitted for publication in the *Reflections* becomes the property of the RCA and will not be returned or stored. This will be stated on the advertising contract signed by all advertising clients.

Following are the standard categories of Classified ads.

<u>Community Classified</u>	<u>Commercial Classified</u>
<u>Residents/Members ONLY (free)</u>	<u>Open to Public</u>
For Sale Items	Real Estate Sales, Rentals
Moving/Garage Sales	All Businesses
Wanted (Items, Roommates, Real Estate)	All Services
Free Items, Services	Sale of Handmade/Homemade/Craft Goods
Lost or Found	Craft Fairs
Student Classifieds	
Employment (offered)	

Notice to Readers

The following text is to be printed in each issue to inform residents/members of the *Reflections* classified ad policy.

“All Classified Advertisements must be 40 words or less, submitted by the appropriate deadline date, and be in writing using the RCA’s online Ad Form or the printed Ad Form. Forms available at RCA Office or online at www.radissoncommunity.org.

Community classified ads are for RCA members only and are limited to one ad per category per address per issue; ads may run for up to two consecutive issues. Student ads require the signature of a parent or guardian if the student is under the age of 18. **All ads submitted must include name, street address, and phone number.**

Commercial classified ads are standard, fee-paid, service, sales or business listings and are open to the public. The number of ads run may be limited by space constraints.

RCA and Editorial Staff reserve the right to edit ads to meet the 40-word limit. The Editor reviews classified ads for compliance with the *Reflections* policy. For more information see “The Radisson Media and Communications Policy” online at www.radissoncommunity.org.”

RADISSON WEBSITE OPERATIONAL PROCEDURES

The website provides background and current information about Radisson.

ORGANIZATION AND RESPONSIBILITIES

The duties and responsibilities of the Board of Directors, the Executive Director, the Communications Committee and the Staff are the same in scope and authority as *Reflections*. There is no editor per se.

The Communications Committee will review the content, structure and layout of the website on an ongoing basis.

The RCA Staff and their designees shall have the sole ability to modify the website content under the direction of the Executive Director.

ADDENDUM

Advertising Rates in the *Radisson Reflections*:

Size	Black & White	Color
Commercial Classified Ad	\$15	N/A
Business Card	N/A	\$30
1/8 Page	\$45	\$65
1/4 Page	\$75	\$100
1/2 Page	\$150	\$200
Full Page	\$300	\$400

Deadlines:

Display advertisements and classified ads submissions for the *Reflections* must be received by the end of the day on the Friday prior to layout. Payment and contract received by this deadline will hold placement for ad content received after the deadline but before layout.

Articles, public service announcements and letters to the editor submitted for consideration for publication in the *Reflections* must be received by the end of the day on the Friday prior to layout.

Revised On: 11/18/2009