

COMMUNICATIONS COMMITTEE

Minutes of September 12, 2007 Meeting
CA Conference Room

Attending: Lois Case, Chair; Gene Boley, Rex Davenport, Susan Lambert, Chub Meeker, Nancy Snow, Ray Wright, Sondra Carlton

Lois case called the meeting to order at 9:35 a.m.

Minutes of August 8, 2007 regular meeting were approved.

Report of Meeting with Media Advisory Panel: Gene Boley

- August 24, 2007 Media Advisory Panel included final review of Sun Rays and CA Communicator.
- The Communications Committee needs to be informed about the work done by the MAP and the Web Portal group.

Old Business

- Residents' Forum:
 - The portal was discussed; items in the forum that are history were discussed.
- Event Etiquette
 - Sondra Carlton indicated that the response to the Sun Rays article on "Common Courtesy" was well received by residents.
- New Business
 - Advertising Budget, 2008: Sondra Carlton
 - Sondra reported that the numbers are not available yet. The budget will be emailed to the Communications Committee when the information is compiled.
 - Communications Etiquette: Susan Lambert
 - Susan has extrapolated some information from the Society of Professional Journalists' Code of Ethics Preamble (attached) to come up with a "Sun City Texas Communications Etiquette Guidelines" draft (attached).
 - A motion was made that we accept the concept of the Sun City Texas Communications Etiquette Guidelines. The motion passed.
 - The Media Advisory Panel (MAP) will review this at their next meeting on Friday, September 28. When finalized, the document needs to be incorporated into the CCR's with the approval of the Board.
 - Web Portal Security
 - The Web Portal group is discussing additional areas that need to be protected; these are areas that are just the business of residents.
 - There was discussion about logging on.
 - Many sites have visitor log-ins.
 - Web Portal Free Access
 - The Web Portal group is discussing this.
 - Other New Business
 - The Property and Grounds Committee needs an ex-officio from the Communications Committee for the IT Committee. Sondra Carlton will be attending for a while. Ray Wright will be our representative on the IT Committee until the first of the year.
 - We have three positions available on the Communications Committee. Lois encouraged members of the MAP to apply. Rex Davenport will ask the Computer Club Board members to apply.

There being no further business, the meeting adjourned at 11:15 a.m.

Respectfully Submitted,
Nancy Snow, Secretary

Code of Ethics Preamble*

Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice.

Seek Truth and Report It

Journalists should be honest, fair and courageous in gathering, reporting and interpreting information. Journalists should:

- Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
- Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
- Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
- Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
- Avoid misleading re-enactments or staged news events. If re-enactment is necessary to tell a story, label it.
- Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.
- Never plagiarize.
- Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
- Examine their own cultural values and avoid imposing those values on others.
- Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- Support the open exchange of views, even views they find repugnant.
- Give voice to the voiceless; official and unofficial sources of information can be equally valid.
- Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context.
- Distinguish news from advertising and shun hybrids that blur the lines between the two.
- Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

Minimize Harm

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect. Journalists should:

- Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.
- Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
- Show good taste. Avoid pandering to lurid curiosity.
- Be cautious about identifying juvenile suspects or victims of sex crimes.
- Be judicious about naming criminal suspects before the formal filing of charges.
- Balance a criminal suspect's fair trial rights with the public's right to be informed.

Act Independently

Journalists should be free of obligation to any interest other than the public's right to know.

Journalists should:

- Avoid conflicts of interest, real or perceived.
- Remain free of associations and activities that may compromise integrity or damage credibility.
- Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- Disclose unavoidable conflicts.
- Be vigilant and courageous about holding those with power accountable.
- Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
- Be wary of sources offering information for favors or money; avoid bidding for news.

Be Accountable

Journalists are accountable to their readers, listeners, viewers and each other. Journalists should:

- Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
- Encourage the public to voice grievances against the news media.
- Admit mistakes and correct them promptly.
- Expose unethical practices of journalists and the news media.
- Abide by the same high standards to which they hold others.

**Sigma Delta Chi's first Code of Ethics was borrowed from the American Society of Newspaper Editors in 1926. In 1973, Sigma Delta Chi wrote its own code, which was revised in 1984 and 1987.*

The present version of the Society of Professional Journalists' Code of Ethics was adopted in September 1996.

Found at: <http://www.spj.org/pdf/ethicscode.pdf>

SUN CITY TEXAS COMMUNICATIONS ETIQUETTE GUIDELINES*

Communications Committee

- Test the accuracy of information from all sources and exercise care to avoid inadvertent error.
- Seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- Identify sources whenever feasible.
- Do not misrepresent by oversimplifying or highlighting incidents out of context.
- Support the open exchange of views.
- Give voice to the voiceless; official and unofficial sources of information can be equally valid.
- Analysis and commentary should be labeled and not misrepresent fact or context.
- Pursuit of the news is not a license for arrogance. Recognize that gathering and reporting information may cause harm or discomfort.
- Avoid conflicts of interest, real or perceived.
- Disclose unavoidable conflicts.
- Hold those with power accountable.

Admit mistakes and correct them promptly.

August 8, 2007

Communications Committee (CC) Meeting

The following is draft of a response to Kent Buikema (see attached letter) submitted for discussion by the CC at the August 8th meeting:

In response to the July 31st, 2007 request by Kent Buikema to Governance Committees to review Article IV of the current CA Bylaws and provide appropriate suggestions before September 7th, the following are the suggested revisions and additions from the CC in regard to all liaison committee members. The Bylaws may be found on the web portal, www.sctxca.org.

Suggested revisions to: Article IV. Board Governance Committees.

Proposed sentence at the end of A.4.1. Composition:

Committee liaisons are not members of the Committee to which they are assigned.

A.4.13. Open Meetings

Proposed revisions regarding liaisons speaking at Committee meetings:

. . . Committee liaisons are to be treated as Committee members *only* with respect to speaking at Committee meetings.

Proposed addition regarding responsibilities of liaisons:

A. 4. 14.

The responsibility of the liaison is to listen and observe, be a resource, and give assistance when requested. Liaison members are expected to represent the groups for which they serve in enhancing communication, mutual understanding, and cooperation at the meetings. Liaison members have the right to follow resident guidelines for speaking at meetings on topics of personal interest.

SPECIAL PROJECTS COMMITTEE
100 MORNING GLORY CIRCLE
GEORGETOWN, TEXAS 78633
kentlolly@verizon.net

July 31, 2007

Dear Governance/Task Force Chair,

The Special Projects Committee (SPC) is currently reviewing the By-Laws (Amended) of Sun City Georgetown Community Association, Inc. Approved January 26, 2006. (Revised May 4 2006)

We are especially interested in articles in the bylaws that should be changed prior to transition. While that may seem to be years away, the process for change will become more difficult as we approach transition.

We are very interested in your input and ask that each Governance Committee and Task Force review Article IV of the bylaws. This Article pertains to Committees. Please review it from the view point of "How will this affect our committee after transition?" We are not interested in change for the sake of change. The bylaws can be found on the web portal, www.sctxca.org.

We would like to receive any input no later that September 7. Please send it to me at either my home address or at my email address.

Sincerely yours,
Kent Buikema
Chairman