

Title: Newsletter Policy	
Created: March 9, 2015	Last Revision: September 23rd, 2019
Department Public Relations	Review Frequency Every 4 Years

1.0 POLICY STATEMENT

The Township of Gillies is committed to communicating with residents and the general public and to provide the most accurate information in a timely and appropriate manner. To achieve this objective, the Newsletter Committee will utilize the Gillies Municipal News to connect with residents, businesses and general public. Gillies Municipal News is put together in paper format and mailed to households on a monthly basis by Newsletter Committee.

2.0 PURPOSE

The primary purpose of the Township of Gillies *Newsletter Policy* is to establish rules for the Township, and in a timely manner, to provide up to date information for residents and visitors such as:

- Community news and events (local business directory, upcoming events, month calendar)
- Municipal services and information (landfill bag tags, burn permits, dog licenses, tax due dates, council meeting dates)
- Municipal news and current issues (floods, restrictions, office closures, new staff members)

The Township of Gillies goals in using the Newsletter is to spread awareness of the Township information and events, and to function as a central hub for information to the Gillies residents and business owners in a timely manner. The Newsletter is considered one of the communication tools the Township utilizes to engage and connect with residents.

3.0 SCOPE

This policy applies to The Newsletter Committee and Council. The Newsletter Committee and Council are required to comply to this policy when organizing and managing the Gillies Municipal Newsletter that discusses and shares Townships business. *The Newsletter Policy* is an extension of the *Communication to the Public Policy*.

4.0 RESPONSIBILITY

The Newsletter Committee will be accountable and responsible for the Gillies Municipal News. The Newsletter Committee, at the discretion of Council, will have the responsibility for the overall implementation and enforcement of this policy. The Newsletter Committee is responsible for the creation of the newsletter. All articles for the Gillies Municipal News must be reviewed and approved by the Municipal Clerk prior to publication.

5.0 DEFINITIONS

“Staff” – shall include any person who was or is currently employed by the Township of Gillies on a full time, part-time, contract, or casual basis, including volunteer members and officers of the Gillies Emergency Service Team.

“Township” or “Township of Gillies” – means the Corporation of the Township of Gillies.

“Gillies Municipal News” or “Newsletter” – is the Township of Gillies newsletter for residents.

6.0 PROCEDURE

1. Articles for publication in the Gillies Municipal News may be submitted by residents of Gillies. The articles must be provided to the municipal office no later than three (3) business days prior to the publication deadline date.
2. No more than four (4) external articles will be accepted for publication in any one issue of the Gillies Municipal News. Fewer than four (4) external articles may be published in any one issue, depending on available space.
3. Articles may be no longer than two hundred and fifty words in length. This is approximately one-half of a standard size page of single-spaced print at 12-point font size. Persons wishing to express items of interest at more length are welcome to refer Gillies newsletter readers to web sites or web logs or other social media outlets, at the discretion of the Clerk or designate.
4. Articles for publication must be of public interest and must not be critical or inflammatory. Language must be decent and respectful of persons and organizations. The Gillies Municipal News will not be used for dispute resolution or provocation.
5. All ads, articles, etc., will be kept in accordance with the Townships *Accessibility* policy.
6. The Newsletter Committee reserves the right to “edit” articles submitted to the newsletter. If articles submitted are too long, or are of subject matter contrary to Paragraph 4, they will be either rejected for publication and returned to the person(s) who submitted them or the article will be “revised”.

7. Articles will be considered for publication on a first-come; first-published basis. If application of paragraph 2 above means that an article submitted for one particular issue of the newsletter cannot be printed in that issue, the author of the article will be asked whether he/she wishes it to be considered for the next issue. If so, it will retain its priority in the first-come; first-published list.
8. All articles for the Gillies Municipal News must be reviewed and approved by the Municipal Clerk prior to publication.
9. The newsletter contains a "Community Bulletin Board" which accepts (for free) information from residents or businesses in Gillies of a type or nature as might be posted on a physical community bulletin board. Examples include help wanted or "lost and found" types of bulletins. A limit of 3 postings per household per newsletter will be enforced. The Newsletter Committee reserves the absolute right to decline to post anything submitted for this purpose.
10. The newsletter contains a "Community Business Directory" which accepts (for free) information regarding businesses (including home-based businesses) that operate within the geographical boundaries of Gillies. A limit of 3 postings per household per newsletter will be enforced. The Newsletter Committee reserves the absolute right to decline to post anything submitted for this purpose.
11. Paid advertisements are accepted at rates set from time to time by Council. As with articles, advertisements are accepted on a first come, first served policy and published only if space in the newsletter is available. Council may waive advertising of events or information relating to non-profit organizations or charitable causes, or may set rates for this advertising that is different from the rates charged to businesses.