

**LAKE OF THE PINES  
POLICIES & PROCEDURES**



**Media**

**GENERAL GUIDELINES**

These general guidelines are applicable to the *LOP News*, Channel 7 (News Program and Bulletin Board), e-blasts (electronic newsletters), *Pines Times*, the Front Gate Marquee, the Clubhouse Lobby Monitors, Banners, Classified Ads on the official website ([www.lop.org](http://www.lop.org)) and other Social Media . Specific Guidelines for each form of media can be found following the General Guidelines.

- A. Media submissions will be prioritized as follows:
  - 1. Board of Directors / Association
  - 2. General Manager
  - 3. Committees and Service Teams
  - 4. Association Departments
  - 5. LOP approved Clubs
  - 6. LOP community concerns (public safety, environmental issues, memorial services, etc.)
  - 7. Public service announcements
    - i. Limited to local government agencies, local schools, local non-profit agencies whose purpose is for the benefit of the local community and local recreation districts except events that conflict with LOP sponsored activities.
    - ii. Public service announcements by non-profit agencies are limited to two times a year.
  
- B. All media submissions must be approved by the General Manager or his/her designee prior to publication. Channel 7 News content approvals are governed by section “Channel 7 News Program” item A-4.
  
- C. Media submissions must be relevant to LOP residents, as determined by the General Manager or his/her designee.
  
- D. News and human-interest stories will not be used to promote non-Association business interests, political endeavors or religious philosophies.
  
- E. No financial, legal, technical, insurance or medical advice or any other subject matter that the Association deems inappropriate may be included in any submissions. The Association does not endorse any advice given in any media and disclaims any liability for any consequences of any advice offered.

- F. A disclaimer will be used for the *LOP News* and in the Channel 7 News to the effect that “opinions expressed by contributors do not necessarily reflect those of Lake of the Pines Association. Editorial rights are reserved.”
- G. Individuals and businesses charging for their expertise and thereby financially benefiting from the use of Association media and property are prohibited from free use of the media. Classified or display ads are available for purchase in the *LOP News* (see *LOP News* guidelines below for specifics.) Exception: Donation sponsors of Association events may be mentioned in the promotion of an event or articles regarding the event.
- H. Columns, articles and information submitted for all media must be dated and identified by the writer’s name and organization (affiliation).
- I. All media submissions (including *LOP News*, e-blasts, *Pines Times*, Marquee, or Classified Ads) shall be submitted electronically, either via email, compact disk or flash drive using an appropriate format (i.e., Word file, email, .jpg, etc.).
- J. Photos shall be submitted with full captions and the name of the photographer so credit can be given. Please see the LOP Style Guide for instructions on how to submit captions and photo credit information.
- K. All material must be submitted by media deadlines, which may vary.
- L. It is the policy of Lake of the Pines to respect intellectual property and copyright ownership. All media submissions that are not the original material of the individual contributor, must include written permission from the owner of the material. This written permission is to be provided prior to publication and filed with the Administration Office, and credit to the original author and or publication will be given.
- M. Media submissions containing libelous statements, personal attacks or offensive language will be rejected.
- N. California Civil Code SB1560 pertaining to “equal access” will be applied as stated in the Lake of the Pines Elections Policy.

**MEDIA GUIDELINES: SPECIFIED BY TYPE OF MEDIA**

**CHANNEL 7**

**Channel 7 News Program**

- A. Guidelines
  - 1. These Guidelines are specific for Channel 7 News Program, which carries in-house programming about Community or Local activities and other programming having relevance to the Lake of the Pines Community.

2. Request for programming time on Channel 7 News can be directed to the Channel 7 News Service Team Lead or the General Manager and will be evaluated within the limitations stated in this Media Policy (including the General Guidelines).
3. The Channel 7 News Service Team is made up of volunteers approved by the Board of Directors. The Service Team will develop and produce programming content in accordance with this Media Policy.
4. All content shall be reviewed and approved in conformance with the LOP Media Policy by the Channel 7 News Service Team Lead or his/her designee. Content is subject to review and approval by the General Manager or his/her designee.

B. Mission Statement

1. On a regular basis, the Channel 7 News Service Team creates a program that airs on cable Channel 7, broadcasting via closed circuit to Lake of the Pines and nearby communities and on the official LOP website of the Association ([www.lop.org](http://www.lop.org)). The requirements stated herein will be satisfied in whole or in part by the Channel 7 News Service Team only to the extent that appropriately trained volunteer resources agree to perform the work. The program is dedicated to promotion of quality programming intended to provide news of community and local events, activities, and informational topics.
2. The Association endeavors in its operation of its Channel 7 News Program to comply with all antidiscrimination laws and to treat all persons equally no matter their sex, race, color, religion, ancestry, national origin, disability, medical condition, marital status, sexual orientation, or any other protected characteristic under state and federal law.
3. The Channel 7 News Service Team recognizes its social and legal responsibility to make certain decisions about programming in compliance with Federal Law and local community standards regarding program content and technical quality.

