

SECTION 3 - COMMUNICATIONS COMMITTEE

Sub-section 01 – COMMUNICATIONS COMMITTEE

Policy The Communications Committee shall ensure that all Canterbury Common Residents are kept informed of activities pertinent to the Canterbury Common community.

Guidelines/Responsibilities

1. A community newsletter shall be published quarterly both in printed form and online.
2. A Canterbury Common Resident directory shall be published in printed form annually and online quarterly with periodic updates as required. For privacy reasons a modified version of the directory, including initials, surnames and public phone numbers only, will be placed, quarterly on the bulletin board at The Centre.
3. Delivery of *The Chronicle* to Canterbury Common Residents shall be coordinated for bulk delivery by the CCRA Delivery Co-ordinator. Fall and Summer editions will be hand delivered by the Summer Delivery Team. Winter and Spring editions will be delivered by Canada Post only when weather does not permit hand delivery.
4. An Information Bulletin will be prepared and distributed to residents.
5. The Scugog-Durham Social Activities bulletin board shall be monitored regularly. (See also Bulletin Boards, Internal and External Signage Sub Section. 05)
6. A permanent free-standing events/information board installed in front of The Centre shall complement existing methods for advertising CCRA activities.
7. The proposed Communications Committee annual budget shall be submitted to the CCRA Treasurer no later than the end of February or as requested by the Treasurer. When committee members are expected to purchase items for use by CCRA including but not limited to License fees for website or Electronic Message Board software and office supplies they will be reimbursed by the Communications Treasurer, for all amounts under \$100. The Communications treasurer will then submit all records of these purchases to the CCRA Treasurer. Any amounts over \$100 are to go directly to the Finance Committee for reimbursement.
8. Information on the CCRA website shall be updated as required.
9. Information on the CCRA Electronic Message Board (EMB) shall be updated as required.

Sub-section 02 - COMMUNITY NEWSLETTER

Policy *The Chronicle* shall be a positive force in the Canterbury Common community and shall provide information and articles of general interest to Canterbury Common Residents.

Guidelines/Responsibilities

1. The Communications Committee shall be responsible for these guidelines.
2. The community newsletter shall be known as *The Chronicle* and published four times per year.
3. Solicitation of advertisements from local businesses shall be encouraged to offset costs. Any surplus resulting from revenue in excess of setup / printing costs shall be directed to the CCRA Operating Account at the end of the fiscal year.
4. Examples of articles that shall be published are: Board and Standing Committee reports and activities, profiles, hobbies of Canterbury Common Residents, health-related matters, activities within Canterbury Common, in memoriam notices. All articles shall be subject to editing and review by the Chairperson and selected Communications Committee members prior to printing.
5. Examples of articles that shall not be published are: support for politicians and/or political parties - federal, provincial, municipal or any other public office; items that might libel anyone or be overly critical of any person or group; language or content that might embarrass readers; articles that support any religious denomination; letters to and from the Editor.
6. The Chairperson, in collaboration with the layout person, shall review the final draft of *The Chronicle*, and deliver copies to the President of the Board for approval prior to printing.
7. The Communications Committee shall maintain archival files in both print and digital form, of all Chronicle issues produced. Retention period will be two years for print and ten years for digital.

Sub-section 03 - THE CHRONICLE – ADVERTISING

Policy The solicitation of advertising from local businesses for publication in *The Chronicle* shall be encouraged to offset costs.

Guidelines/Responsibilities

1. The Communications Committee shall be responsible for these guidelines.

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2. Advertisers shall fit a profile that best serves the needs of Canterbury Common Residents, e.g., household services, landscaping, home repairs, shopping, social activities, etc.
3. The Chronicle shall contain a disclaimer that products or services advertised are not necessarily endorsed by The Chronicle or CCRA.
4. Advertising layouts shall provide a variety of choice for potential advertising clients –one-quarter page, one-half page, and full-page layouts. Charges for advertisements shall reflect the limited circulation of The Chronicle to all Homes in Canterbury Common versus the circulation of local newspapers.
5. Clients shall be encouraged to repeat their advertisements in each issue.
6. A summary of advertising clients and the charges for advertising shall be provided to the CCRA Treasurer for payment. The CCRA Treasurer shall initiate collection of delinquent client accounts when necessary and advise the Communications Chairperson and Treasurer.
7. The Communications Committee shall maintain a record of all advertising clients, active and inactive, to identify the clients' contact name, email address and phone number.

