

STONEBRIDGE RANCH COMMUNITY ASSOCIATION, INC.

BOARD GUIDELINES EDITORIAL GUIDELINES

Revision 4

05/21/2020

I. PURPOSE

As a community of over 36,000 residents, Stonebridge Ranch represents an audience of considerable value to area retailers, product and service marketers, and non-profit organizations. This document establishes editorial and advertising policies to ensure no organization is given inappropriate or unfair access to members of the SRCA.

II. REFERENCES

Second Amended and Restated Bylaws of Stonebridge Ranch Community Association, Inc., Section 6.7.

III. STONEBRIDGE RANCH COMMUNICATION CHANNELS

1. STONEBRIDGE RANCH NEWS MAGAZINE

- The monthly community magazine is free to members of the SRCA, published and distributed directly to mailboxes the fourth week of the previous month. It is printed and distributed by a third-party provider whose services are reimbursed through advertising in the magazine. Advertisers pay for the right to reach the Stonebridge Ranch audience.
- All advertisements are subject to review and approval by SRCA volunteers/staff. They must be family-friendly in taste level. They must be clearly and immediately recognizable as advertisements; they cannot resemble advertorials, infotainment, paid announcements, etc.
- The intent is to sustain the economic vitality of the monthly magazine by ensuring those who wish to promote a product, a service, or an event do so through paid advertising.

2. STONEBRIDGE RANCH WEBSITE

- The website is paid for and maintained out of SRCA fees.
- Advertising is not currently accepted.

3. STONEBRIDGE RANCH E-NEWS

- The SRCA E-news is sent to residents on a biweekly/as needed basis depending on the information needing to be disseminated.
- The e-news is paid for out of SRCA fees.
- Advertising is not currently accepted.

4. STONEBRIDGE RANCH BROADCAST TEXTS

- Texts are sent to homeowners who opt into the service.
- The program operates per the SRCA *Policies and Procedures: Broadcast Texting Guidelines*.
- Advertising is not currently accepted.

5. STONEBRIDGE RANCH OFFICIAL SOCIAL MEDIA CHANNELS

- SRCA social media accounts are operated to provide up-to-date information to residents.
- Management of the accounts is paid for out of SRCA fees.
- Refer to the *Official SRCA Social Media Channels Guideline* for further direction re: SRCA social media.
- Advertising is not currently accepted.

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IV. CATEGORIES OF EVENTS AND GROUPS

The following categories of events and groups will receive coverage as appropriate through SRCA communication channels

1. **SRCA Sponsored Events/Groups:** these events/groups are hosted and/or sponsored by the Stonebridge Ranch Community Association (e.g., Coffee Talk, Evening on the Veranda, Meet the Easter Bunny). Sponsored events/groups will receive priority in all SRCA communication channels over other groups/events.
2. **SRCA Sanctioned Events/Groups:** these special interest groups/events operate in the interests of Stonebridge Ranch residents under the direction and planning of Stonebridge Ranch residents (e.g., Travel Club).
3. **Contracted Vendors/Groups/Events:** the promotion of these groups/events will be reflected in the association’s contractual agreement with each vendor (e.g., Stroller Strides, Pickleball, Tennis and Swimming lessons, etc.).
4. **Public Service Organizations** – these groups/events are open to all Stonebridge Ranch residents but not exclusive to them. Therefore, they will only be accommodated **on a space available basis** and **will not be included in either the online Community Calendar or the magazine’s Community Calendar:**
 - **Governmental Entities:** E-news alerts and website announcements will be made for important and official governmental alerts provided that such announcements are non-political and of direct benefit to Stonebridge Ranch residents. Such topics will be afforded space in the SRCA channels as appropriate.

V. Availability of This Document

1. The current form of this document will reside publicly on the Communications Committee and Stonebridge Ranch News pages on the website at www.stonebridgeranch.com.

VI. Revision Log

REVISION	DATE	CHANGES
	07/21/2010	Original
A	08/10/2010	Revised to simplify document.
B	03/30/2015	Updated to magazine, formatting, added e-news.
3	05/23/2019	Updated formatting to match all other guidelines, added bullet two under III. 1., updated e-news by removing weekly, updated IV. 4 Public Service Organizations ton only include Governmental Entities, added Section V and VI.
4	05/21/2020	Add bullets III.iv. and III.v. and edited categories to remove unnecessary prioritization wording.