

Running draft current as of: 12/1/2011

Sharon Town Newsletter Guidelines and Procedures Policy

- I. Purpose
- II. Newsletter Content
- III. Town Newsletter Committee
- IV. Procedure

Section I – Purpose

- A. It shall be the purpose of the Town Newsletter to serve as an avenue for sharing information between residents of the town that will help foster and support a community network based on communication and collaboration;
- 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 Sharon residents
- B. Acceptable content shall include:
 - a. Social events open to all town residents;
 - b. Classes or educational meetings;
 - c. Town-sponsored events;
 - d. Historical events of general town interest;
 - e. Miscellaneous town-wide general issues, examples:
 - i. Volunteer requests
 - ii. Land issues
 - iii. Health and Safety information
 - iv. Governmental meetings
 - v. Town Meeting information – for the February 20th issue
 - f. Advertisements
 - i. Town residents may submit business card sized commercial ads
 - ii. There will be a fee of \$10.00 per ad, per quarterly issue
 - iii. Ads shall be 2.5" x 3"
 - iv. There is limited space per issue for ads, and submissions will be honored as first-come-first served
- C. Non-acceptable items
 - a. Any item that might be construed as sexist, ageist, racist, homophobic, etc.
 - b. Campaign articles of any type
 - c. Personal attacks

Section III – Town Newsletter Committee

- A. The Town Newsletter Board shall consist of the following members:
 - a. Chair (rotating)
 - i. The Chair shall facilitate meetings of the Town Newsletter Committee, send out a notice and agenda, etc.
 - ii. The Chair will be appointed on a rotating basis at the conclusion of the previous meeting

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- b. Secretary: responsible for taking meeting notes for review by the committee.
 - c. Treasurer: responsible for maintaining a record of newsletter finances.
 - d. Three-person Editorial Committee
 - e. Town Newsletter Layout Designer
 - f. Members-at-large
- B. Full Town Committee Meetings:
- a. Two weeks before a submission deadline
 - b. Two weeks after publication

Section IV - Procedure

- A. Publication schedule
- a. Town Newsletter publication schedule will be quarterly:
 - i. June 1st issue
 - ii. September 1st issue
 - iii. December 1st issue
 - iv. Special February 20th issue (Town Meeting Oriented)
- B. Deadline for submissions
- a. All content must be submitted at least three weeks prior to publication date
 - i. Due date of May 7th for the June 1st issue
 - ii. Due date of August 7th for the September 1st issue
 - iii. Due date of November 7th for the December 1st issue
 - iv. Due date of February 1st for the February 20th issue
 - b. All articles/notices may be edited for space available, accuracy, and style
 - c. Due to page restrictions, not all articles may be included in the next newsletter. Time sensitive materials may be given priority.
- C. The Editorial Committee will collect and review all articles immediately following submission deadline
- a. Articles that do not conform to the guidelines for Newsletter Content in Section II may be removed from the newsletter by the Editorial Committee.
 - b. In cases where there is serious disagreement among the Editorial Committee that cannot be resolved, the question of suitability shall be put forward to the full town newsletter committee via email or shall be placed on the next town newsletter committee agenda.
- D. The Layout Designer will compile the newsletter draft and submit the draft for review between the 10th – 17th of the month
- E. Draft copy will be submitted to the printers by the 18th of the month
- F. The editorial committee will review the proof, and submit revisions to the layout designer, with the goal to return the copy to the printer by the 23rd of the month
- G. The final proof shall be submitted to the printers and distributed by the 1st of the month (this timeline will be accelerated for the Town Meeting issue)
- H. When appropriate, credit will be given to all authors and photographers supplying town newsletter content.
- I. The newsletter will be printed, folded, labeled and mailed to all subscribers. Copies for purchase will be made available at the Town Hall, Library, Midway and Trading Post. A .pdf version will also be available on the Sharon town website.