Sub-section 04 - THE CHRONICLE - LAYOUT AND DESIGN

Policy Computer preparation, layout and design of The Chronicle prior to printing shall avoid excessive production costs.

Guidelines/Responsibilities

1. The Communications Committee shall be responsible for these guidelines.
2. White stock paper is preferred as photos show much more clearly. Seasonal colour changes of paper stock can be used as long as costs are maintained and choice of colour is tasteful. Interior colours shall be permitted.
3. The masthead shall not be altered.
4. The use of photographs shall be controlled by the Communications Committee in keeping with events in the community and/or relevant to activities or articles and the number of pages per issue.
5. Advertising clients shall provide artwork except where requested by the advertiser and agreed to by both parties.

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6. Advertising layouts shall be developed and proofs shall be presented (when requested) to clients for authorization prior to publication for agreements within a reasonable time-frame. Only a copy of the client's current advertisement shall be enclosed with invoices to reduce the cost of providing the entire issue.
7. Advertisers are the main component in helping to cover costs. Therefore, no designated ratio shall be placed on the number of ads to copy with reasonable limits.
8. Computer input of text, layout and design are major cost factors and the use of Canterbury Common Resident volunteers with this expertise is preferable for containment of production costs. However, if internal expertise is unavailable, external sources shall be considered.
9. Local printing services shall be utilized.

Sub-section 05 - BULLETIN BOARDS, INTERIOR AND EXTERIOR SIGNING

Policy All Canterbury Common Residents shall be kept informed of activities pertinent to the community. A prime method of communication shall be notices posted on the internal bulletin boards, in the display case(s) at the postal kiosk and in the external event sign at The Centre.

Guidelines/Responsibilities

1. The Communications Committee shall be responsible for these guidelines assisted by Standing Committees who post information on the CCRA internal/external boards.
2. The Bulletin boards provided within The Centre and those at the postal kiosk and exterior event sign shall be allocated to specific topics, which are provided by Standing Committees and Golf Committee:
 - CCRA (Golf)
 - CCRA Information and Emergency Contacts (Administration)
 - CCRA In-House (Administration)
 - CCRA Social (Social)
 - Scugog-Durham Social Activities (Communications)

In the interest of privacy and convenience, minutes of Board of Directors' meetings and Standing Committees may be viewed by Canterbury Common Residents on the bulletin board in the north hall and on the CCRA website.

3. No advertising of goods or services of any kind shall be posted on CCRA notice boards inside The Centre unless a decision is made by the CCRA Board of Directors to allow this practice. If authorized, guidelines will be developed and a volunteer Canterbury Common Resident will be assigned to monitor the process.

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4. The postal kiosk including the cabinet, and the exterior event sign shall be used only for Canterbury Common events or notices.
5. The internal bulletin boards shall be clearly marked with a header indicating the nature of notices and events to be displayed. The Communications Committee shall be responsible for monitoring the display standards, assisted by the Standing Committees.
6. The Communications Committee shall be responsible for monitoring Scugog-Durham Social activities. Only events relevant to Canterbury Common or the Scugog-Durham region will be posted. Events that run for months will be posted for a maximum of thirty (30) days. Cultural events advertised outside this region will not be posted.
7. The Social Committee shall be responsible for monitoring of social events posted on The Centre's bulletin board. It may be necessary to display notices for some events longer than thirty (30) days to allow for advance ticket sales and registration of participants, i.e., bus trips. Notices for seasonal events, i.e., wine tasting, Chorus, will be removed mid-month. Some Social events may require 4-6-week postings, or a timeline at the discretion of the Social Committee.
8. The Administration Committee shall be responsible for the posting of bereavement notices at the postal kiosk and internally on The Centre's bulletin board. These notices shall be posted for seven (7) days.
9. Information for emergency contacts, internet access, and any other helpful information for Canterbury Common Residents shall be posted and monitored by the Communications Committee.
10. The Golf Committee shall be responsible for maintaining notices for golf events.
11. The House and Property Committee shall be responsible for posting and monitoring a list of contractors/trades used by CCRA.
12. The Governance Committee shall be responsible for posting and monitoring a list of pending or completed projects to Homes within the community.
13. The Board of Directors and the Social Committee shall be the users of the exterior event sign and shall have priority access to the display panels. Secondary user events may be displayed if space permits. When no event is being promoted a "Welcome to Canterbury Common" or "Seasonal Greetings" shall be displayed.
14. Storage of existing signs is available within the Centre for reuse.
15. The Electronic Message Board (EMB) administrator will be responsible for working with the Administration Committee to ensure that all hardware and software is working properly.

