

TOWN OF NORRIDGEWOCK

NEWSLETTER POLICY

Section 1. Purpose.

This policy aims to set clear guidelines regarding publication procedures for *The Bridge* newsletter.

Section 2. Newsletter Purpose.

The primary purpose of *The Bridge* is to promote community and economic development by providing the Town, its employees, community organizations, and Norridgewock residents an opportunity to access public information regarding governmental and community items of public interest. This policy intends to provide equitable and standardized publication procedures to ensure that publications in *The Bridge* are accurate and reflect public and group activities of public interest focused on the Town of Norridgewock or provide information to assist Norridgewock residents and taxpayers.

Section 3. Publication Procedures.

Articles, advertisements, and other information submitted for publication in *The Bridge* are published at the determination of the Town Manager or his/her designee. The Town Manager also reserves the right to request the Select Board to act and/or advise on materials submitted for publication.

Submission Deadlines

All submissions intended to be printed in *The Bridge* must be provided to Town staff prior to the deadlines below:

<u>Issue</u>	<u>Deadline</u>
Winter	January 7
Spring	March 31
Summer	June 30
Fall	September 30

Editorial Guidelines

Town staff shall be responsible for rejecting community submissions that do not conform to policy guidelines, making general editorial changes to any submissions, and publishing them within *The Bridge* in the most effective and cost-effective manner. The Town Manager has final editorial control over all submissions.

To maintain non-partisan publications, Town employees are prohibited from publishing submissions that are partisan or political, that advocate for or against one position or another in a political manner, that advocate for or against any political candidate (whether national, state, or local), or advocate for or against any religious or fraternal group or organization.

Space Guidelines and Priority for Published Material

The Bridge is limited in its available space, and priority on published material shall be given to the Town of Norridgewock staff. Submissions other than by Town staff will be accepted and published according to available space. The Town Manager or his/her designee has the right to hold any submissions for future publication after available space in a publication has been filled.

The material will be published as space allows, according to the following priority:

1. Town of Norridgewock staff, boards, committees
 - a. Town Manager
 - b. Select Board
 - c. Fire Chief
 - d. Public Works Foreman
 - e. Wastewater Operator
 - f. Tax Assessors/Assessing Agent
 - g. Code Enforcement Officer
 - h. Recreation Program Director(s)
 - i. Other Town Boards and Committees
2. Community Non-Profit Organizations
3. Norridgewock Schools
4. Norridgewock Residents

Section 4. Submission Criteria.

The Town will attempt to publish all notices and articles submitted by a Norridgewock resident or organization unless insufficient space is available or if they are deemed unacceptable for publication under any section of this policy.

Articles shall not contain profane language, sexual content, pose a threat to public safety, or be content that promotes, fosters, or perpetuates discrimination based on race, color, age, religion, gender, marital status, status with regard to public assistance, national origin, sexual orientation, and/or physical or mental disability.

For a submission to be accepted from residents and/or community organizations by Town staff for publication, the following criteria must be met:

- The person submitting the article must be a resident of the Town of Norridgewock
- The organization submitting the article must be located within Norridgewock's geographic boundaries
- The organization has a lawful purpose that does not threaten public order, public safety, or individual safety.
- The organization's primary purpose is not marketing products or services or making a profit unless the event is determined to be a community event or information benefiting the community in general.
- The submission provides the community with information about a community event or useful information to the community that is non-partisan.

For a submission to be accepted from businesses by Town staff for publication, the following criteria must be met:

- The person submitting the article must be a resident of the Town of Norridgewock, or the business must be located within Norridgewock's geographic boundaries.
- The business has a lawful purpose that does not pose a threat to public order, public safety, or individual safety.
- The business has Town permits, as required by local ordinances.

Section 5. Advertising Guidelines and Fees.

Advertising in *The Bridge* is restricted to businesses and organizations located in Norridgewock or businesses located outside of Norridgewock that a resident of Norridgewock owns. The ad rates are as follows, per issue:

- Business Card – 3.5” x 2.0”: \$40.00
- Small Block – 4.0” x 4.0”: \$80.00
- Half Page – 8.0” x 5.0” \$200.00
- Full Page – 8.0” x 10.5” \$375.00

Payment must be received in full before the submission deadline. The requested content shall be submitted electronically to the Town.

Section 6. Subscriptions.

Newsletters are mailed to those receiving mail in the Norridgewock zip code (04957). To have *The Bridge* mailed to a non-Norridgewock address, one may order a yearly subscription for \$10. The subscriber is responsible for ensuring the Town has the correct mailing address. Payment must be received in full before the subscription is active.

Section 7. Severability; Amendments.

If any portion of this policy is found to be in violation of federal or state law or inconsistent with any provision applicable thereto, the remainder of this policy shall remain in full force and effect. The Select Board may amend this policy as necessary.

Section 8. Prior Policies.

This policy supersedes and replaces any and all like or comparable policies or decisions previously enacted or adopted by the Select Board.

*Adopted by the Norridgewock Select Board
April 3, 2024*

*Matthew Everett, Chair
Lindsey Lynch, Vice Chair
Kelsea Bickford
Ronnie Blodgett
Cheyenne Goodrich*