

Subject: Rossmoor News Editorial Policy

Purpose: To Establish Editorial Policy for the Rossmoor News

The Rossmoor News is the official and legal newspaper of general circulation for the residents of Rossmoor, Walnut Creek. The Rossmoor News is published every Wednesday afternoon in the residents' behalf by the Golden Rain Foundation, with a copy delivered to every manor.

1. Through this medium, the following services are provided:

News of events and activities, official announcements, Golden Rain Foundation and Mutual Corporation policies, news of community leaders and news makers, and club announcements are published.

Feature columns of community interest are published.

News of events outside of Rossmoor that may, in the opinion of the designated senior manager, be significant to Rossmoor residents is published.

Advertisements for goods, services and classified items are published or inserted.

Letters intended for the Residents' Forum that satisfy certain criteria are published.

2. Publication policies are established by the Golden Rain Foundation Board of Directors.

3. Publication operations are directed by the designated senior manager, who reports to the Chief Executive Officer.

4. Publication priority is given to news, including information, announcements, developments, meetings and policy decisions of the Golden Rain Foundation and the Mutual Corporations; announcements of club events; news and profiles of Rossmoor residents and employees; news of activities and events within Rossmoor; news of activities and events outside Rossmoor that may be of interest to the residents; and advertising.

5. Judgment of what to publish is within the jurisdiction of the designated senior manager insofar as it conforms with the written policy of the Golden Rain Foundation. If, in the judgment of the designated senior manager of the Rossmoor News there is need for interpretation of policy, the matter shall be referred to the Chief Executive Officer who shall make a determination, or who may refer the matter to the President of the Golden Rain Foundation for a final decision. The President may call upon others, including legal counsel, for consultation.

6. The designated senior manager may publish letters in the Residents' Forum that conform to all policies and which satisfy the following requirements:
 - a. Letters in the Residents' Forum should be about 250 words or less.
 - b. Letters should be of general interest to the Rossmoor community.
 - c. Letters are accepted from Rossmoor residents only, and must be signed with first and last name, address and telephone number.
 - d. Letters must be addressed to the Editor. Open letters or letters addressed to others will not be accepted.

7. The designated senior manager shall be guided, as follows, with regard to letters for the Residents' Forum:
 - a. Letters may be printed in full or in abridged form at the discretion of the designated senior manager.
 - b. Residents must be informed by the designated senior manager when their letters cannot be published.
 - c. The designated senior manager may respond to, or comment on, a letter with an Editor's note.
 - d. Any letter received by the Rossmoor News which contains a restriction or restrictions on the right of the Editor to edit or abridge it shall be returned to the writer advising him or her of this Policy, and requesting that the letter be resubmitted without such restriction(s). Letters so restricted shall, at the discretion of the editor, not be published in the Rossmoor News.
 - e. Letters which contain libelous, inflammatory, or inappropriate language may, at the discretion of the designated senior manager, be edited to remove such language, or rejected in their entirety.

8. The following statement, approved by the Golden Rain Foundation Board of Directors, will preface the Residents' Forum in every publication:

"Letters do not necessarily reflect the opinions of the Golden Rain Foundation Board of Directors, the management, or the News staff. Letters are strictly the opinion of the letter writer and statements are not checked for accuracy. The Rossmoor News accepts letters for publication in complete or abridged form at its discretion, and in accordance with editorial policies established by the Golden Rain Foundation Board of Directors. A copy of the complete Policy Statement may be obtained from the Chief Executive Officer's office. Letters must be signed and include address and telephone number, be germane to the activities of Rossmoor and be about 250 words or less. Letters addressed to others than the Editor or open letters will not be published."

9. Names of deceased residents may be published in the “In Memoriam” column unless the survivors of the deceased request that there be no publication. Generally, biographical information up to 150 words may be published if supplied by the family or friends.
10. Political advertising from candidates seeking public office (non-Rossmoor) or groups supporting or opposing public issues (non-Rossmoor) may be published. Advance payment must be received on all political advertising.
11. All advertising is initially accepted subject to the approval of the designated senior manager, who shall have the right to reject, in whole or part, any advertisement that is not consistent with the best interests and/or policies of The Rossmoor News. Advertising may be rejected by the designated senior manager if it is deemed illegal, in bad taste or inimical to the interests of the community or residents of the community.
12. Subject to the provisions of Policy 604.0 and Procedure 103.0, current members of the GRF Board of Directors may individually submit letters to the Residents Forum for publication. Any submissions from a current Director shall be treated no differently than a letter submitted by any other resident. A legend identifying the writer as a GRF Board member and stating that the views expressed do not necessarily reflect those of the GRF Board shall be appended to each such letter.
13. Articles submitted for publication by a member of either the GRF Board of Directors or any advisory committee in an official capacity must be approved by the President of the GRF Board. Such articles shall be given priority in the Rossmoor News. All such submissions shall be directed to the designated senior manager with a covering memo identifying the article as having been produced on behalf of the Board or committee in its official capacity and any additional instructions regarding publication.

Authority: Policy

12/2/71	4/29/82 Rev.
4/26/73 Rev.	8/28/86 Rev.
8/30/73 Rev.	2/23/95 Rev.
9/27/73 Rev.	7/30/98 Rev.
1/30/75 Rev.	8/31/00 Rev.
8/28/75 Rev.	4/25/02 Rev.
12/4/75 Rev.	7/28/05 Rev.
5/26/77 Rev.	2/24/11 Rev.
3/29/79 Rev.	3/27/14 Rev.
7/31/80 Rev.	4/30/15 Rev.