

Newsletter Policy

I. General Procedures for Publications in the Newsletter:

Publications in the Town Newsletter are controlled by the Town Administrator or their designees. With limited exception, only Town Staff, Mayor & Council, Advisory Committees, and Community Organizations are provided opportunities to contribute content to the Town Newsletter.

- A. All submissions (Articles or Notices) to the Newsletter must be provided to the Town staff before the deadline (usually the 15th of the month).
- B. Town Staff has the ability and responsibility to reject community submissions that do not conform to these guidelines, and to make general editorial changes to all submissions and publish them in the most efficient and cost-effective manner.
- C. The Town Administrator has final editorial control of all submissions except for election candidate profiles.
- D. The Newsletter shall not contain:
 - 1. Paid advertising
 - 2. Content that advocates for political/partisan issues, religious beliefs, or personal causes.
 - 3. Personal fundraising solicitations for events or event sponsorship including, but not limited to, sales, auctions, raffles, or games of chance involving money.
 - 4. Language that is offensive or advocates violence or unlawful activity or poses a threat to public order.
 - 5. Any submissions related to a political campaign.

II. Governmental Section of Newsletter

- A. The Governmental Section of the Newsletter will publish content submitted by Town staff and the Mayor and Town Council.
 - 1. Each Town department shall identify one point person for content submissions and communications about changes to the Newsletter.
 - 2. Any council member may enter a submission of 60 words or less. This shall not prohibit the council member from providing a QR code (provided the content it directs to adheres to these policies).
- B. Cheverly Elections Submissions
 - 1. Cheverly Town elections newsletter guidelines will be sent from the Town administration to the Board of Elections. Candidate profile submission dates will be determined by the Board of Elections. Profiles should not exceed 350 words.

III. Community Events and Articles Section of Newsletter

Advisory Committees and Community Organizations may submit either one flyer or one notice per month in order to share information or publicize a specific event.

- A. The Town will attempt to publish all articles and flyers submitted by the deadline. **The number of notices and articles that will be published may be limited based on available space.** Events will not be advertised more than two months before the event.

- B. All notices and articles will be subject to space restrictions, including a limitation on how many times the Town will accept a notice for the same event. Contact information must be included for all events. No notice or article may contain offensive language, advocate violence or unlawful activity, or pose a threat to public order or persons or their reputation.

Submission Guidelines:

- 1. Notices:
 - a. No more than 350 words
 - b. Submit in Word Document, Times New Roman, 12-point font
 - c. No spacing format in the toolbar or preset columns
 - d. Graphics may be eliminated or changed if needed for formatting
- 2. Predesigned images or flyers:
 - a. Flyers must be in a legible and editable format. Acceptable formats are Word, PowerPoint, PDF, or Canva (with editing credentials sent to newsletter@cheverly-md.gov).
 - b. Flyers should be ¼ of a page with a word count of 60 words or less.
 - c. Flyers must be checked for visual accessibility before they are submitted: <https://webaim.org/resources/contrastchecker/> is a useful tool to check color contrast.
 - d. All flyers are subject to edits.

Additional Considerations

Note: Submissions for the Newsletter can be sent before, but no later than, the 15th of the month.

Additionally, Logos, Graphics, Tables, and Bullet Points in submissions MAY BE distorted or excluded at the staff's discretion if a conflict arises for space.

Please submit content to newsletter@cheverly-md.gov with the Subject Line {Organization} – “Month Year Newsletter” Ex. Nov2024 Newsletter

The Newsletter will only communicate and print content received from the two contacts listed on the organization's application. If submitters post for more than one Organization, please send each submission as a separate email.

i.e., Subject Line {Organization 1} – “Month Year Newsletter”
Subject Line {Organization 2} – “Month Year Newsletter”