

**SHELTER BAY COMMUNITY, INC.
AD HOC COMMUNICATIONS COMMITTEE
POLICY AND GUIDELINES**

SHELTER BAY NEWSLETTER

PURPOSE: To disseminate news and information regarding the operation of the Shelter Bay Community and to note events of general community interest. It is to be mailed, monthly, to all owners and renters in the community except those Community members who have agreed to access the Newsletter via the website. *(10/19/05)*

POLICY: All articles and information in the Newsletter must be directly related to the Shelter Bay Community. Material in the newsletter shall include, but need not be restricted to, governance, administration, social/recreation, building, greenbelt, lot, marina and other community activities or committee functions authorized by the Board of Directors. Although space is limited in the Newsletter, expressions of opinion may be submitted as a "Letters to the Editor". All letters must be signed and shall be screened by the Editor, in consultation with the Board Vice-President, to ensure that the material is factual and conforms to accepted editorial requirements in respect to length, tenor and clarity. A letter that is deemed derogatory, vindictive or inflammatory will not be considered for publication, but will be returned to the writer for reconsideration. *(10/19/05)*

No letters to the editor or articles of a political nature, encouraging and/or persuading members to vote one way or the other, will be accepted for the newsletter or website. If a question arises as to whether the content is of a political nature, the Communications Committee will discuss and decide. If they are uncertain, the Board Vice President will be consulted. *(Res. 10-06, 5/19/10)*

The Newsletter/Website may contain generic information such as a reminder to vote or general information regarding Shelter Bay board member candidates and issues. *(Res. 10-06, 5/19/10)*

PROCEDURES: The Community Board President and Board Members, the Manager, plus the Committee Chairs shall submit timely and appropriate reports to the Editor concerning their respective areas of responsibility. *(10/19/05)*

The Board of Directors shall appoint the Newsletter Editor and Production Editor for a period of two (2) years, which interval may be extended. The Vice-President of the Board shall serve as the liaison between the Board of Directors and the Newsletter Editor. *(10/19/05)*

Materials for the newsletter must be submitted to the editor by noon of the Friday following the monthly board meeting. The materials should be delivered via e-mail to the editor. It is the responsibility of the editor to edit the material for publication and forward it on to the Production Editor for proper formatting. The Production Editor shall forward an electronic copy of the final Newsletter to the Editor for final proofing and then, in turn, the Editor will forward the file to the Printing Company for processing and subsequent submission to the Mailing House for distribution. At the same time, the file is forwarded to the Webmaster and Assistant for inclusion on the website. *(10/19/05, Res. 09-24, 9/16/09)*

The Editor shall work with the Vice-President and the Communications Committee to develop both a standardized submission and preparation schedule and to determine the word space allocation of recurring submissions such as the President's Message, Manager's Corner, Board Actions and Committee reports. *(10/19/05)*

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ADVERTISING: Advertising is accepted for submission to the Newsletter. Advertising costs are approved by the Board of Directors. See the Advertising Contract, Attachment 1, for the various ad sizes, costs and nonprofit discounts. *(Res. 09-24, 9/16/09)*

Any function for which a fee is charged that goes directly to the party placing the ad is considered advertising and will be charged as such for information appearing in the newsletter. The calendar inclusion is free of charge. Examples of functions charged for advertising include, but are not limited to, Tap Class, Golf Lessons. *(Res. 09-24, 9/16/09, Res. 10-06, 5/19/10)*

Functions/events that are considered a direct service to the community, and the fee charged is used only for covering the cost of materials, will not be considered advertising. Articles in the newsletter will be provided at no cost. Examples of these functions include AARP, Red Cross, etc. *(Res. 10-06, 5/19/10)*

Functions supported by the Social and Recreation Committee, where donations and/or fees are returned to the Community or directed to a particular place by the Social & Recreation Committee, will be considered a notice/article in the newsletter and will not be charged for information appearing in the newsletter. Examples of functions not charged for advertising include Computer Classes (donations are given to the La Conner Library), or Chorus (funds are used for Chorus expenses). *(Res. 09-24, 9/16/09)*

Political advertisements, encouraging/persuading members to vote one way or the other, will not be allowed/accepted for insertion in the Newsletter or on the website. If a question arises as to whether the content is of a political nature, the Communications Committee will discuss and decide. If they are uncertain, the Board Vice President will be consulted. *(Res. 10-06, 5/19/10)*

ARTICLE SIZE:

President's Message	400-500 words
Manager's Corner	500 words
Board Actions	Variable
Treasurer's Report	300 words
Social and Recreation	500 words
Chorus	100 words max
Bingo	100 words max
Book Club	100 words max
Committee Reports	300 words

The editors have the right to edit material based on space restrictions (we will try to contact you, deadline permitting) and any piece that significantly eclipses the recommended word total cannot be guaranteed to make the final newsletter. *(10/19/05)*