C. Content

1. All elections will be covered by Channel 7 in accordance with the LOP Election Policy.
2. News and human interest stories will not be used to promote non-Association business interests, political endeavors, or religious philosophies.
3. All content shall adhere to the General Guidelines of this Policy, except for General Guidelines item “B,” which is overridden by “Channel 7 News Program,” item “A-4” above.

4. Content may include Association business, Board of Directors reports, General Manager reports, staff reports, LOP special events, Committee, Service team and club news, public service announcements (as defined in General Guidelines “A”), volunteer/non-profit special services which assist LOP residents, and special segments having relevance to the LOP community as space allows.

D. Facilities and Use

1. The Association provides all logistical support and equipment for operation of the Channel 7 News Program. Studio and editing facilities are located in the E.C. building.

## **PRINTED AND DIGITAL MEDIA**

### **Front Gate Marquee**

- A. The Marquee is located at the front gate and consists of two display panels, one is visible to incoming traffic and one is visible to outgoing traffic. Due to visibility constraints with moving vehicles, the Marquee display will accommodate three slides on the entrance side and two on the exit side, each for a maximum of 6 seconds.
- B. One slide in each direction is dedicated to LOP Association and its official business or communications. Two slides on the entrance side and one slide on the exit side are available for use by LOP Committees, Service Teams and Clubs, memorial service notices for LOP members and “Welcome Home” announcements for active service personnel.
- C. Slides advertising events for LOP Committees, Service Teams and Clubs are limited to a 7-day period, unless there are no competing requests for the space or time.
- D. “Welcome Home” slides are for LOP members or immediate family members returning home from active duty in a conflict zone. “Welcome Home” slides are limited to 48 hours.
- E. Memorial service notices will be limited to LOP members and the service must be held at an LOP venue. Memorial service notices will be posted no earlier than five days prior to the date of the service.
- F. Due to the limited amount of space on the Marquee, requests to display slides will be honored on a first come basis, except that notices for memorial services will be given preferential treatment.
- G. Requests to display slides should be submitted using LOP’s Service Request form found on LOP’s website. Refer to the LOP Style Guide for how to submit content. Content submitted for the Marquee can also be uploaded to the Digital Monitors in The Clubhouse Lobby and the official LOP Facebook page, upon request.

### **Digital Monitors in Clubhouse Lobby**

- A. Freestanding signs, A-frames or tripods are not allowed at The Clubhouse entrance or lobby, except on the day of the event being promoted.
- B. The two digital monitors in The Clubhouse lobby are there to advertise information on community events and announcements. One monitor is dedicated to activities for clubs, groups and recreation. The other monitor is for Association announcements, including department news.
- C. Requests to display content should be made on the Content Submission Request Form, located on the LOP website under Document Library, Miscellaneous Documents, following the standards in the LOP Style Guide.

### **Banners**

- A. All General Guidelines as stated in this Media Policy apply to banners. Exception: The use of banners is restricted to the Association, Committees, Service Teams and Clubs. Any request for an exception to this policy must be submitted to and approved by the Board of Directors.
- B. Banner display requests can be submitted on a Service Request Form either on our website or in the Admin office.
- C. Banners are installed and removed by the Public Works Department. Generally, a maximum of two banners can be displayed at one time. Because of the labor needed to change out the banners, banners are changed only one time each week, typically on Wednesday.
- D. Banners may be displayed for up to two weeks prior to an event.
- E. Priority will be given to banner requests based on a first come/first served basis. Requests for banners may conflict, therefore, it is important that you schedule the display of your banner well in advance, but with a minimum of seven (7) days. The decision as to which banners to display, when and for how long, shall be made by the Administration Office with the concurrence of the General Manager.

### ***LOP News***

- A. The *LOP News* is the official publication of Lake of the Pines Association for notifying members of actions and proposed actions of the Board of Directors; legal notices; financial notices; informing members of changes to Association Policies & Procedures, Rules & Regulations; and notifying members about upcoming events. Space is also designated to Committee, Service Team, and Club news and announcements, as well as regional updates from the County impacting LOP residents.

