

RESOLUTION 15-R-03

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF UNIVERSITY PARK TO ADOPT A POLICY AND EDITORIAL GUIDELINES FOR THE TOWN NEWSLETTER

WHEREAS, the Town Newsletter ("Newsletter") has been one of the main forms of communication from the Town government to its residents for many years, and includes official Town notices, calendars, minutes of the Town Council meetings, notices of pending legislation, columns and information from elected officials, and reports from Town Police and Public Works. The Newsletter also publishes items of interest to Town residents, such as announcements of events and obituaries; and

WHEREAS, no policy has previously been adopted to govern the content, editing and administration of, and editorial guidelines for, the Newsletter; and

WHEREAS, as part of a review of the Scope of Work for the Newsletter Editor, the Council Committee on Policy, Rules and Municipal Structure ("Committee") has made certain recommendations with respect to the content, editing and administration of, and editorial guidelines for, the Newsletter; and

WHEREAS, the Mayor and Council have reviewed the recommendations from the Committee, and have held several public meetings with respect to the issues raised; and

WHEREAS, the Mayor and Council have determined that it is in the public interest to adopt a policy to govern the content, editing and administration of, and editorial guidelines for, the Newsletter

NOW, THEREFORE BE IT RESOLVED that the Mayor and Common Council of the Town of University Park hereby adopt the attached Town Newsletter Policy and Editorial Guidelines.

ADOPTED THIS 24th day of February, 2015.

EFFECTIVE THIS 24th day of February, 2015.

ATTEST/WITNESS:

Andrea D. Marcantel

Town of University Park

By: Lenford C. Carey

Lenford C. Carey
Mayor

TOWN NEWSLETTER POLICY AND EDITORIAL GUIDELINES

I. **PURPOSE:** The Town Newsletter (“Newsletter”) includes official Town notices, calendars, minutes of the Town Council meetings, notices of pending legislation, periodic articles and columns, information from elected officials, and reports from Town Police and Public Works. It also includes items of interest to Town residents, such as announcements of events and obituaries and public service announcements. This policy is adopted to provide rules for the content, editing and administration of the Newsletter and to provide editorial guidelines.

II. POLICY

A. **Administration:** The overall administration of the Town Newsletter, including supervision of the Newsletter editor and printer, is the responsibility of the Mayor. The Newsletter editor and printer shall report to the Mayor.

B. **Compilation and editing:** The Newsletter editor shall have primary responsibility for compiling and copy editing the Newsletter. The editor is responsible for timely solicitation and assembly of content for inclusion in the Newsletter. In conformance with this policy and in collaboration with content authors/sources, the editor compiles, clarifies, edits for length, and performs copy editing so as to convey the substance intended by content authors/sources. The editor will be expected to follow the Associated Press Stylebook, and is encouraged to review edits with those submitting content. The editor shall review edits with Town elected officials or staff submitting content. The editor shall maintain and publicize a schedule for the production of the Newsletter, so that contributors are notified of time and submission requirements. The editor shall report directly to the Town's Mayor and will interact directly with the Town's designated printer. The Mayor shall be provided with a PDF of the final draft of the Newsletter on a schedule that allows at least two business days for review prior to transmittal to the printer five days prior to publication date. The editor shall assemble the Newsletter and shall provide it to the Town's designated printer as a print-ready PDF in a time frame that will allow publication and delivery by the first of each month.

C. **Publication:** The Newsletter is published eleven times per year at the beginning of each month except for August, when a combined July/August issue is published at the beginning of July. The Newsletter in current format is an 8.5by 11 inch size with approximately 12-20 pages each month, with an average of 16 pages. The number of pages at publication should be a multiple of four (8,12,16,20) except in unusual circumstances. The overall design and size of the Newsletter and frequency of publication are determined by the Mayor and Council.

III. EDITORIAL GUIDELINES – The following editorial guidelines apply to the content of the Town newsletter:

- A. No paid advertising or advertising for a commercial, for-profit, religious or political purpose is allowed.
- B. All content in the Newsletter not received directly from the Town must be attributed.
- C. No periodic article or column may be added to the Newsletter without permission from the Town
- D. Content shall generally be informative, factual and not argumentative.
- E. An author or source of content must not represent the views or opinions of others. This prohibition does not apply to duly adopted positions of legislative bodies. No author or source of content may attribute motives or intent to another person or call those motives into question.

IV. COMPLIANCE WITH EDITORIAL GUIDELINES

All content must conform to the editorial guidelines. If the editor determines that the editorial guidelines are not being followed with respect to submitted content, he/she shall confer with the content source to resolve the issue, and shall notify the Mayor if the editor cannot resolve the issue with the content source .

V. NEWSLETTER REVIEW BOARD

The Newsletter Review Board (“Board”) is appointed to review conformance with the Editorial Guidelines. The Board shall consist of the Mayor and two Councilmembers, who shall be selected by the Council for a term of two years. Any Councilmember so selected may continue to serve until replaced. The Board may act by a vote of two of its members.

If an issue cannot be resolved to their satisfaction, the editor or the Mayor may request review by the Newsletter Review Board. A request for review by the editor or the Mayor shall be made as soon as possible, but in any event at least two business days prior to the deadline for transmittal of the print ready PDF to the printer.

The Mayor shall be provided with a PDF of the final draft of the Newsletter on a schedule that allows at least two business days for review prior to transmittal to the printer.

If two or more Board members agree that newsletter content is not in accordance with the Editorial Guidelines, the editor shall change such content in accordance with the instructions of the two or more board members who agree on the matter. Such instructions must be provided in writing to the editor prior to the deadline for submission to the printer.

If such instructions are not timely provided to the editor or if the Board members cannot agree on instructions to address the issue, the Mayor shall make the final determination as to acceptable content.