

<b>Policy Name:</b>	<b>Newsletter Policy</b>	<b>Effective Date:</b>	April 17, 2017
<b>Policy Number:</b>	<b>GG-CO001</b>	<b>Approval Date:</b>	April 17, 2017
<b>Policy Area:</b>	General Government	<b>Council Resolution Number:</b>	136.2017
<b>Policy Section:</b>	Communications		
<b>No. of Pages:</b>	2	<b>Replaces Policy:</b>	

#### **PURPOSE**

- 1) To establish guidelines in order for the town office staff to produce a monthly newsletter to be distributed to the residents.

#### **DEFINITIONS**

- 2) Classified Ad – advertising by a local resident or business for items or services either for sale or wanted.
- 3) Business ad – advertising by a local business with a Rosthern address or from the Twin Rivers area.

#### **POLICY**

- 4) Content
  - a) Events Section
    - i) Local community events listing.
    - ii) New Hospital Fundraisers in other communities can also be listed.
  - b) Municipal Section
    - i) Mayor's Message (or Council Member)
    - ii) Council meeting highlights.
    - iii) Notices regarding municipal utilities
    - iv) Transfer Station Hours of Operation
    - v) Library Hours of Operation
    - vi) Recreation Facility Hours
    - vii) Waste/Recycle fact each month
    - viii) Fire Safety
    - ix) Water/Sewer Fact each month
  - c) Special Sections
    - i) Seniors Corner
    - ii) RCMP
    - iii) Ministerial
  - d) Business Ads
    - i) Size will be limited to 1/6 of a page.
    - ii) Business shall have Rosthern address from the local area.

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- e) Classified Ads
  - i) A maximum of 25 words will be allowed.
  - ii) Only ads from local residents or businesses.
  - iii) No personal or adult ads will be published.
  - iv) Ads will be placed at the discretion of the town administration.
- f) Fees and Charges
  - i) All fees must be paid upfront.
  - ii) Fees
    - (1) Classified Ads – \$5.00
    - (2) Business Ads – \$50.00
- g) Distribution
  - i) The towns newsletter will be distributed as follows:
    - (1) Insert with the monthly utility bills.
    - (2) Emailed, when requested.
    - (3) Town's website.
    - (4) Town's Facebook Page.
    - (5) Local business where there is a sitting area, upon approval.

<END>

