



# Town Newsletter

<b>Procedure No.:</b> ADM-13	<b>Council Resolution No.:</b> N/A
<b>Department:</b> Administration	<b>Authority:</b> CAO
<b>Effective Date:</b> April 6, 2021	<b>Revision Date:</b>
<b>Review Date:</b> April 2024	<b>Repealed Date:</b>
<b>Supersedes:</b> N/A	
<b>Related Policy No.:</b> N/A	
<b>Related Policy Name:</b> N/A	

## Purpose

The Town’s newsletter (commonly referred to as the “Corn Husk Chronicles”) is a monthly, print-form document that is sent through utility bills and provided on various other electronic channels to provide Town and community information.

## Operating Guidelines

### 1) General Guidelines for the Newsletter

- a. The newsletter shall be no more than 6 pages (3 pages double-sided) at any given time.
  - i. The number of pages may be reduced should the utility bills spacing require it. Communications shall liaise with the Utilities Clerk every month to determine if the sizing should be reduced.
- b. Wherever possible, the newsletter shall be reduced so as to eliminate as much paper waste as is feasible, while still making the newsletter print size large enough to be readable.
- c. The newsletter shall be in colour wherever possible.
- d. Space for content shall be first-come-first-served, unless Town information is deemed vital enough for inclusion that it bumps or reduces spacing for other information.



- e. No information submitted by an outside organization shall take more than one full page of the newsletter unless other arrangements have been made with the Communications Coordinator.
- f. The deadline for the newsletter shall be set by the Communications Coordinator based on scheduling, printing dates, and availability of staff. However, as a general timeline, the deadline for submissions shall be around the 23<sup>rd</sup> of the month.
- g. The Communications Coordinator may choose to accept late submissions (unless printing is occurring or has already occurred), but not at the cost of on-time submissions. Only the Communications Coordinator has the right to accept or deny late submissions.
- h. The Communications Coordinator will liaise with the Utilities Clerk each month to determine the number of newsletters to be printed.
- i. The Communications Coordinator will provide a link to the Utilities Clerk to the newsletter which can be attached to utility e-billing.
- j. In the absence of the Communications Coordinator, a designate may take over the duties and powers prescribed herein.
- k. Submissions and inclusion in the newsletter does not constitute endorsement from the Town of Taber.

## **2) Town Content**

- a. Town of Taber news, announcements, meeting, pictures, and information will take precedence over all other submissions to the newsletter, as it is a Town publication first and foremost.
- b. The Communications Coordinator will fit the Town information as best as possible.
- c. The front page shall be reserved for what is deemed by the Communications Coordinator to be the most important, relevant, or interesting information for that particular edition. The front page will be reserved for Town information, unless otherwise determined by the Communications Coordinator.
- d. The upcoming Council and Committee meeting dates for the entire month will be included in each edition of the newsletter (as best as they are known and subject to change).



### 3) Submissions from other Organizations

- a. Other organizations are permitted to submit information articles for consideration for inclusion. Submitters must adhere to the deadline, and as space allows.
- b. Submissions must be sent directly to the Communications Coordinator. Sending information to any other staff member does not necessarily guarantee that space will be made available, nor that the information is received and allowed. Space may only be booked from the Communications Coordinator.
- c. Organizations must submit their information in one of the following formats (in order of most preferred to least):
  - i. Text information (Word document, email);
  - ii. High-resolution PNG or JPEG of designed poster;
  - iii. High resolution PDF.
- d. All other file formats will not be accepted.
- e. Organizations may also submit information over the phone to the Communications Coordinator directly.
- f. Organizations are responsible for submitting their information in a timely manner and within the deadline. The Town of Taber is not responsible for notifying organizations of a change in the deadline date.
- g. Submissions will only be considered for the following:

#### **Events & Fundraisers**

- i. Events occurring within the Municipal District of Taber. Events occurring within the Town of Taber will be given precedence if space is limited in the edition;
- ii. Forums or debates for elections as organized by the Chamber of Commerce or the Sugar Town Sweet Talkers;
- iii. Fundraiser information for not-for-profit societies and organizations operating in and/or serving the Town of Taber unless otherwise noted;
- iv. Events of an historic nature or of particular interest to the citizens of Taber;
- v. Non-denominational services or events that may happen to be organized by a particular church (i.e.: annual community cemetery mass, community suppers, etc.). The information must be submitted as non-denominational and must not include any religious imagery and/or phrasing;
- vi. Public contests the Town of Taber may be entering or have been nominated for which would benefit the community (i.e.: One Horse Town, Kraft Hockeyville, contests for grants, etc.);



### **Scholarships & Awards**

- vii. Local scholarships where citizens of Taber are eligible (such as the APEX Awards or the Stewart Genes Scholarship);
- viii. Nomination information for awards where citizens of Taber are eligible (i.e.: APEX Youth Awards, Taber Chamber Annual Awards, Stars of Alberta, Sovereign’s Medal for Volunteers);
- ix. Contests for community organizations where citizens or youth can submit, as long as the contest is not-for-profit and no purchase is required for entry (i.e.: Eagle Spirit Nest Community Association logo contest);

### **Job Postings & Volunteer Opportunities**

- x. Job postings for Federal, Provincial, or Municipal censuses or elections;
- xi. Volunteer opportunities for community organizations offering services within the Town of Taber;
- xii. Intake information for the Taber Youth Employment Program;

### **Business & School Resources**

- xiii. Resources for businesses as submitted by the Taber Chamber and/or Community Futures Chinook (or the Town’s Economic Development Department);
- xiv. Information for Horizon School Division or Holy Spirit Catholic School Division;

