

COMMUNICATION GUIDELINES

By the Communication Team

In answer to questions regarding posting of announcements by the various amenities and groups that operate within BSM, the Communication Team is publishing these guidelines. Our goal is to keep our residents informed about all of the wonderful lifestyle options in Burnt Store Marina. Posting of information on the amenities and groups is a service to our residents.

The Communication Committees reserve the right of final determination on the appropriateness of the publication of any information or announcements .

A. Website – www.bsm22.org

1. General announcements on the bsm22.org web page will only be with regard to emergency messages and matters having to do with Section 22 and its committees. This will be emptied on a monthly basis to keep it current.
2. The Amenities Section will list all the Amenities within BSM: Golf & Activity Center, Fitness Center and Marina with active links to their web information when available.
3. The Clubs and Groups Section will list any organized Clubs or groups operating within BSM with the contact person, active email address and any links to web information that might be available.
4. BSM organizations that are open to all may request a web page for their group that is accessible from the Clubs and Groups page.
5. The bsm22.org calendar will post Section 22 related dates and events of general nature to all residents.
6. The bsm22.org will provide a link to other available calendars if requested by another BSM organization.

B. Beacon

1. The basic BSM amenities and Not-For-Profit organizations or groups will be permitted to submit articles for publication. Editors will determine the priority of articles due to space limitations. Policy has always been to give priority to Section 22 HOA articles since this is their publication. Space cannot be promised in advance as the size of each publication is 50 percent news to 50 percent advertising and the publisher controls the advertising.
2. Articles from BSM organizations or groups are to be kept to no more than 750 words unless an editor has been consulted before submission. Articles are to be delivered to all editors by email (preferably as a Microsoft Word attachment) in Arial 12 pt. font. They are due by the first of each month for publication the following month.
3. Photos (.jpg only) or articles of general interest to residents will be published as space permits.
4. The Mark Your Calendar section will carry items open to all residents.

C. Community TV Channels

1. Section 22 slides will be grouped right after the intro slide.
2. Important or emergency notices will be repeated or run as a banner.
3. Other BSM organizations' announcements may be run for general announcement to all residents.

4. Routine sections for other organizations such as the Fitness Center, PPYC and BSGAC will run to keep residents without access to computers informed of what is available in the community.
 5. A contact slide will run with directory of contacts for BSM organizations and amenities .
 6. General announcements will be posted but those of a commercial nature will be considered as advertising at the posted rates.
 7. Advertising revenue will go into the PGI Section 22 HOA funds.
- D. Alliant's Email Announcements
1. Other BSM organizations' announcements may be run for general announcement to all residents.
 2. John Strohm will make the final determination of appropriateness as this service is provided by his company.