

# STONEBRIDGE RANCH COMMUNITY ASSOCIATION, INC.

## BOARD GUIDELINE EDITORIAL GUIDELINES

Revision 5

05/27/21

### I. PURPOSE

The fundamental goal of Stonebridge Ranch Community Association (SRCA) communications is to ensure that resident households receive accurate and timely information regarding the benefits and responsibilities of membership in this homeowners association. Further, SRCA communications are intended to foster a sense of community, neighborliness, and unity throughout all villages. This document establishes editorial guidelines and advertising standards for all SRCA communications channels.

### II. REFERENCES

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

Policies and Procedures: Broadcast Texting

Official SRCA Social Media Channels Guideline

### III. STONEBRIDGE RANCH COMMUNICATION CHANNELS

#### 1. STONEBRIDGE RANCH NEWS MAGAZINE

- a. The *Stonebridge Ranch News* magazine is published at no charge to members or to the association via a contracted agreement with a third-party vendor. It is mailed the fourth week of each month to every residence within Stonebridge Ranch. The vendor provides multiple services, including design work, printing, and distribution. The vendor receives compensation for services rendered by entering into private contracts with advertisers.
- b. All advertisements designed for and printed in the *Stonebridge Ranch News* magazine are subject to prior approval by the SRCA Communications Committee, the committee's Board liaison, the SRCA Board of Directors, and/or the SRCA Director of Operations. All advertisements must meet the approved SRCA advertising standards outlined in Section IV of this document before they will be considered for print in the magazine.
- c. The intent of these guidelines is to ensure SRCA can deliver a cost-effective news magazine that meets editorial and advertising guidelines.
- d. The Stonebridge Ranch News magazine is published on behalf of residents for informational purposes only. The SRCA does not guarantee any work or claims made by advertisers and claims no responsibility or liability for statements made in the publication. The SRCA does not support or take responsibility for services, whether paid or volunteer, mentioned within the magazine, nor for statements published in articles which are not endorsed by group decision of the Board of Directors.

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### 2. STONEBRIDGE RANCH WEBSITE

- a. The SRCA website resides at the URL [www.stonebridgeranch.com](http://www.stonebridgeranch.com).
- b. The website is available to SRCA members and the public.
- c. The website is funded from annual homeowner assessments.
- d. Advertising is not permitted.

### 3. STONEBRIDGE RANCH E-NEWS

- a. The SRCA sends SRCA E-News blasts to subscribers on a bi-weekly/as-needed basis.
- b. Subscription is voluntary and is available to SRCA members and the public. The subscription form is available at the bottom of every webpage at [www.stonebridgeranch.com](http://www.stonebridgeranch.com).
- c. SRCA E-News is funded through the SRCA's collection of annual assessments from members.
- d. Advertising is not permitted.

### 4. STONEBRIDGE RANCH BROADCAST TEXTS

- a. The SRCA sends broadcast texts to subscribers on an as-needed basis.
- b. Subscription is voluntary and is available only to SRCA members via their private online accounts at <https://www.ciranet.com/ResidentPortal>.
- c. The program operates per the SRCA *Policies and Procedures: Broadcast Texting*.
- d. SRCA broadcast texts are funded through the SRCA's collection of annual assessments from members.

e. Advertising is not permitted.

### 5. STONEBRIDGE RANCH OFFICIAL SOCIAL MEDIA CHANNELS

- a. The SRCA publishes posts in social media on a frequent/as-needed basis to provide SRCA members with up-to-date information. These posts are made public in order to serve area Realtors, prospective residents, and other interested parties, as well as resident households.
- b. The program operates per the *Official SRCA Social Media Channels Guideline*.
- c. SRCA social media account(s) are funded through the SRCA's collection of annual assessments from members.
- d. Advertising is not permitted.

## IV. PAID ADVERTISEMENTS

1. Advertisements in SRCA communications are defined as any purchased, donated, or in-kind promotion of third-party goods or services.

