

# **HILTON HEAD PLANTATION PROPERTY OWNERS' ASSOCIATION, INC.**

## **GUIDELINES FOR *PLANTATION LIVING***

### **Statement of Policy:**

***Plantation Living*** is an in-house communications publication of the Hilton Head Plantation Property Owners' Association Board of Directors published for the primary purpose of providing information to the residents of Hilton Head Plantation.

It is not intended to be a competitive newspaper in the sense of general outside news reporting, nor editorial opinion on issues and controversies. In general terms, a greater priority is given to time-sensitive events, POA activities, classes, programs, and club activities, presented in as interesting and positive a manner as possible. It is supported financially in part by advertising, generally local in nature, and partly by assessment income from all dwelling units and commercial members in the Plantation through the annual budget process. Its publication is one of the functions of the POA's Department of Communications, under the direction of the Communications Coordinator, in accordance with policy guidelines adopted by the Board of Directors. The Communications Coordinator, under the supervision of the General Manager, serves as the editor of ***Plantation Living*** and will have the discretion to choose the content within these guidelines.

Content relating to the Plantation Board of Directors, its communities, policies, new initiatives, and procedures are under the direction of the Board and its paid staff. All newsletter content concerning operation of the POA will be written and edited by the paid staff, Board members, or committee chairpersons at the request of the Board.

Columns covering other than official HHPPOA information (such as Clubs and activities) may be included in the ***Plantation Living*** as deemed appropriate by the editor and as space permits, following all previously established guidelines for ***Plantation Living***.

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**General Content:**

In keeping with policy of providing information for the residents of the Plantation, ***Plantation Living*** will cover the following subjects as to content with this listing being not all inclusive or prioritized, but generally typical:

1. News releases and announcements for the HHPPOA Recreation Department relative to programs, classes, pool operation, activities, and recreational amenities
2. News releases relative to the HHPPOA, such as annual meetings, special meetings of the members, regular Board meetings, committee meetings, and special community projects sponsored by the POA, with special emphasis on topics requiring a community vote.
3. Calendar of events - Recreation, Board meetings, etc.
4. Announcements of special local interest relative to adoption of regulations, capital projects, budgets, or ordinances by local governments affecting the Plantation such as Animal Control Law, smoke detector requirements, traffic controls, public projects (library, fire station, bike paths), etc.
5. Architectural Review Board and information.
6. Special notices from all Committees.
7. Columns relative to recognized Hilton Head Plantation clubs or organizations of a social or recreational nature.
8. Special local news reports of events and activities in the Plantation of interest or involving residents such as: art shows, crafts, displays, programs, individual projects, etc., submitted by participants, volunteer reporters, or staff.
9. By-lines are provided for regular contributors unless they desire otherwise.
10. Other Features such as a Photo Contest, the Holiday Lighting Contest and Tour of Homes, the Kids Fishing Tournament, the Turkey Trot, Easter Sunrise Services, etc.

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11. Commercial advertising, **without community endorsement.** Recommended advertising space vs. editorial content is presently set at approximately 25% advertising to 75% editorial content. However, this ratio may vary slightly from edition to edition depending upon the specific content.

Commercial advertising normally will be accepted on a space available basis for the sale of tangible things and for professional business and commercial services. Material not acceptable for paid advertisement includes, but is not limited to, political, social, or policy activist advertising, policy critiques, and material deemed divisive, illegal, or immoral. Payment for all ads is due upon receipt of invoice (see ***Plantation Living*** Rates & Schedule). Cancellations will be accepted before the 15<sup>th</sup> day of the month prior to month of publication; cancellation after the 15<sup>th</sup> will be accepted only if time and circumstances allow. The editor has the right to refuse advertising that in his or her sole judgment does not meet the criteria outlined in these Guidelines.

12. To the extent that the above listed subjects do not provide the desired space and balance between advertising and copy as dictated by this policy, ***Plantation Living*** may carry special articles of local interest, such as biographical sketches of Plantation residents of unusual talent or accomplishment; non-endorsing items of new facilities and opportunities available to residents; announcements of programs offered in the area by town/county recreation, etc. ***Plantation Living*** should not, in general, carry news of more than local interest or scope.