

## APP XIII – Publications Committee

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### A. Objective

- To edit/publish the official publication of Kala Point Owner’s Association (KPOA) newsletter, the Kala Pointer, in accordance with the Publications Committee’s established guidelines.
- To convey official information, as well as articles of interest, to the Kala Point community.

### B. Policy

#### General

- Regular features include the Board Secretary’s Report and/or KPOA President’s letter and articles about official KPOA business including committee meeting summaries.
- The Publications Committee (committee) accepts articles, photos, announcements, and ads through the 19th of each month. This deadline allows the committee time to edit and lay out the newsletter.
- One member of the Publications Committee will act as Layout Editor for each issue.
- The Kala Pointer WILL NOT contain:
  - Any partisan political articles.
  - Articles of confrontational or inflammatory nature.

- Any articles for the purpose of soliciting money or participation in for-profit organizations.
- Articles are run on a space-available basis and at the discretion of the Layout Editor. Other than those from Kala Point government (administration, BOD, committee chairs), receipt of a submission does not indicate acceptance for publication. All other submissions will be considered Letters to the Editor, unless deemed otherwise by the Layout Editor.
- Other than advertisements, lay out and formatting are at the discretion of the Layout Editor.

### Committee Organization and Reporting

- The Publications Committee is made up of four or more members (not including required Board representation), and members are approved by the Board. The committee selects a Chair and a Secretary at the December meeting. The committee meets monthly on the second Monday of the month at 1:30 p.m. at the KPOA Administration Building unless otherwise agreed to prior to that day by the majority of the committee. The Chair is responsible for the agenda. The Secretary submits minutes to KPOA Administration staff.

### Advertising

- Neighborhood Classified Ads: These ads are available only to KPOA members and Kala Point residents. The classified ads are limited to items for sale, announcements, or services provided to KPOA members and residents. Ads must be submitted to the KPOA Administration Office (KPOA Office) by the 19th of each month.
- Neighborhood Display Ads: These larger ads, available only to KPOA members and Kala Point residents, are for events and activities occurring outside of Kala Point. They can run for one or more months. The price scale is discounted relative to the commercial display ads, and the price scale is maintained by the KPOA Office. Ads must be submitted ready for publication to the KPOA Office by the 19th of each month.
- Commercial Classified Ads: Outside advertisements — commercial ads — are handled through the KPOA Office and will be published monthly, using a price scale that is maintained by the KPOA Office.
- Commercial Display Ads: These are larger ads for events or activities that are submitted by a for-profit organization. The price scale is maintained by the KPOA Office.
- Community Activity Ads: The type of ad is submitted by a nonprofit, e.g., 501(c)(3) organization, and will be allowed under the following conditions:
  - Submission is made by a Kala Point resident.
  - Submission is “publication ready.”

- Submission is free one-time per year; subsequent submissions may be subject to charge.

Note: Community Activity Ads are different from Kala Point activity promotions (Social Plus activities, clubs, classes, notices, etc.), which are published free of charge.

### Letters to the Editor

- Submissions must be from a member of KPOA and include the writer's name and phone number. The name will be printed with the letter; the phone number will be used to verify the submission.
- Letters from KPOA members are to focus on the writer's views, concerns, opinions, or praise on matters relevant to living here, and are not to focus on an individual personality.
- Slanderous or disparaging letters will not be published.
- Letters should be 300 words or less and can be mailed to [yourkalapointer@kalapoint.org](mailto:yourkalapointer@kalapoint.org) or taken to the KP Office. They must reach the Committee no later than the 19<sup>th</sup> of the month prior to the month of publication.
- Publication will be based on space available, topic interest, relevancy to KPOA membership, and adherence to these guidelines.
- The Layout Editor retains the right to correct any misspelled words, grammar, or punctuation.
- Normally, letters will be printed as written. The Layout Editor reserves the right to comment on factual inaccuracies.
- Letters on a particular topic may be limited if considered excessive.

### Internet Links

- Links to sites outside those owned by KPOA must be checked before publishing.
- Links to unverified or unsecure sites (URL must include "https:") will not be published.
- Links to private storage drives or private cloud sites will not be published.
- Links used to extend the length of an accepted submission will not be published.
- Whatever is linked must comply with all Kala Pointer guidelines.

## C. Procedure

- At least two committee members will edit each article in accordance with the Publications Committee's established guidelines.
- The Layout Editor will design and lay out the newsletter.
- At least two committee members will review the final layout.
- The Layout Editor will distribute the newsletter through an email platform.
- The committee will provide the KPOA Office with a PDF.

- The KPOA Office will upload a copy of the Kala Pointer to the Kala Point website as close as possible to the first of each month and provide printed copies to be placed in the Clubhouse and the KPOA Administration Building.