

THE GENESCENE POLICY

1. Policy accountable owner and identifier keywords:

- a. *The Genescene* Policy owner is the Communications Committee (COM)
- b. Keywords for *The Genescene* Policy are:
 - i. *The Genescene*
 - ii. Publisher
 - iii. Articles
 - iv. Editor
 - v. Display ads

2. Policy name: *The Genescene* Policy

3. Purpose for policy: This policy outlines the management of, and acceptable content for, the official publication and primary print vehicle for Genesee Foundation communications.

INTRODUCTION

The Genescene, the official publication of the Genesee Foundation, is the primary print communication vehicle for the Foundation's business, governance and community activities. It is published to inform and educate Genesee residents about activities and matters of general interest, and to promote Genesee as a premier mountain community, both within Genesee and to the general Denver area. It is not designed to promote business, political or social activities beyond the Genesee Foundation, with the exception of paid advertising. Written material and pictures for publication may be submitted by residents, committee representatives, the Genesee Foundation Board of Directors and the Genesee Foundation Manager and staff.

PUBLISHER

The publisher is the Genesee Foundation Board of Directors through its liaison to the Communications Committee.

Every three years the Communications Committee will review, revise as needed and approve *The Genescene* Policy. The Policy will then be presented to the Board for its approval. Any revisions will be developed with input from the Board, Communications Committee and the Foundation staff.

BUDGET AND OPERATIONAL MANAGEMENT

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

STAFF

The Communications Committee will appoint a Lead Editor, who will be a resident of Genesee and a member of the Communications Committee and who volunteers to edit approved submissions for spelling, grammar, punctuation, accuracy and clarity with input, if offered, by the Community Manager and designated staff. The Lead Editor will also make the Community Manager aware of any potentially inappropriate content as outlined below.

The Communications Committee may also appoint one or more additional editors, including an Associate Copy Editor (proofreader), Associate Editor(s) for Content to solicit, suggest or draft

articles, and any other associate editor position(s) deemed appropriate or necessary. Associate Editors will be members of the Communications Committee and volunteers may fill multiple positions. An overlap in responsibilities is acceptable based on then-current needs.

Candidates for the Communications Committee may be recruited via an advertisement in *The Genescene*, community email blasts and other community-wide means of communication.

CONTENT

Submission Deadline

Articles, announcements, ad copy and any other submitted materials must be received by 4pm of the 12th day of the month to be considered for publication in the following month's issue. If the 12th of the month falls on a weekend or holiday and the office is closed, the submission deadline will be noon on the day immediately following that weekend or holiday.

Content will be forwarded to the Lead Editor as it is received in accordance with the deadline above. The Lead Editor will return the fully-edited content to the Community Manager or designated staff member by the 18th day of the month and they will review the final layout/proof before the issue is sent to the printer.

The Lead Editor, in consultation with the Community Manager or designated staff person, has discretion to allow exceptions to the submission deadline if:

- a late submission regards an important or time-sensitive Foundation or Board event or policy, and
- the inclusion of the article or information does not cause a significant delay in the printing and subsequent delivery of that edition to residents by the first of the next month.

Appropriate Content

The Community Manager has ultimate responsibility for the content, layout and organization of both the print and online versions of *The Genescene*. The content may be, but is not required to be, organized and labeled by categories such as Foundation News, Board Update, Manager's Report, Covenants Report, Open Space Report, Environment, Committee News, Recreation, Outside Interests, Calendar, and Advertising. Categories may change as deemed appropriate by the Community Manager, designated staff person or Communications Committee.

The Genescene will not include articles that address political or religious issues or discussion of any candidate for an elected office. Article content must be factual and may not include the expression of opinion on controversial topics. By way of example, opinions about desirable hiking trails or best plantings to attract butterflies are acceptable. Articles (unpaid content) must be restricted to information that is of relevant interest and benefit to the Genesee community. Individual style is encouraged within the framework of proper language and content policy. The author may suggest a brief title or headline and the author's name and contact information must be included at the end of the article. Promotion, solicitation or advertisement of any company or individual that imposes a charge or makes money on goods or services is not acceptable as articles (unpaid content) but may be included as paid advertising.

Internal Dispute Resolution

If the Community Manager identifies submitted content that does not comply with the provisions of this Policy regarding appropriate content, the Community Manager will consult with the Communications Committee chairperson, and the Board-appointed liaison to determine the disposition of the questionable material, preferably no later than the 15th of the month. One of the individuals involved in the review will be designated to notify the submitter of the questionable material of the reason for the rejection, the outcome of the review and the required course of action for the material to be accepted for publication.

Policy Approval:

- **Approved By:** **Communications Committee**
 August 16, 2022
- **Supersedes:** **December 5, 2018**
- **Approved By:** **Board of Directors**
- **Approval Date:** **September 28, 2022**
- **Review Date:** **3 years (2025)**