



Guidelines for Community Association Communicators

The purpose of the Community Association (CA) Communicator is to communicate timely, important information that is relevant to and affects the Sun City Texas Community.

CA Communicators may be used to communicate:

- Updates from CA Staff and Departments, as well as CA sponsored or endorsed events
- Matters that apply to a majority of residents affecting their lifestyle, quality of life and/or safety
- Information and updates on projects/topics that are of importance to the majority of residents
- Sun Rays Magazine corrections about Clubs and Interest Group events/announcements
- Developer news, updates and announcements
- Updates from local government offices - *City/County*
- *Around Sun City* (see submission guidelines below)

Items NOT allowed in CA Communicators:

- Routine or recruitment activities
- Promotion or advertisement for a business or profit-making activity (*exception - paid ads)
- Political or religious advertisements or endorsements

Special Communicators:

- Special Communicators are reserved for urgent information affecting quality of life and/or safety for the majority of residents that cannot wait until the next regularly scheduled CA Communicator.

CA Sponsored Events:

- Groups may submit two articles for an upcoming event to run in two different communicators before the event.
- **Include:** Event name, CA group name, date, time, location and cost
- **Article Length:** Optimal length is no more than 150 words. Articles longer than 150 words will be continued to a "Read More" link. {The editorial staff maintains the right to extend that word limit for special circumstances.}
- CA Events will be kept on the Quick Links calendar on the right column of the Communicator for the issues when an article is not running for that event.
- **Repetitive Information:** Complete information will be published once a month with a click-out link for other weeks, forwarding them to the website for the needed information.

Chartered Club & Neighborhood Promotions:

- Submissions to the "**Around Sun City**" section are open only to Chartered Clubs, Neighborhoods, and Sun City Texas Service Organizations.
- Submissions must be 50 words or less, but this does not include basic who, what, when, where or ticket information.
- One image may be submitted with the event details. If an image is not provided, one may be selected at the discretion of the Community Association.
- Flyers may be used, but only as a click-out link.
- If applicable, please include a link to the event's calendar listing.
- They may promote events, fundraisers, performances and ceremonies **that are open to all residents (no club membership required)**, and may be included in two regularly scheduled CA Communicator messages prior to the event or the start of ticket sales. Specific publication dates may be request by the club/group/neighborhood.
- One (1) Open House per year may be included for two weeks.
- Up to three (3) class semesters per year may be promoted - running for (2) weeks before each session.
- **Note:** The primary communication tools for clubs/groups/neighborhoods and Sun City Service Organizations are through their microsites, Sun Rays magazine listings and email to their distribution lists.

Communicator Submissions:

- Send to kassidy.morinville@sctexas.org, 512-948-7732.
Deadline is noon the Friday prior to the requested CA Communicator date.
All submissions are subject to review and final approval is at the discretion of the Community Association.