



District 8 Community Roundtable – D8CRT

DRAFT Communications Policy - Goals, elements, and Implementation

Not Formally Adopted as of 10-4-06.

Purpose

The purpose for this policy is to state unambiguously what is the D8CRT policy on formal communication addressing topics such as: endorsements, commercial speech, defining allowable advocacy, and primacy of the Yahoo group as the main communications vehicle for the D8CRT. Other purposes can be covered under this policy as well as changes to the policy may occur from time to time as needed and formalized by the 8CRT.

Goals

- Reinforce D8CRT as the credible source of community information
- Create community-minded and educated residents

Policy elements

- Foolproof communication - we wish to have communications that is 100% effective in achieving its objectives.
- Service to members - we wish our communications to be of service to the Roundtable, of service and value to Roundtable member's achieving their goals better than if they were to do the particular communication, themselves.
- Community assets - we wish our communication to educate and inform District 8 residents about our community assets. The purpose is to highlight what is available to residents and the positive worth of these assets.
- Tighter community - we wish our communications to create a stronger, sturdier bond between District 8 residents.
- Community Megaphone - we wish our communications to be able to sound a compelling voice to serve the needs of all District 8 including, where necessary, to alert the community to clear and present dangers such as health and safety risks. We also wish to have communication be effective by minimizing to the absolute minimum the number of communication vehicles employed.
- Language - we wish our communications to use language that creates inclusion and participation.
- Reinforcing Brand - we wish our communications to reinforce the worth, benefit, and value of the Roundtable.
- Tone - we wish our communications to be of such a tone that we create positive momentum for whoever encounters that communication.
- No Personal Attacks - we wish our communications to unite not divide.
- Promote District 8 Areas - we wish our communications to highlight and promote the various communities, sub regions, neighborhoods, interest groups, gathering places, and sites within District 8.
- We Share More Than We Don't - we wish our communications to demonstrate the residents of District 8 have more in common and that we should support one another from this shared interest.
- Right Chunks - We need to break down communication so that it is effective to all District 8 residents.

- Promote the Roundtable - we wish our communications to promote the Roundtable; its mission, work, and membership.
- Excitement and Fun - we wish our communications to create a sense of fun and excitement about the communication and District 8.
- Support worthy events - we wish our communications to help worthy events reach their goals.
- Support fundraising - we wish our communications to help the Roundtable in fundraising.
- Raise awareness - we wish our communications to achieve greater awareness of the positive values of the District 8, both within, and without.
- Communal Memory - we wish our communications to create a communal history, a communal archives of events, people, and noteworthy developments in District 8.
- Neighborhood Organizing - we wish our communications to help neighborhoods organize themselves, getting them the information they need from experts, other established neighborhood associations, and getting access to any resources.

Process

Communication will come from many parts of the D8CRT. This policy only addresses the formal pronouncements and communications of the D8CRT. For example, the D8CRT recently endorsed the proposed \$150 Million School Bond Measure for the Evergreen School District on the ballot for November, 2006.

Any communication covered by this policy shall have had a formal vote taken on the matter including a vote on the communication itself.

Specific situation requirements

1.0 Endorsements

Any formal endorsement requirements publication of a one-page summary explaining why the item warranted endorsement. In addition, there is the option for recording a majority and minority report on the topic separate and apart from the one-page summary. Generation of the one-page summary as well as majority and minority reports shall be designated by the D8CRT meeting chair.

2.0 Commercial Speech

Commercial Speech for purposes of this policy is an expression related solely to the economic interest of the proponent and the intended audience. Commercial Speech is speech for a company or individual for the intent of making a profit. It is economic in nature and usually has the intent of convincing the audience to partake of a particular action, often purchasing a specific product. D8CRT will offer enable such communication exclusively for members.

3.0 Advocacy

D8CRT will periodically have the opportunity to advocate for some positions. Any advocacy must fulfill the goals of this policy or substantially meet the goals as determined by formal vote of the D8CRT.

Policy Implementation Timeline

10/14 First review and refinement by Communications subcommittee

to
11/1

11/1 First review and refinement by the Executive Committee of the D8CRT
to
11/14

11/14 First reading by the D8CRT with comment and recommendation from the Executive

December, Second reading
2006

1 January, Effective date
2007