

## **POLICY:**

## **THE GENESCENE POLICY**

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### **INTRODUCTION**

The *Genescene*, the newsletter of the Genesee Foundation, is the primary communication vehicle for the Foundation's business, governance and community activities. It is designed to inform and educate property owners about news and activities in and around Genesee. The *Genescene* is not published in January.

### **PUBLISHER**

The publisher is the Genesee Foundation Board of Directors through the liaison of the Communications Committee, whose chairperson is a member of the Board of Directors.

Beginning in April 2008 and every third year thereafter, the *Genescene* editors will present the *Genescene* Policy for Foundation Board approval. Any revisions will be developed with input from the Foundation staff through liaison with the Communications Committee. The *Genescene* Operations Manual will be revised as needed between the editors and the Foundation staff.

All expenses associated with the newsletter, including formatting, printing and distribution, are considered operating expenses within the Genesee Foundation operating budget, augmented by advertising income. Each year the *Genescene* editors and the Foundation staff will develop and present a proposed budget to the Finance Committee of the Board.

### **EDITORS**

The editors have primary responsibility for setting policy for the content of the *Genescene*. The editors are residents of Genesee who volunteer their time and serve under the direction of the Board of Directors. The editors number between four and six. New editors are selected by the current editors with possible candidates found via a prior advertisement in the *Genescene*. The Senior Editor is selected by the current editors or the Communications Committee.

The editors review all content submitted, decide what should run in the newsletter, and edit the material for accuracy, clarity, grammar and suitability. The editors review the articles on the day of the month set with the Foundation staff on a yearly calendar. Editing dates are set to allow the final copy to arrive at the printers on schedule.

If the Foundation staff takes exception to any proposed content, they must consult with the senior editor or the other editors with a response from an editor expected within 48 hours of contact. If the staff then deems it necessary, they may appeal to the Communications Committee Chair to resolve the problem. The result may be deletion of part or all of the content or postponement to another issue.

When practical, at least two editors will edit each article. If the editors see the need for significant changes to an article, the editors will attempt to contact the author to

work out a more acceptable approach. However time can run short and the editors do not need an author's approval to make changes or deletions. Because of limited space in the newsletter and the numerous articles submitted each month, some articles that do not contain time-sensitive information may be deferred for a month. The editors will notify and provide an explanation to the author and Foundation staff of omissions or deferrals on the editing day.

### **WRITTEN MATERIAL/PICTURES FOR PUBLICATION**

Written material/pictures for publication in the newsletter will be submitted by residents, committee representatives, the Genesee Foundation Board of Directors, and the Genesee Foundation manager and staff. The *Genescene* is designed to inform and educate Genesee property owners about activities and matters of general interest to them. It is not designed to promote business, political or social activities beyond the Genesee community with the following exceptions: classified ads, outside interests, and the Genesee Real Estate Insert.

#### **Submission Policy**

Written material and pictures must contain basic information, such as dates and times of pending events, reservation deadlines, fees and contact names. Articles must be signed by the author and include his/her name phone number.

The materials are to be submitted to the Genesee Foundation office preferably by e-mail at [genescene@geneseefoundation.org](mailto:genescene@geneseefoundation.org) or on a CD. Pictures shall be submitted in jpeg format via e-mail or on a CD no later than that month's deadline.

The cover and cartoon deadline is the 10th of each month. Other materials listed below are to be submitted by 4:00 p.m. on the 15th of each month. If the 15th falls on a weekend, they are due by 4:00 p.m. on the following Monday.

#### **Articles**

##### ***Appropriate Articles***

The *Genescene* has a front cover that includes a billboard for residents, featuring important events planned for that month. The editors determine the content of the front cover, selecting the pictures for the cover a year in advance, beginning with the February issue. The editors have sole responsibility for making changes to the front cover.

The pages toward the front of the newsletter are devoted to articles of general interest to all Genesee residents. Such articles are found under Foundation News; the Board of Directors' report from the previous month's meeting; the Manager's report; and Covenants report. Other categories include Letters to the Editor, Environment, Community News, Recreation, Outside Interests, Calendar and Classified Ads. A Genesee Real Estate Insert may be included, depending on the demand. All articles are placed under the appropriate header.

Articles should be factual and not mere expressions of opinion. Individual style is encouraged within the proper framework of language and policy. The author should suggest a brief headline, although the editors may change the headline(s).

The articles are subject to editing for brevity. Articles that are too long may be rejected. Repetitive articles should be changed occasionally to maintain interest.

### ***Inappropriate Articles***

Promotion, solicitation and articles reflecting commercial advertising are not accepted. The *Genescene* is not designed to advertise any company or individual that imposes a charge or makes money on goods or services. Unless otherwise approved by the Board as an official position of the Genesee Foundation, articles regarding political or religious issues, officials or candidates are not appropriate. The editors reserve the right not to publish any article that they deem potentially offensive or unsuitable.

