

MASS COMMUNICATION POLICY

Kelly Plantation Owners Association is governed by a Board of Directors comprised of and elected by its membership. As such, the mission of the Board is to preserve, protect, and enhance the beauty of Kelly Plantation and its infrastructure; to facilitate that mission, the Board realizes the value of mass communication tools to Owners to deliver vital information, updates, and community news.

After careful review of mass communications to the community in the current and prior years, and in view of concerns and issues raised regarding specific communications, the Board, by affirmative majority vote has implemented the following policy:

PURPOSE:

The Mass Communication policy is to provide guidelines for the content delivered to Owners via mass communication tools (i.e. e-mail, newsletters, Constant Contact, kellyplantation.com) to ensure the content is factual, necessary, pertinent, and relevant.

SCOPE:

This policy affects all correspondence sent to either sections of the Association (i.e. neighborhood groups) or the entirety of it through mass communication tools. Management shall produce the content, in collaboration with the Association's various committees and clubs, Owner requests and/or needs, and directives from the Board of Directors.

PROCEDURES:

A draft copy of all mass communication, pending certain exceptions of emergency nature, shall be provided to the President of the Board and/or the Board's designated member for purposes of review of content, verbiage, and tone. Such review will be given with as much notice as is possible, along with a desired date and time for distribution; management will request an expedited review when appropriate for items which are time sensitive. If no response is provided by one hour prior to the desired distribution time, it will be assumed approval has been given.

All mass communication correspondences shall contain an advisement therein stating that the correspondence is general in nature and sent to multiple Owners, so as not to offend or give the impression of the correspondence being directed solely and individually at the Owner, particularly when the content may be inferred as doing so in the reasonable determination of the President of the Board of Directors or the appointed designee.

ACCEPTABLE COMMUNICATIONS:

Certain mass communications are considered essential to operations within the Association, (i.e. Notices of Meetings, newsletters, dues reminders) others which are vital to encouraging participation in community events, clubs, and committees, and others to advise owners of particular circumstances within the neighborhood (e.g. maintenance, traffic advisories).

Each mass communication shall conform to basic criteria of its content being factual, necessary, pertinent, and relevant to the audience receiving the correspondence.

CONTINUED



KELLY PLANTATION

MASS COMMUNICATION POLICY

Certain content has been deemed unacceptable for distribution, and will not be sent. The following are examples, but not intended to be an all-inclusive list:

- Solicitation and/or offering items for sale;
- Advertisements for specific businesses or vendors;
- Publication of opinions;
- Endorsements or recommendations for political purposes;

ADDITIONAL INFORMATION:

Any discrepancies or questions regarding the policy and program will be directed to the Association Manager, the President of the Board of Directors, and/or the appointed designee of the Board.

This policy was adopted by an affirmative vote of the Board of Directors this 4th day of December, 2019.

Ron Todd, President

Jordan Hightower, Secretary

