

## **Cosanti Foundation Communications Policy**

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This policy has been approved on behalf of The Cosanti Foundation (“CF”) and is intended to apply to all communications referring to CF, CF personnel and agents, and CF activities and affairs (“CF Content”) by and among employees, alumni, members of advisory committees of CF and members of any resident cooperative organization (collectively, “Community Members”). “Communication” includes all forms of written, digital and oral communication, live and in embodied in any media, whether expressed professionally or personally, including in print, visual, audio, theatrically, musically, online, blogs, discussion forums, chat rooms, wikis, electronic newsletters, social networking sites or other facilities or services that permit users to share information with others in a contemporaneous manner or by retrieval from any means of storage. “Communication” does not include anything communicated in confidence to a recipient by a speaker or sender who would not reasonably expect that the communication would be disclosed publicly. Communications which do not identify the author as a member of CF staff and do not mention CF and are purely concerned with personal matters will normally fall outside the scope of CF’s communications policy.

### **Purpose of the Policy**

The purpose of this policy is to provide guidance to Community Members to encourage free and responsible communication, involvement and participation in the mission of CF, honor the inherent dignity of all communicants, promote mutual respect among communicants, and police abusive practices.

### **Policy and Procedures**

- No person or entity may use, claim, appropriate, or imply any rights in and to the names, “Arconsanti” or “Cosanti,” or in and to the works of Paolo Soleri, in any manner that may create confusion in the minds of the public regarding the sole ownership by CF to those names and works and related goodwill and “branding,” except with the prior written consent of CF.
- Be mindful of how you communicate with and about other Community Members and the public. Community Members should be respectful in words and tone and be aware of the effect their actions may have on others. Communication should not contain information that a reasonable person would consider to be defamatory, offensive, harassing, disruptive, derogatory, or creating a hostile environment, including but not limited to, sexual comments or images, racial or ethnic slurs, or other comments or images that would offend someone on the basis of race, color, religion, gender, national origin, age, disability, veteran status, ancestry, marital status, sexual orientation, or political beliefs (“Discriminatory Basis”). Keep in mind the speed at which online information can be relayed through social media, and the manner in which it can be misunderstood and distorted by readers and subsequent re-posters.
- Respect all copyright and trademark laws. Community Members should get appropriate permission before referring to or posting images that have third party copyrights or intellectual claims.

- Respect the reputation of CF and the privacy and feelings of others at all times. Community Members should be aware of the effect their actions may have on their image as well as the image of CF and should use their best judgment in all communications to make sure it is not harmful to the CF, its employees, volunteers or participants in its programs. Community members should also keep in mind that they are more likely to resolve work-related complaints by speaking directly with co-workers than by posting complaints online. Avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage fellow Community Members or anyone else, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation, or posts that could contribute to a hostile work environment on the basis of Discriminatory Status or on the basis of any other status protected by law or CF policy.
- Maintain the confidentiality of CF proprietary or confidential information. Community Members may not publish, post or release any information that is considered confidential or not public. Do not use CF's name, brand names, logos, taglines, slogans or other trademarks without written permission from the Executive Committee. If there are questions about what is considered confidential, please check with a supervisor and with the Executive Committee.
- Online content provided by Community Members sometimes generates press and media attention or legal questions; when this occurs, please refer these inquiries to the Executive Committee. If you are contacted for comment about CF for any publication, including any social media outlet, direct the inquiry to the Executive Committee and do not respond without its written approval.
- Communications, including use of online media, should not interfere with one's responsibilities at CF.
- Express opinions as your personal opinions. Never represent yourself as a spokesperson for CF. If CF is a subject of your communication or the content you are creating, be clear and open about your status or position with CF and make it clear that your views do not represent those of CF, fellow Community Members or people working on behalf of CF. If you do publish a blog or post online related to the work you do or subjects associated with CF, make it clear that you are not speaking on behalf of CF. Include a disclaimer, such as this: *"This is my (or group's) own and may not represent the Foundation's positions, strategies or opinions."*
- **For instance, in the case of communications concerning the resident cooperative organization, please include the following disclaimer:**

*"The names Arcosanti and Cosanti, and the works of Paolo Soleri, are the exclusive property of Cosanti Foundation, and its board of directors have not endorsed or approved any use of the same by any other entity. The Cosanti*

*Foundation disclaims and any liability for acts or omissions of any person or entity using such names or works, and expression of opinions expressed by members of the resident cooperative organization do not necessarily reflect the position of the Cosanti Foundation or its board of directors.”*