



COMMUNICATIONS POLICY

INTRODUCTION

LiveDAYBREAK is a local non-profit council working to enhance the community, open minds, bring people together, and make a difference in the world. In doing so, we are committed to a policy of **clear and concise communication** with Daybreak residents about the community, with specific regard to the events, activities, programs, and other opportunities available through the Council. We value interaction with our residents, and seek to share information that increases understanding and participation in the community, in support of the Council's mission.

KEY PRINCIPLES

- We have an obligation to our residents to provide information pertinent to their involvement in the community, in a timely and easily-accessible manner.
- We seek to share knowledge with our founder, government entities, and other stakeholders, and to disseminate that knowledge appropriately.
- We value honesty and transparency.
- We strive to meet the needs of our community by communicating in a variety of ways.
- We prioritize sustainability in choosing methods of communication.
- We endeavor to share valuable information, and to avoid unnecessary or obtrusive use of communication tools.
- We seek accuracy, civility, and discernment in all means of communication.

POLICY

1. The LiveDAYBREAK Community Council (the "Council") makes a concerted effort to clearly communicate accurate and valuable information to Daybreak residents through easily-accessible means in a timely manner.
 - a. The LiveDAYBREAK Board of Directors (the "Board") and Council staff, as designated in the Covenant for Community for Daybreak, will employ a variety of communications tools to effectively inform Daybreak residents about events, activities, programs, and other opportunities. These tools may include:
 - i. The Daybreak community's website, including calendars, message boards, and directories
 - ii. Weekly email updates
 - iii. Occasional event- or topic-specific emails
 - iv. Posters, banners, billboards, and other signage
 - v. Opt-in cell phone texting
 - vi. Telephone calls
 - vii. Letters, postcards, flyers, or other printed materials
 - viii. Social networking sites
 - ix. Advertising through third-party media
 - x. Quarterly open Daybreak and other Boards of Directors meetings
 - xi. Announcements at other events, activities, or meetings
 - b. All methods of Council communication will be evaluated for effectiveness, cost, environmental sustainability, and value, as well as adherence to the covenants of the Daybreak Community Association Governing Documents.

- c. All Council communications will meet style and clarity standards set forth by the LiveDAYBREAK Director in accordance with Board approval, and will be checked for accuracy. The quantity of information communicated will be limited to that which is deemed valuable to the community by the Board and Council staff.
 - d. The Council will undertake reasonable measures to ensure that the overall amount of messaging distributed to residents does not become obtrusive, redundant, or otherwise burdensome.
 - e. The Council shall disseminate information at the sole discretion of the Board of Directors and reserves the right to withhold information it deems inappropriate or unnecessary.
 2. The Council encourages open dialogue and welcomes feedback from the community, and in so doing, supports a Communications Committee created to solicit resident participation in improving and supporting Council communications.
 - a. The LiveDAYBREAK Board of Directors shall designate a Daybreak resident volunteer as chair of the Communications Committee. The chair is responsible for developing and executing a comprehensive communications strategy for the events, activities, and programs of the Council, approved by the Board, and in coordination with Council staff and other committee chairs. This may include:
 - i. Administration of the community website, including calendars, message boards, and directories
 - ii. Participating in the creation and distribution of Council messaging
 - iii. Researching new communications tools, tracking the effectiveness of methods in use, and making recommendations to the council accordingly
 - iv. Contributing to the development of a communications budget
 - v. Working closely with Council staff, committee chairs, and other entities to check accuracy, coordinate timing of delivery, and integrate joint-messaging where appropriate
 - vi. Representing the Council at meetings, events, and public functions, as requested by the Board
 - b. The Communications Committee shall consist of Daybreak resident volunteers. The number serving at any given time shall be determined by the Committee chair and the LiveDAYBREAK Board of Directors. Committee members are responsible for supporting the chair in planning and executing the communications strategy approved by the Board, and in coordination with Council staff.
 - c. The Council staff shall maintain an “open door” policy through the use of several communications tools available to residents, which may include:
 - i. Emails, letters, and other written correspondence
 - ii. Polls and surveys
 - iii. Telephone calls
 - iv. Scheduled appointments
 - v. The community website message boards
 - vi. Forums at or in connection with quarterly open Board of Director meetings
 - vii. Focus groups, planning sessions, and other meetings
 - viii. Committee participation
 - d. The Council shall accept general comments, questions, and concerns at information@LiveDAYBREAK.com.
 3. The Council encourages use of electronic communication services provided through its website, including emails and message boards, in accordance with the [Terms of Service Agreement](#) and [Rules & Regulations](#) specified on the website.
 - i. Use of the services is subject to certain conditions outlined in the Terms of Service Agreement and Rules & Regulations, and failure of any user to comply with the terms and rules outlined, as determined in the sole discretion of the LiveDAYBREAK Board of Directors and staff, may result in, among other things, the termination of any or all of the services, the denial of access to one or more of the services, the refusal to post or transmit, or the alteration or removal of material from a website or other area.