### **Letters to the Editor**

The *Genescene* welcomes letters from its readers. Letters will be published at the discretion of the editors and must meet the following guidelines:

1. Letter topics must be directly related to the Genesee community or pertain to local or regional issues affecting the community.
2. Letters must be 200 words or less.
3. Letters must be signed and include the resident's address and phone number.
4. The editors may elect not to publish any letter they consider potentially libelous, offensive or otherwise unsuitable.
5. Inaccuracies, incorrect statements or lack of clarity may lead to rejection.
6. All rejected letters will be returned to the sender with rationale for rejection.
7. Copies will be sent to the Genesee Foundation Board.
8. No more than two letters per person will be published within a calendar year.
9. An exceptional Letter to the Editor that the editors consider skillfully presented and addresses an issue of interest to all residents could be published as either an editorial piece or feature article. Any such letter will be clearly labeled as an editorial.

### **Obituaries/Birth Announcements**

1. Must be requested by the family or a family representative.
2. Must pertain to an individual who was/is a resident of Genesee.
3. Must be 200 words or less
4. May be accompanied by the individual's picture (final size determined by the production staff)
5. Will be published when space is available

### **Outside Interest Articles**

Outside interest articles, such as non-profit organizations or activities as well as letters, are limited to one-half page or 500 words, and should be signed by a Genesee resident.

### **Inserts**

The Foundation staff and the editors review all inserts. Inserts promoting any Foundation activities such as Candidates Night, Fourth of July, etc. are charged to the operating budget. Special districts pay for their own inserts.

Separate flyers can be run on front and back of one sheet of paper. The GREI, printed separately, must be delivered to the printer for insertion in the *Genescene* by the 22nd of the month.

**Advertisements**

All ads must be on the required form obtainable from the Foundation office or the website. The ads are due each month by the 15th. Payment must accompany each ad. If the 15th falls on a weekend, ads together with payment must be in the outside drop box by 4:00 p.m. the following Monday. A maximum of 12 lines per ad is allowed. The Communications Committee determines the per line fee for the advertisements.

**Pictures**

Pictures shall be submitted in jpeg format via e-mail or on a CD no later than that month's deadline. Inclusion, deferral or rejection of any pictures shall be determined by the editors. The final size will be determined by the production staff. Photos which disclose a person's identity must be accompanied by that individual's signed photo release form. If a picture is excluded, the submitting person must be called and the staff given the picture with an explanation that day.

**Disclosure & Waiver of Liability**

The authors of written materials and pictures are responsible for ensuring the accuracy of the information; e.g., dates, times, spelling of names, fees. The Genesee Foundation and the editors are not responsible for any errors or omissions in articles or obligated to run corrections.

APPROVED BY:	Board of Directors
SUPERCEDES:	April 6, 2005
APPLICABILITY:	Board, Committee, Staff and Residents
APPROVAL DATE:	April 9, 2008
EFFECTIVE DATE:	April 9, 2008
REVIEW DATE	2011 (3 YEARS)

# **THE GENESCENE**

## **OPERATIONS MANUAL**

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### **PRODUCTION MANAGEMENT**

The Foundation manager follows the policies approved by the Foundation board as proposed by the editors. The manager is responsible for the formatting of the newsletter, the details and payments for any advertising in it, and arranges for printing and distribution.

The routine work of producing and distributing the newsletter is delegated to the Foundation office staff. They receive the content submitted and work closely with the editors.

### **NEWSLETTER FORMATTING**

The Foundation staff collects the submitted content, formats it and prints one copy for review by the editors. Following review of articles by the editors, the staff member overseeing the *Genescene* makes the corrections noted by the editors as allowed by time.

If the Foundation staff takes exception to any proposed content, they must consult with the senior editor or the other editors with a response from an editor expected within 48 hours of contact. If the staff then deems it necessary, they may appeal to the Communications Committee Chair to resolve the problem. The result may be inclusion, deletion of part or all of the content, or postponement to another issue.

### **PRINTING COORDINATION**

Staff then e-mails the issue to the printer who formats the newsletter and submits to staff a draft proof. Staff reviews the draft, makes any necessary changes and sends it back to the printer with corrections. The printer e-mails back a final proof for approval by the Foundation staff. If the editors are available, they may help with the proofing of the drafts. If an immediate decision is needed during the final proofing and efforts to reach the editors for a decision are unsuccessful, the manager or an assistant may make any decision necessary to keep production on schedule.

The final approved proof of the issue is then e-mailed back to the printer for production. The draft-to-final-proof process may occur within one day, oftentimes in a matter of a couple of hours. The final copy of the edited issue must be at the printer's office in time to allow for printing and delivery by the first of the month.

### **DISTRIBUTION**

Each monthly issue of the *Genescene* is delivered to homeowners' mailbox spaces by the Foundation staff on or before the first day of each month, and is posted on the Genesee website as well.