



## Guidelines

**Topic:** Communications

**Date Reviewed by Board:** Monday, January 22, 2013

**Guidelines:**

**Goals**

The goals of our communication channels are:

- to keep Sabin residents informed of news and events in the neighborhood
- to promote the SCA values and goals
- to support neighborhood projects and activities

### **Supporting Sabin Businesses**

In keeping with our established goal of supporting local businesses, we will publish business profiles of Sabin businesses in our newsletters (both paper and electronic) and we will create and maintain a Sabin Business Directory on the website, at no cost to the businesses.

To ensure fairness, we will not profile a business more than once within a 3 year period, unless there is a change of ownership or business model or some other significant reason to do so.

Profiles will be factual and objective, with the goal of providing useful information to Sabin residents.

Definition: Sabin businesses are those that are located within Sabin boundaries or those whose owners live in Sabin.

### **Articles**

Our primary focus is publishing articles about news and events occurring in Sabin or directly affecting Sabin.

We will also occasionally publish articles about news, events or services not specific to Sabin if we think the topic is relevant and useful to people in Sabin and is in keeping with our established values and goals.

When we write about topics not specific to Sabin, we will attempt to be objective by:

- writing the article in an objective tone
- including the negatives as well as positives
- taking a broad view of the topic and mentioning opposing viewpoints or alternative solutions

We will avoid promoting a specific business, whether Sabin-based or not, over it's competitors.

We do not accept paid advertising in the form of news articles.

### **Advertising and Sponsorship**

Our goal is to recoup the cost of producing our newsletters from advertising revenues. To this end, we will establish appropriate advertising rates and we will diligently collect receivables.

Aside from publishing ads, we may choose to provide other forms of support to a business in exchange for their support of community association activities. A good example would be providing real estate news sponsored by a local real estate agent in exchange for help in producing the e-newsletter.

Advertising and sponsored content will be clearly differentiated from other content. Hence, the policy of not accepting paid advertising in the form of news articles.

### **Business Events**

Grand openings and similar events for local businesses fall into a gray area between advertising and news. Our policy is to publish a brief notice of a grand opening or similar event when requested, as a service to both the business and Sabin residents. To ensure that businesses are not using this method as a way to get free advertising, we will publicize no more than one event per business per year.