- B. All General Guidelines as stated in this Media Policy apply to the *LOP News*.
- C. The editorial staff shall consist of the General Manager functioning as Editor, and or his/her designee(s) functioning as Managing Editors.
- D. Requests for publication in the *LOP News* should be submitted to the Administration Office and will be evaluated within the limitations stated in this Media Policy (including the General Guidelines).
- E. Letters to the Editor must meet the following criteria:
  - 1. Sender must be a member of Lake of the Pines;
  - 2. Letter must contain the sender's full name and lot number;
  - 3. Letter must not exceed 275 words;
  - 4. No more than three letters per household may be submitted within a 12-month period;
  - 5. Letters may not contain libelous statements, offensive language, personal attacks, solicitations, inaccuracies or lack of clarity; and
  - 6. Religious philosophies and political endeavor references are not permitted.
- F. Submissions for publication in the *LOP News* shall follow the Submission Guidelines in the LOP Style Guide, available in the Administration Office.
- G. Submissions must be made electronically to [lopnews@lop.org](mailto:lopnews@lop.org) and must be received by the fifth of the month for the next month's issue (i.e., January 5 for February issue). Submissions made after the fifth of the month may not be accepted for publication.
- H. The *LOP News* is formatted using a template provided by *The Union*. *The Union* prints the newspaper as stipulated in the current cooperative agreement it has with Lake of the Pines Association.
- I. The *LOP News* is distributed:
  - 1. To each LOP residence via the U.S. Post Office bulk delivery. It is *The Union's* responsibility to deliver the newspaper to the post office.
  - 2. LOP members residing outside of LOP receive their issue via mail utilizing *The Union's* postal permit. Mailing labels are supplied to *The Union* by LOP Administration.
- J. The Association shares in the *LOP News* advertising revenue as stipulated in the current cooperative agreement between *The Union* and Lake of the Pines Association.

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

- A. The Lake of the Pines website is a hosted system, which utilizes a template provided by the host.
- B. All General Guidelines as stated in this Media Policy apply to the [lop.org](http://lop.org) website.

- C. The website contains a section for members only and a separate section for non-members. Material may be restricted as deemed appropriate by management. Members may obtain a username and password to access the member section via directions offered by Administration.
- D. Committees, Service Teams and Clubs
1. The Association manages pages for each Committee, Service Team and Club. These pages may include links to their own individually managed websites.
- E. Access to the Channel 7 News Program will be made available through the website.
- F. The Document Library shall be maintained containing Association governing documents such as CC&RS, Bylaws, Rules & Regulations, Policies & Procedures, and Environmental Standards; Board meeting agendas and minutes; Committee and Service Team agendas and minutes; Budgets and Financial Statements; miscellaneous documents, such as the Fee Schedule, Schedule of Fines, Parcel E Schedule, and member forms; Environmental Control submission forms; etc. The Document Library shall also contain an archive of the Association's media communications such as the *LOP News*, *Pines Times*, and the weekly e-blasts.

### **Classified Ads**

- A. Classified Ads are similar in scope and content to classified ads in a newspaper.
- B. Classified Ads may be submitted by members who access the member sign-in feature of the website. Ads will be released to the website upon review and approval of the Administrative Manager or his/her designee. All General Guidelines and Classified Ad guidelines as stated in this Policy will apply.
- C. Submissions must be made electronically via the LOP website .
- D. Ads may be submitted by LOP Members and staff only. Ads may not be placed by members or staff on behalf of another entity or individual.
- E. Ad classifications are:
- For Sale
  - Wanted
  - Lost
  - Found
  - Free
  - Garage/Yard Sale
- F. No commercial, services or real estate ads will be accepted.

- G. No 'garage/yard sale' ad will be placed for a location outside of LOP.
- H. Ads run for two weeks from date of posting and may be renewed or removed by contacting the Administration Office.

### **E-Blasts (Electronic Newsletters)**

- A. Lake of the Pines will send regular e-blasts (electronic newsletters) to notify members of specific events, announcements, etc. Examples include: "Eats and Drinks," delivered on Wednesdays which includes news and announcements from Food & Beverage, and "This Week on the Lake," delivered on Thursdays which includes Association, Committee, Service Team and Club news and announcements. The Association also sends stand-alone e-blasts called "News Flash," which may include emergency notifications, updates on previous notifications, and other critical announcements impacting members as needed.
- B. All General Guidelines as stated in this Media Policy apply to e-blasts.
- C. Members may "unsubscribe" at any point from any of our e-blasts on their account page online at lop.org.
- D. Committee, Service Team, and Club events and announcements may be submitted for publication in our e-blasts, subject to approval by the General Manager and or his/her designee.
- E. Content should be submitted using the Content Submission form to communications@lop.org, or in writing.
- F. Deadlines: Content is due by noon the day prior to the publication day and will be included based on space.
- G. Archived versions of weekly e-blasts (excluding NewsFlash e-blasts) are available online at lop.org, in the Document Library.

### **Other Social Media**

- A. The official Facebook page for LOP is managed by Association staff. Members may reply to Association posts and send messages via the Facebook Messenger app, but we do not permit members or others to create and post original content.

**Approved: April 29, 2020 – R-20-049; Effective July 15, 2020**