

Charter of the Publications Committee of the Pinewood Lake Homeowners Association

1. Authority: Article IX, Section 1, (b) (3), of the Pinewood Lake Homeowners Association By-Laws states: “A Publications Committee . . . shall publish a community-oriented newsletter and additional publications, such as an Internet site, a Directory, a Rules & Standards Book, updates thereto, and other publications.” Pursuant to that provision of the By-Laws, this committee, hereinafter referred to as “Committee,” shall be known as the Publications Committee of the Pinewood Lake Homeowners Association (PLHA). PLHA Policy Resolution No. 2002-02 (Committees) further defines the roles, responsibilities, and actions of this Committee.

2. Purpose: This Committee shall publish a monthly community-oriented newsletter, currently titled “The Pinewood Lake Needle.” Additional publications produced in whole or in part by the committee shall include, but not be limited to, an Internet site (a.k.a. web site), a Directory [of residents], a Rules & Standards Book, updates thereto, and other supporting documents and publications. Publication of these additional publications is contingent upon resources available to the Committee. Objectives of the Committee, in fulfillment of its motto, “. . . Community Voice,” are to:

- a. Provide articles of general interest to the residents and owners of the Pinewood Lake Homeowners Association (PLHA).
- b. Publicize events in, and affecting, Pinewood Lake.
- c. Provide a fair and open forum for residents to present their views and opinions, within the parameters outlined in Par 8d (letters to the editor).
- d. Make the newsletter available for distribution to the residents and owners of property in Pinewood Lake on or about the first day of each month

3. Membership and Meetings:

a. The Committee chair and members will be appointed by the Board of Directors, PLHA, and shall serve at the pleasure of the Board. Additional ad hoc members may be required for special projects. They will be subject to the same approval as regular members.

b. The Committee shall meet at the convenience of its members to accomplish its business. Oral reports concerning the status of that business shall be presented to the Board at scheduled board meetings. Written reports shall be generated as required to inform the Board of Directors of proposed, ongoing and completed projects, and recommendations concerning PLHA publications. A quorum shall consist of a simple majority of sitting Committee members, e.g., 2 of 2, 2 of 3.

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4. Delegated Powers: Article IX, Section 1, (b) (3), of the Pinewood Lake Homeowners Association By-Laws delegates the authority to publish a monthly newsletter to this Committee.

5. Limitations on Actions: The Committee chairperson is limited to purchases of goods or services (excluding official publications) up to \$500.00 without board approval. Purchases exceeding this amount shall be presented to the board, with its approval secured prior to such purchase(s).

a. Purchases without Board approval, for later reimbursement, shall be generally limited to operating supplies such as paper, printer cartridges, and the like, required for printing master copies of publications, and distributing finished copies.

b. Word processing and other applications (software) that assist in publishing the newsletter shall normally be furnished by one or more members of the Committee. Additional software purchased, if reimbursed by the Association, shall be the property of the Association, and may be installed on a Committee member's personal computer. During the registration process for new applications, the application shall be registered to "Pinewood Lake Homeowners Assoc." Should the committee member cease participation in the Committee, the application (software) shall be transferred to another Committee member, or returned to the Association.

6. Knowledge: Members of the Committee will (ideally) include individuals skilled in journalism, photography, advertising, or other related skills. A good comprehension of spoken and written American English is recommended. Computer literacy in standard applications, i.e., word processing, spreadsheet and/or database, is very desirable. Access to a personal computer with an e-mail account and access to the Internet/Worldwide Web is required.

7. Duties and Responsibilities: The primary duty of the Committee is to publish the monthly newsletter on a timely basis.

a. Committee Chairs should use the newsletter as a means of communicating their committee's activities and plans to the community. Other Committee Chairs and/or members may be involved as participants or advisors in other projects. Regular committee articles should be submitted in electronic format, either via e-mail or on diskette. It is not the Committee's function to act as secretary to the other committees.

b. Board members, in addition to the duties and responsibilities in other paragraphs herein, will provide a "sounding board" for suggestions, and the approval authority for them.

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c. The Community Manager will facilitate distribution of the newsletter. The Community Manager will also advise the Committee of community announcements, or articles, which should be included in the newsletter.

d. The Board Liaison to the Committee will act in an advisory, non-voting capacity.

e. Residents and property owners are expected to read the newsletter, which is the official publication of the Association. Newsworthy items, articles, household hints, and other contributions are encouraged.

f. The Editor and/or other members of the Committee may join with other committees to publicize other committee's projects.

g. The new, i.e., incoming, Committee Chair shall signify his/her acceptance of, and agreement with, this Charter by countersigning the PLHA record copy upon approval by the sitting Board of Directors.

8. Special Issues: The newsletter is an official publication of the Association, and therefore its content is subject to approval by the PLHA Board of Directors. The Committee, acting in an advisory capacity, shall assist the Board in setting editorial policy for publications of the PLHA.

a. The Committee shall coordinate advertising with such other entities which may be involved. This coordination will ensure advertisements:

- are in a useable format,
- are the correct sizes for the particular publication,
- contain clear and appropriate wording,
- make no misleading claims or offers, to the best of its ability,
- by their appearance and/or content, do not misrepresent the association or cast the community in disrepute.

b. The chairperson of the Committee, or his representative, should participate in advertising planning meetings. The purpose shall be to establish prices charged for all sizes and types of advertisements, evaluate contracts, and participate in contract negotiations leading to the procurement of advertisements.

c. An advertising policy statement similar to the following will be a regular feature of the newsletter.

“There are two categories of advertising in The Needle:

“Free personal ads from Pinewood Lake residents ONLY, and paid commercial ads from business entities.

“Free personal advertisements are those from community residents (and absentee owners) that offer “one-time” sale of goods, and requests for goods or services.

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“Paid advertisements will be accepted from businesses entities who may or may not be owned and operated by community residents. These entities include such services as baby-sitting services, legal services, tutoring, gutter cleaning, and other income-producing services.

“Advertising in this or any other PLHA publication shall not constitute endorsement of the goods or services offered.

“The intent of this policy is to strengthen the overall management and quality of the newsletter. Comments may be directed to the Community Manager, 703-360-6212.”

d. Content, responses and publishing guidelines for “Letters-to-the-Editor:

- In general, the provisions of the PLHA Policy Resolution titled “Communication Among Members,” Paragraph 2, apply.
- ‘Letters-to-the-Editor’ of the newsletter should be published without editorial comment.

9. Effective Date: The effective date of this current Charter shall be the 17th day of April, 2006. This charter shall be amended as necessary by a majority vote of the Committee, and submitted for approval by the board of directors.

Adopted by the Committee: _____ (date) _____
Committee Chairman

Approved by the PLHA Board: _____ (date) _____
President or Authorized Representative