4. All use of the Daybreak Community Council and LiveDAYBREAK name, logo, boilerplate, mission statement, and other trademarks requires the prior written consent of the LiveDAYBREAK Director or Board.
 - a. Partners, contractors, suppliers, and consultants to the council, including volunteers, may not use the logo, trademarks, or name of LiveDAYBREAK or otherwise imply endorsement in any public way or venue without the prior written consent of the Council Director or Board, except as required by any applicable law or as otherwise permitted by a contract.
 - b. Use of the LiveDAYBREAK name, logo, and other brand identifiers must adhere to specifications dictated by the LiveDAYBREAK Graphic Standards and the following general guidelines:
 - i. The LiveDAYBREAK name should always appear as one word, with “Live” in title case and “DAYBREAK” in capital letters.
 - ii. The brand identifying marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
 - iii. The marks may never be used in a manner that would disparage the Community Council, its Board, its staff, or its partners and affiliates.
5. In seeking to partner with residents, our founder, government entities, and other stakeholders, the LiveDAYBREAK Board of Directors and staff may, from time to time, provide advertising and sponsorship opportunities at council events and activities, at community amenities, and via electronic communications tools, including the community website, as deemed appropriate by the Board.
 - a. All advertisements and sponsorships are subject to approval of the Board and Council staff, which reserve the right to reject or cancel any advertisement at any time, in accordance with the following guidelines:
 - i. The Council will not publish or post any advertisement or sponsorship material deemed to be false, libelous, exploitative, discriminatory, hateful, or in any way incompatible with the mission of LiveDAYBREAK.
 - ii. The Council will not publish or post any advertisement or sponsorship material representing political candidates or parties.
 - iii. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
 - iv. Advertising copy must be factual and in good taste.
 - v. Advertised products and services must be compliant with the regulations in the jurisdiction where the advertisement will be seen.
 - vi. Alcohol, firearms, ammunition, gambling, pornography and tobacco products will not be advertised.
 - vii. Advertisements must not imply the simulation of news or an emergency.
 - viii. Advertising that appears on the community website must be clearly distinguishable from other content. Advertiser links to other websites cannot prevent a user from easily returning to the community website.
 - ix. All advertisements are accepted by the Council on the representation and warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
 - x. In consideration of publication of an advertisement, the advertiser agrees to indemnify and hold harmless the Council, its officers, agents and employees against expenses, including legal fees, and losses resulting from the publication or display of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
 - xi. The Council is not responsible for incidental or consequential damage for errors in displaying or failing to display an ad.
 - xii. Any reference to the Council in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to prior written approval of the Board or council staff in each instance.

- b. Advertisements and sponsorships are separate from Council programs and messaging content, and advertisers or sponsors may not influence Council planning or policies.
- c. The Council will not provide private data on residents for advertising purposes to any advertiser or sponsor.
- d. Certain considerations, such as discounts, advanced notice, and/or preferred placement, may be allocated to Daybreak resident-owned businesses and organizations, and to businesses and organizations operating within the Daybreak community, as deemed appropriate by and in the sole discretion of the Board.