

## **Web Site and Email Announcement Policy**

The Neighborhood Council of Westchester/Playa del Rey (NCWPdR) is a local organization where the discussion of issues such as potholes, sidewalk repairs, airport operations, public safety, soccer fields, planning and land use, city services, etc. are its primary task.

On occasions, the neighborhood council is asked if it would post or send announcements of upcoming events on the neighborhood council web site or email distribution using our stakeholders list.

The NCWPdR Communications Committee recognizes the value of this important tool to our community organizations and stakeholders as a means to communicate upcoming events, or community services, or fund raising events.

The NCWPdR Communications Committee also recognizes there are limits to what we can offer and that there are limits to how much news of interests our stakeholders are willing to view and receive.

NCWPdR may at its own discretion offer communication services, space available to organizations that meet certain conditions.

Conditions include but are not limited to the following:

- The organization must be a recognized non-profit (501c) organization, or recognized community youth organization or local government service,
- The organization must be holding this event, or providing this service within the recognized boundaries of the NCWPdR,
- The event must be non-commercial,
- The event must be open to all interested stakeholders,
- The event must be of local interest,
- The event must be billed in politically neutral or non-political terms<sup>1</sup>,
- The event may not be hosted by competing interests such as a homeowners groups or associations.
- Event may not be hosted for a person running for office, however this would not preclude the neighborhood council from announcing candidate forums or debates for elected offices where all recognized candidates are invited.
- Events sponsored by elected officials must conform to the rules defined by state or federal election law<sup>2</sup>.

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<sup>1</sup> Recognizing that our community runs the gamut of political views from left to right, our mission is to encourage the greatest amount of participation by our stakeholders, Political events are at odds with NCWPdR mission to be as inclusive and as neutral as possible. Exceptions to this are the actions of our board.

<sup>2</sup> Events such as candidate sponsored town hall meetings may not be distributed or announced during the 60 day 'black-out period' prior to an election.

The NCWPdR has communication services available to qualifying organizations that include web site display and email distribution. Each are unique and have different requirements.

**Web Site**

Announcements displayed on the web site are subject to space available. They must be displayed in the native format of the of the web site where a quick view summary appears on the 'home' page, and more details of the event are available to viewers if they wish to follow the link. A small image may be used.

Web site announcements may be posted at any time and are not subject to limitations in frequency of delivery as email distribution.

Committee Chairs may post to the web site, articles or agendas pertaining to their respective committees at any time.

**Email Distribution**

NCWPdR occasionally has mass email distributions. So as to not 'spam' its stakeholders, these email distributions are less frequent, usually once a month. Except for rare issues of urgency, mass email distributions are not sent until we are able to consolidate a number of news articles and announcements that can be sent in the same issue.

Single subject emails are always of an urgent nature and are sent under the approval of the NCWPdR Communications Chair or the President of the NCWPdR.

**Procedure**

Interested parties that wish to post an announcement on the web site or use our mass email distribution tool will be asked to place their request on the [www.ncwpdr.org](http://www.ncwpdr.org) web site. A form for requesting an announcement will be available on the web site at [www.ncwpdr.org/postingrequest.htm](http://www.ncwpdr.org/postingrequest.htm)

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