

Master Association Policy Response to Media & Other Outside Inquiries Approved Sept. 4, 2014

Summary:

The PGA West Master Association's Board and Management may receive inquiries from news media and others outside the PGA West community. This policy establishes the purpose and process for responding to these inquiries.

Purpose:

To provide guidance and authority for the Communications Committee, Management, and the Board President to develop and deliver responses to inquiries from the news media.

The Policy also provides guidance and authority for responding to inquiries from others outside the PGA West homeowner community, such as elected officials, municipalities, and others.

Policy:

This policy is designed to ensure appropriate response to inquiries from outside the PGA West homeowner community. These inquiries could be from news media, elected officials, municipalities and others.

Because of the often sensitive nature of responding to outside inquiries, this policy is designed to make sure the Master Association responds with a single voice, and in a manner consistent with previously stated Board policy and positions.

Management will provide response to all sensitive inquiries, including those from news media, elected officials, municipalities and others.

Management will develop and deliver the responses in close coordination with the Board President and the Communication Committee Chair.

Process:

- **Sensitivity Assessment:** Management, Board President and Communication Chair assess sensitivity of request.
 - **Non-sensitive issues** are those where the information is already generally public knowledge. An example of a non-sensitive issue: “How many homes are at PGA West?”
 - **Sensitive issues** are those that have the potential to reflect negatively on the PGA West Master Association or the PGA West community. An example of a sensitive issue: A news media inquiry asks about an internal community uproar over potential changes to landscaping, delays in new developments, or projects requiring major homeowner assessment increases.
- **Response Development:**
 - **Non-sensitive issue:** Management, Board President and Communication chair determine appropriate response and which of them should deliver it.
 - **Sensitive issue:** Management, Board President and Communication Chair work together to develop a response consistent with previously stated Board policy and positions. Management will deliver responses to these issues.
- **Heads-Up:** Once there is agreement on the appropriate response and method of delivery (phone, e-mail, US Mail, in person) for both sensitive and non-sensitive inquiries, Board president will provide “heads-up” to Board members and other stakeholders, as appropriate. The “heads-up” for both sensitive and non-sensitive issues will also include a summary of the response provided.
- **Response Delivery:** The agreed-upon response will be delivered in a manner (phone, e-mail, US Mail, in person) mutually agreed upon by Management, the Board President and the Communication Chair. This applies for both sensitive and non-sensitive issues.