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16. The EMB will not be used for Public Service Announcements or Advertising without the approval of the Chairperson of the Communications Committee who may consult with the CCRA President.
17. Photographs and videos will be restricted to CCRA events and activities. Other photos and videos will be approved by the Chairperson of the Communications Committee who may consult with the CCRA President.
18. All information that has been officially distributed to Canterbury Common residents may be reformatted into one or two slides for the EMB without additional approval. Also, information that has been received from a standing committee for a sanctioned activity or event will be published on the EMB without additional approval.
19. If there is any debate over what content should be included on the EMB, the Chairperson of the Communications Committee shall decide on how to handle the matter which may include involving the CCRA President.

Sub-section 06 - TELEPHONE DIRECTORY

Policy A directory of Canterbury Common Residents names, addresses and telephone numbers shall ensure communication among Canterbury Common Residents.

Guidelines/Responsibilities

1. The Communications Committee shall be responsible for these guidelines.
2. A directory of Canterbury Common Residents shall be prepared, maintained and issued by the Communications Committee, annually, with periodic updates as required. This function will be completed by working with Records Manager using the CCRA Members Register. A Canterbury Common Resident directory shall be published online quarterly. A modified version of this directory, including initials, surname and public phone numbers only, (for privacy reasons) will be placed quarterly, on the bulletin board at The Centre.
3. Canterbury Common Residents must consent to the disclosure of their name in the directory.
4. Canterbury Common Residents may decline disclosure of their telephone number.
5. The telephone directory is intended for the internal and personal use of Canterbury Common Residents and should not be provided to any persons, entities or organizations outside of Canterbury Common for any purpose.

Sub-section 07 - CIRCULATION OF NOTICES

Policy Distribution to Canterbury Common Residents of *The Chronicle*, notices and flyers for Townhalls and Special Meetings, shall be carried out i) electronically by the Communications Committee, or ii) hand delivery by the Delivery Co-ordinator

Guidelines/Responsibilities

1. The Communications Committee shall be responsible for these guidelines.
2. All committees shall be responsible for delivery of their own notices. Costs incurred shall be considered part of the expenses of the associated event and shall be the responsibility of the initiating committee.
3. Notices for the Annual Meeting shall be hand delivered to CCRA Members or electronically delivered, if permitted by By-Law No.1. Packages must be handed to the Homeowner and not left in a mailbox. Hand delivery to the CCRA Member is preferred. After two attempts for personal delivery, the package is to be returned to the Delivery Co-ordinator for mailing.
4. The Board of Directors realizes that there will be times when an urgent communication is required, and the only way to get the message out immediately is by email and limited hand delivery.
5. An Information Bulletin will be prepared and emailed to Canterbury Common Residents monthly. Special/additional issues of Information Bulletin will be prepared at the request of the CCRA President. It will also be posted at The Centre.

Sub-section 08 - WEBSITE

Policy The Communications Committee shall be responsible for the administration and management of the community website www.canterburycommon.ca

Guidelines/Responsibilities

1. The website team shall organize, maintain and update the website in liaison with the web hosting company.
2. The public section of the website is to be used for the promotion of "Canterbury Common – Adult Lifestyle Community". The restricted section (Residents' Pages) is to be used to provide various services and information to the Canterbury Common Residents to facilitate their interaction with each other and their participation in community activities. Such services and information may include but are not limited to maintaining a Canterbury Common Residents contact list, publishing relevant information which is of

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interest to the community, sharing photos of CCRA events, and providing a communications tool.

3. If there is any debate over what content should be included on the website, the chairperson of the Communications Committee shall decide on how to handle the matter which could include involving the CCRA President.
4. Mail sent to the public e-mail address info@canterburycommon.ca shall be directed to the website team. Any inquiries received via this address shall be directed by the website team to the appropriate CCRA representatives for answering. Some proprietary email addresses, such as accounting@canterburycommon.ca will be set up as fully functioning email accounts which allow both send and receive functions. The latter will become the responsibility of the person currently holding the position. It should be noted that all such email addresses are the property of CCRA and no of privacy may be assumed. A member of the technical team may have to review or repair these email addresses at any time.

June 23, 2023

Effective Date

Nora Senechal
Communications Committee

Lou Rocha
President, Board of Directors