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2. SRCA allows advertisements on one of its communications channels: the Stonebridge Ranch News Magazine. All other communications channels are provided as a service supported by annual homeowner assessments, and advertisements (paid, donated, or in-kind) are not allowed. Exceptions are noted in Section V Permitted Promotion.
3. The SRCA reserves the right to deny any advertiser or advertisement for any reason.
4. Ads must be “family-friendly” and in “good taste.”
  - a. For the purpose of this document, the SRCA defines “family-friendly” as being “suitable for all members of an average family, including those with young children, by abstaining from portrayal of nudity, sexual functions, crude language, violence, and illegal drug use.”
  - b. For the purpose of this document, the SRCA defines “good taste” as “satisfying generally accepted social or esthetic standards.”
5. Ads may not use discriminatory or derogatory language regarding race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.
6. Ads may not depict any activity of an illegal nature.
7. Ads may not promote or depict a product that is not permitted by SRCA governing documents for installation on SRCA residential lots (including on the home exterior, in the yard, on the driveway, or other visible area.)
8. Ads must be clearly and immediately recognizable as advertisements. They cannot resemble advertorials, infotainment, or paid announcements. Their design may not mirror the SRCA branding style as seen in SRCA communication channels (font styles, colors, etc.)
9. Ads may not use the SBR trademarked logo, unless the advertiser has express, contracted permission for the use of the logo.
10. Ads may not promote any political party, political affiliation, or political organization with a stated political affiliation. They may not be utilized to promote a candidate in any political election (whether at the local, state, national, or global level).
11. Ads may not promote or advocate for any religion, religious creed or affiliation, or religious service or event, with one exception as outlined below in IV.h.1.
  - a. The SRCA will not deny an advertiser which uses a religious symbol, word, or wording as part of their logo or slogan.

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### V. PERMITTED PROMOTION

The SRCA provides an annual calendar of social events for the benefit of SRCA members. The SRCA also contracts the services of third-party providers to provide SRCA members with opportunities for athletic lessons and other recreational and leisure enjoyment while using SRCA amenities and common area. In order to promote SRCA events and services, the SRCA may promote the following entities in any SRCA communication channel as so directed by the SRCA Communications Committee, the committee's Board liaison, the SRCA Board of Directors, and/or the SRCA Director of Operations.

1. **SRCA SPONSORED EVENTS/GROUPS.** These events/groups are funded through the SRCA's collection of annual assessments from members. Therefore, they receive priority in all SRCA communication channels.
2. **SRCA SANCTIONED EVENTS/GROUPS.** These special interest groups are permitted to operate on SRCA grounds by the SRCA Board of Directors (e.g. Travel Club). They may use SRCA meeting space, but they receive no other involvement or oversight by our association and are responsible for all decisions, fees, etc. related to their activities. They receive no funding from the SRCA.
3. **CONTRACTED THIRD PARTIES/VENDORS.** The SRCA may promote SRCA-contracted third parties (e.g. athletic lesson providers) in SRCA communication channels if so directed by the contractual agreement with that vendor.
4. **OTHER.** Other groups/events/entities of public service/interest, AND which are funded by resident tax dollars (such as departments or initiatives of the City of McKinney, or federal departments such as the US Census Bureau), may be mentioned/promoted in SRCA communication channels on an as-needed basis, provided that such announcements are non-political and are of relevance to Stonebridge Ranch residents.

### VI. MEDIA CONSENT/IMAGE PERMISSION

1. SRCA will secure and maintain signed permission to use, reuse, publish, and republish photographs of identifiable individuals, whether in whole or in part, individually or in connection with other material, in any and all media now or hereafter known, including the internet, and for any purpose whatsoever, specifically including illustration, promotion, art, editorial, advertising, and trade, without restriction as to alteration
2. Separately, the SRCA will secure and maintain signed permission to use the name of the individual(s) in connection with any consented media/image use if it so chooses.

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3. The approved form "Photography Permission/Release for SRCA Media Use" or another such approved form will be used in either paper or digital formats, with digital preferred.

**VII. 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](http://www.stonebridgeranch.com).

**VIII. Revision Log**

<b>REVISION</b>	<b>DATE</b>	<b>CHANGES</b>
	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 to only include Governmental Entities, added Section V and VI.
4	05/21/2020	Added bullets III.iv. and III.v. and edited categories to remove unnecessary prioritization wording.
5	05/27/21	<ul style="list-style-type: none"><li>• Updated References Section</li><li>• Updated section I. to clarify the PURPOSE of the document, with a focus on the accuracy and timeliness of information, as well as the intention to use official communications to foster a sense of community.</li><li>• Updated Section III.1.a-d to accurately reflect the contracted duties of the publisher, the purpose for accepting advertising in the magazine, and the informational-only intent of the magazine.</li><li>• Moved advertising requirements to Section IV to expand and clarify approved standards.</li><li>• Updated Sections to III.2-5 to clarify current practice regarding each media channel and to define the source of funding and whether advertising is accepted.</li><li>• Renamed Section V (formerly Section IV) from "Categories of Events and Groups" to "Permitted Promotion."</li><li>• Updated Section V (formerly Section IV) to accurately reflect current events and groups and to clarify the non-political nature of permitted promotion.</li><li>• Added Section VI. to note Media Consent/Image Permission requirements.</li></ul>