

GUIDELINES THE TOWN NEWSLETTER

The purpose of the Town Newsletter is to provide the Town or its key staff with an opportunity to publish information regarding governmental and community items of public interest. In addition, the Town Newsletter will attempt to provide qualified Town organizations, which serve primarily Cheverly residents and are not part of the Town government, an opportunity to publish their upcoming events as well as articles of public interest in a section so reserved. These guidelines are intended to provide equitable and standardized publication procedures to ensure that both the Governmental Section and the Community Section of the Town Newsletter reflects public and group activities of public interest that are focused on the Town of Cheverly.

I. General Procedures for Publications in the Newsletter:

Publications in the Town Newsletter are under the control of the Town Administrator, or his or her designees.

- A. All submissions (Articles or Notices) to the Newsletter must be provided to the Town staff prior to the deadline set by the Town staff for such submissions. Ordinarily, that deadline shall be the 15th of each month.
- B. The Town Staff has the ability and responsibility to reject community submissions that do not conform to these guidelines or to make such general editorial changes to all submissions and to publish them within the Newsletter in the most effective and cost-effective manner.
- C. The Town Administrator has final editorial control of all submissions by the Town staff and elected officials, except for election candidate profiles.

II. Governmental Section of Newsletter

A. Submissions Eligible for Publication in the Newsletter:

Subject to the below-listed Exclusions and Restrictions, the Governmental Section of the Newsletter will publish submissions by the following organizations and groups:

- 1. The Mayor and Town Council.
- 2. Council-appointed committees, Town committees and Town Sponsored groups. (Groups in which the Mayor and Town Council appoint at least one voting representative in the group.)

B. Exclusions and Restrictions:

- 1. To publish non-partisan community enrichment, governmental and public interest communications, the following exclusions and restrictions apply to all submissions for the Governmental section:

a) The Town shall not accept or publish in the Governmental Section submissions by:

- i. Partisan or political groups
- ii. Groups organized primarily for profit
- iii. Private/family groups
- iv. Fraternal or religious groups and organizations

b) The Governmental section shall not contain:

- i. Paid advertising
- ii. Political, partisan, or personal-cause or religious submissions; Personal fundraising solicitations for events or event sponsorship including, but not limited to, sales, auctions, raffles, or games of chance involving money.
- iii. Language that is offensive or advocates violence or unlawful activity or poses a threat to public order.

2. When a Town Committee or Official sponsored group submits an article to be published, the Town Staff reserves the right to add any information including a byline identifying the author.

3. If an insert or page is requested by an organization or group and the Town agrees to print it as in the public interest, the costs of printing, folding, and mailing will be paid by the submitting group.

C. Cheverly Elections Submissions

Cheverly town elections newsletter guidelines will be sent from the Town administration to the Board of Elections for candidate profiles prior to the elections. Candidate profiles submission dates will be determined by the Board of Elections in alignment with the Newsletter submission deadline.

III. Community Events and Articles Section of Newsletter

In a defined Community Bulletin section separated from the Governmental Section, the Town Newsletter will publish short articles of public interest and notices of events occurring at a specific time and place, provided they are submitted by registered Town Organizations.

A. The Town will only consider registering an organization for such service if:

- 1. The organization's general membership consists of at least 20 members.
- 2. The general membership of the organization consists of at least 50% Cheverly residents.
- 3. The organization has a lawful purpose which does not pose a threat to public order, to the safety of the public, or to the safety of any individual.

4. The organization does not have as its primary purpose marketing products or services or making a profit; and
 5. The organization is not part of a separately qualified Town Organization under this section.
- B. To qualify as a Town Organization an authorized representative of the organization must submit to the Town Administrator a statement under oath setting forth, at a minimum: (1) the number of members of the organization, (2) the number of members of the organization who are Cheverly residents, and any other information regarding the above qualifications as well as any other information necessary to further the aim of this guideline.
- C. By January 3rd of each year, a Town Organization must update the information required above to remain registered as a Town Organization. The Town Administrator shall issue a written notice or certificate evidencing registration.
- D. The Town will attempt to publish all submitted articles and flyers by a Town Organization. **The number of notices and articles which will be published may be limited on a first-come first-served basis to the extent of available space.** Events will not be advertised more than two months prior to the event. Articles shall be no longer than 400 words. Flyers should be no longer than 100 words, they must be legible, and editable in case there is a need to shrink or expand them. Flyers should be no longer than 100 words and no larger than a half page in width and $\frac{3}{4}$ page in length.
- E. All notices and articles will be subject to a uniform standard font limitation set by the Town Administrator including a limitation on how many times the Town will accept a notice for the same event. If you are hosting an event, please include your contact information in the submission. No notice or article may contain offensive language, advocate violence or unlawful activity, or pose a threat to public order or to persons or their reputation.

Submit in a Word document only

1. Times Roman
2. 12-point
3. No spacing format in the tool bar
4. No preset columns
5. Graphics may be eliminated or changed if needed for formatting
6. Predesigned submission or flyers:
 - a. Must be in a legible and editable word or power point format but may also be submitted as pdf or other documents for visual layout. We will need permission for documents that require log in credentials for editing
 - b. Must be no larger than a half page in width and $\frac{3}{4}$ page in length.
 - c. Must be legible and no longer than 100 words
 - d. Add your contact information to your flyer

Additional Considerations

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

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

Space limitations are because we cannot just add 1 page to accommodate submitted items, if we must increase space, we must add 4 pages at an additional cost.

Please submit content to newsletter@cheverly-md.gov with the Subject Line {Organization} – “Nov2019 Newsletter”

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

- i.e. Subject Line {Organization 1} – “Nov2019 Newsletter”
 Subject Line {Organization 2} – “Nov2019 Newsletter”