



NEWSLETTER POLICY

SPRING VALLEY LAKE ASSOCIATION

INTRODUCTION

The Spring Valley Lake Association (“Association”) publishes a community newspaper, “The SVLA Breeze” each month (“Newsletter”) that is an important resource to inform members of upcoming events, local Association news, homeowner-interest articles, and advertisements for local businesses and services. The Newsletter is printed, mailed and received by residents on a monthly basis. In addition, all monthly issues of the Newsletter are posted on the Association website for members to access.

The Association’s editor/media coordinator shall be in charge of the communications and content of the monthly newsletter, and will ensure that the content is proper, pending management approval. Any uncertainties shall be resolved with the assistance of the Association’s General Manager and/or the President of the Board.

NEWSLETTER STANDARDS

The Association’s editor/media coordinator shall be in charge of publishing the monthly Newsletter, and will use their best judgment, along with the guidelines provided in this Policy, when determining the nature of communications which are proper for inclusion in the Newsletter. Any uncertainties in carrying out the duties described herein shall be resolved with the assistance of the Association’s General Manager and/or the President of the Board.

The following rules apply to any content of the Newsletter (i.e., announcements, articles, advertisements, and other communications):

1. The information should pertain solely to the interests that the recipients/readers have as members and residents of the Association.
2. The information shall not contain any personal attacks against, or criticisms of, any person affiliated with the Association, including but not limited to members of the Association’s management, Board, or Committees.
3. The information shall not contain any information which is political in nature, or which communicates or expresses an opinion or position regarding any pending Association ballot measure (i.e., any pending Director election), unless published as a candidate statements or ad space purchased for campaign purposes.

SUBMISSIONS

The Association's editor/media coordinator and General Manager have sole discretion with regard to the content of the Newsletter. Approved submissions must be received by the deadline date (the 1st of each month) to be included in the Newsletter:

1. Articles, announcements, reports, flyers and such should be submitted via email to: info@svla.com. Acceptable file formats are Word docs, pdf, and jpg; otherwise call for verification.
2. Photos and artwork submissions should be camera ready and emailed as attachments to: info@svla.com by the deadline date.
3. All submissions are subject to additional formatting to fit page layouts at editor's discretion.

ADVERTISING

For advertising rates, please contact the Love Media Group: 760-628-9732 or email: LoveMediaGroup@yahoo.com