

Guidelines for information to be included in the WLA newsletter

The Winans Lake Association (WLA) newsletter is sent by email to WLA members and new WLA eligible neighbors, generally every four to six weeks, depending on the season. Its purpose is to inform those receiving it of events and other news related to the lake itself and the lake community. The editor of the newsletter seeks information and photographs but also receives information for inclusion.

At its August 2018 meeting, the WLA Board of Governors (Board) received a request from a member to distribute information through the newsletter that, while of general interest to the community, was not related specifically to its purpose or the lake. The Board requested that the chair of the communications committee bring together a small group to develop guidelines for use when a request of this nature was presented to the Board or to the editor of the newsletter.

On August 13, 2018 Lynn Boyer, Bruce Mendenhall, Anne Loehr, and Terre Voegeli met to derive the proposed guidelines.

As a general rule, the following requests **will not be accepted** for inclusion in the newsletter:

- Sale of items among lake residents – including garage sales
- Personal services
- Commercial and professional services
- Partisan appeals
- Fund raising of any kind not related specifically to the lake or the lake community

The decision to accept a request to include information that is marginally relevant, i.e., not directly related to information about the lake itself or its impact on lake community members, will be made collaboratively by the chair of the communications committee and the editor of the newsletter. If either is uncertain about the advisability of including the information, the chair of the communications committee will bring the information request to the Board for decision.

If an information request is accepted, it will be included in the newsletter with a short paragraph including the following:

- The name and purpose of the organization
- A brief explanation of the information to be conveyed
- Contact information to receive more information

The communications committee is authorized to edit information submitted to be consistent with the guidelines.

The information request will be honored only once.

A new section of the newsletter will be created to designate items that are included only for community interest. This section will be established on a six months trial basis.

In those instances when a request is made at the Board meeting, without prior notice, the minutes shall reflect the name of the person approaching the Board, the nature of the request, and the disposition of the request.

Mary Evergreen, who welcomes new members in person on behalf of the Board, will be made aware of these guidelines for her use in responding to questions as necessary and appropriate.