

107.1 Newsletter Guidelines & Procedures Policy

- I Purpose
- II Newsletter Content
- III Procedure

SECTION I – PURPOSE

- A. It shall be the purpose of the Town Newsletter to inform and educate town residents regarding issues important to their understanding of town government, living in the Town of Berry and being well informed citizens.
- B. It shall be the purpose of these guidelines to establish acceptable content and procedures for publication of the newsletter.

SECTION II – NEWSLETTER CONTENT

- A. All articles/notices shall be relevant to the Town of Berry residents
- B. Acceptable by order of priority.
 - 1. Governmental meeting notices, agendas and minutes of meetings or where minutes can be obtained for a particular meeting.
 - 2. Local elections, examples:
 - Candidate Names & Offices Local Election Results
 - 3. Miscellaneous town-wide general issues, examples:
 - Taxation Issues Land Issues Volunteer Requests
 - 4. Reports on or by committees
 - 5. Health and safety, examples:
 - Clean Sweep Well Testing Roads Road clean-up
 - Cycle Tours Old Vehicle Tour Trash & Recyclables
 - 6. Town-sponsored social events, examples:
 - Town picnic Town Garage Sale
 - 7. Historical events of general town interest
 - 8. Social events open to all town residents
- C. Non-acceptable items
 - Polarized political statements
 - Campaign articles of any type
 - Personal attacks
 - Opinions or interpretations

SECTION III – PROCEDURE

- A. Deadline for submissions of articles/notices.
 - 1. Articles/notices will be due to the committee chair or the town hall by the Thursday before the first Monday of the month. (exempt, meetings minutes and agendas)
 - 2. All articles/notices may be edited for space available, accuracy and style. Authors who do not wish their articles to be edited must submit a Non-Edit form.
 - A Non-Edit form will be available at the town hall and on-line with the Town's website.

A Non-Edit request article must be submitted prior to the deadline directly to the editor.

3. Due to page restrictions, not all articles may be included in next newsletter. Time sensitive materials will be considered.
- B. Communications chair will confer with Town Clerk about content of each issue.
- C. Editor and Town Clerk compile the newsletter draft.
- D. Town Clerk emails newsletter draft to Town Board Chair and Communications Committee Chair for review.
- E. Articles that do not conform to the guidelines for Newsletter Content in Section II (above) may be removed from the newsletter before publication by either the Town Chair or the Communications Committee Chair. In cases where there is serious question regarding conformation of an article to the guidelines for content in Section II, where there is serious disagreement between the Town Chair and the Communication Committee Chair, or there is other reason to question appropriateness of an article for the newsletter, (and where publication of the article can reasonably be delayed for one month) the question of suitability of the article shall be placed on the next Town Board agenda.
- F. Communications Committee Chair has final say on the language of each article.
- G. When appropriate, all newsletter articles shall be identified in small print by the full name of the author at the end of each article.
- H. Newsletter is printed, folded, labeled and mailed and/or sent by email to available email recipients.
- I. For budgetary purposes, all newsletters should be no longer than eight pages of copy printed on four double-sided pages.

Dated this 16th day of February, 2009

Posted: January 23, 2009

Brenda Kahl, Clerk/Treasurer
Chris Upper, Supervisor
Susan Studz, Supervisor

Jim Laubmeier, Supervisor