FORMAT OF ARTICLES: Since articles are taken from e-mail, and transcribed into Publisher Format, we request that your submissions be a simple Microsoft Word document. The article should be submitted in the most basic form of paragraphs and sentences without special characters, formatting, highlighting, spacing, colors, fonts or embedded artwork. Please submit any suggested pictures or artwork as a separate document. *(10/19/05)*

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SHELTER BAY WEBSITE

PURPOSE: To maintain a community website that is a comprehensive, easy to use source of information concerning Shelter Bay and the surrounding area. *(10/19/05)*

POLICY: Shelter Bay Community shall maintain an active website. The primary purpose of the website shall be to provide information concerning the Shelter Bay Community. Funding for operating and maintaining the website shall be included in the community budget. All website content shall be factual. No derogatory, vindictive or inflammatory material shall be on the site. The site shall not contain partisan political or denominational religious information. However, the website may contain generic information such as a reminder to vote or a general announcement such as Easter sunrise service or the first day of Hanukkah. If a question arises as to whether the content is of a political nature, the Communications Committee will discuss and decide. If they are uncertain, the Board Vice-President will be consulted. The site shall not contain sensitive financial data. *(10/19/05, Res. 10-06, 5/19/10)*

PROCEDURES: The Board of Directors shall appoint a Webmaster and an Assistant Webmaster to manage the website. Under the guidance of the Board, all material submitted for inclusion in the website shall be screened for appropriateness by the Webmaster and/or Assistant Webmaster. The Website will be updated on an “as needed” basis. *(10/19/05, Res. 09-24, 9/16/09)*

ADVERTISING: The Shelter Bay Website provides free classified advertising for Shelter Bay owners and renters. The Shelter Bay Community has the right to reject any ad that it does not consider appropriate. *(10/19/05, Res. 09-24, 9/16/09)*

Real Estate advertising will be accepted from Shelter Bay owners for property located in Shelter Bay for sale or rent by owner. Ads may include one (1) photo. It will be at the Webmaster’s discretion to edit any such ad. Advertisements from Real Estate Agents will not be accepted. Real Estate ads will remain on the web for a period of three (3) months unless the webmaster is notified to extend or remove the listing. *(Res. 09-24, 9/16/09)*

Political advertisements, encouraging/persuading members to vote one way or the other, will not be allowed/accepted on the website. If a question arises as to whether the content is of a political nature, the Communications Committee will discuss and decide. If they are uncertain, the Board Vice-President will be consulted. *(Res. 10-06, 5/19/10)*

Other examples of classified ads which can be accepted for inclusion on the website include the sale of personal property including boats, cars, furniture, jewelry, etc. In addition, requests for services will be accepted; examples include requests for babysitters, caregivers, etc. *(Res. 09-24, 9/16/09)*

To place a classified ad, submit the information to the Webmaster/Assistant Webmaster via e-mail to sbwebmaster@shelterbay.net. To accommodate those without web access, typed or handwritten ads may be submitted to the Office in-care-of the Webmaster. All ads must include the seller’s name and contact information, i.e. e-mail and/or telephone number. In addition, ads should include a description of the item and its price, if applicable. One picture may be included with the ad and should be attached to the ad in JPEG format. The webmaster will size the photo as appropriate. *(10/19/05, Res. 09-24, 9/16/09)*

The seller will notify the webmaster when the item is sold. Ads will be removed after one month. *(Res. 09-24, 9/16/09)*

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NEWSLETTER ADVERTISING ORDER

ADVERTISER INFORMATION:

Business Name: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____

E-Mail Address: _____

TYPE OF AD:

Please attach camera ready ad and/or business card in the acceptable format (see below).

BUSINESS CARD

\$27.50 Per Month

DISPLAY

- Quarter Page \$ 49.50 per month
- Half Page \$ 99.00 per month
- Full Page \$198.00 per month

LENGTH

- 1 month X \$ _____ rate = \$ _____
- 3 months X \$ _____ rate - 10% discount = \$ _____
- 6 months X \$ _____ rate - 15% discount = \$ _____
- 12 months X \$ _____ rate - 20% discount = \$ _____

Nonprofit Organizations 10% Discount

Payment Information:

You will be mailed an invoice for the amount of your ad. Payment is due within 10 days following the date of invoice.

Ad Deadline: 10th of each month prior to the next edition of the newsletter.

Advertising Format: The Ad must be provided to the Editor in a Word, PDF, Publisher 2000, or JPEG format, or a document (business card or typed format) that can be scanned into Publisher. If any other format is received, the Production Editor will attempt to reformat the advertisement into an acceptable format, but no guarantee is being made that it will be accepted.

For additional information, please call the Editor at 466-1010

Attachment 1

(Res. 09-24, 9/16/09)