### **Services & General Information**

- xv. Services provided to citizens of Taber from community groups or not-for-profit groups (but that does not promote individual religions);
  - xvi. Registration information for non-profit sporting or competitive community groups that serve the citizens of Taber (i.e.: swim clubs, adventure clubs, etc.)
  - xvii. General information that may be of benefit for the citizens of Taber (i.e.: Dutch Elm Disease, resources from the Government of Alberta, FCSS services, etc.);
  - xviii. Any information from organizations for which Council or the Town of Taber has provided endorsement and/or has partnered with;
  - xix. Health information that may benefit the entire community as submitted by Alberta Health Services, the Chief Medical Officer of Health, Canadian Blood Services, or the Government of Canada.
- h. Submissions will not be considered for the following:

### **Job Postings**

- i. Any job postings that are not from the Town of Taber except as noted above;



**Private or Commercial Advertising**

- ii. Any for-profit or commercial advertising;
- iii. Any information from private businesses;

**Events**

- iv. Any events that are not being held within the Municipal District of Taber (unless they are national celebrations which citizens may attend remotely);
- v. Any information on petitions, protests or demonstrations;

**Political & Religious Information**

- vi. Any information or events that promote individual religions or religious viewpoints;
- vii. Any information submitted by religious-based organizations except as noted above;
- viii. Any submissions which contain religious iconography and/or phrasing;
- ix. Any information submitted by political organizations or candidates for any election;
- x. Any information that promotes individual candidates for any election;

**Health-Based Information**

- xi. Any submissions that relate to health-based information or events, except those which are submitted by the Taber & District Health Foundation and the TANGO Foundation (for their annual fundraising campaigns and/or scholarships only), Canada Blood Services, Alberta Health Services and/or the Chief Medical Officer of Health in Alberta;

**Objectionable Information & Authorized Personnel**

- xii. Any information that espouses hatred or discrimination;
- xiii. Any information that is explicit, profane, or abusive;
- xiv. Any information which may be demonstrative or encouraging of illegal behavior;
- xv. Any information that is defamatory or serves to harm the reputation of a person, business, or institution;
- xvi. Any information that is in violation of any municipal, provincial, or federal laws or bylaws;
- xvii. Any information that is false, misleading, or inaccurate;
- xviii. Any information that may compromise the security of public systems, equipment, buildings, or other property;
- xix. Any information which is confidential or could compromise the well-being, safety, or security of the public, Town Council, employees or anyone else;
- xx. Any information provided from a person or persons who refuse to identify themselves and/or the group they represent;



- xxi. Any information provided by a person not authorized by an organization to submit information on their behalf (onus shall be on the person submitting to prove they are authorized to submit on behalf of an organization when requested).
- i. Submissions may be edited in size, shape, and/or dimensions as space allows without notification to the submitter.
- j. Organizations are not guaranteed space in any edition, regardless if they have received the spacing before.
- k. Space on the Town’s website, social media, or other channels will not be offered in lieu of space in the newsletter, regardless if this is for regular or special editions.
- l. Logos submitted for use in the newsletter must have the proper authority granted to the Town of Taber for use. The Town of Taber accepts no responsibility or liability for incorrect use of logos submitted by outside organizations.
- m. Due to different technologies in printing, colours cannot be guaranteed for any designs for submissions.

#### **4) Special Editions and Emergencies**

- a. The Town of Taber may choose to do special editions of the Corn Husk Chronicles at any time, and without notice (i.e.: election special edition, 3-cart waste system edition, etc.).
  - i. Special editions may or may not save space for any outside organization’s information, depending on the amount of information required for the special edition.
  - ii. For emergency-based special editions, outside organization information may be removed to create space for the emergency information. If this is the case, the outside organization information will be removed in the opposite order of date of submission (most recent submissions will be first to be removed, earliest submissions left for last).
  - iii. If outside organization information must be removed for a special or emergency edition, the organization shall be given the courtesy of being contacted to let them know this has occurred.
- b. In the case of a Federal, Provincial, or Municipal State of Local Emergency, the Information Officer and/or the Director of Emergency Management can override any strictures within this Procedure.



**5) Additional Requests for Inserts**

- a. From time to time, the Town of Taber may receive requests to place brochures, flyers, or other additional materials within the utility bill envelopes. The Town of Taber will not entertain these requests except for materials that are produced by Town Departments and who have sought permission from the Finance Department (by way of the Finance Manager) to insert additional information on an important event, service or information the Town has provided (i.e.: census, election, etc.).
- b. Outside organizations who request inserts will be denied and referred to submit to the newsletter if they are eligible.
- c. A Town Department requesting additional materials will be responsible for the costs associated (extra weight, larger envelopes, service time, etc.).
- d. Town Departments must liaise with the Finance Manager and the Communications Coordinator prior to requesting the insert, as envelope space is limited and the monthly newsletter may have taken all available space depending on the number of submissions that month.
- e. Town Departments will not use additional utility bill inserts in replacement of submitting to the monthly newsletter. Additional inserts will be reserved for information that is deemed to be of such high importance that it should be separated from the newsletter entirely. Town Departments should liaise with the Communications Coordinator to determine if the information would meet this standard and to work on other communications methods before requesting an insert.
- f. The following rationale will be used to determine if an item needs an insert:
  - i. Rarity of the information (a local referendum, for example);
  - ii. Impact on the life, livelihoods, or property of citizens;
  - iii. If all other communications methods have been exhausted for the information;
  - iv. If it can be proven that the insert will reach a demographic that cannot be reached by other communications means;
  - v. Information provided before, during, or after an emergency that impacts the citizens of Taber;
  - vi. If a resolution of Council has been made to include the information as an insert.
- g. If the information meets any of the above information, an insert can be requested.

  
\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER

July 06, 2021  
\_\_\_\_\_  
DATE

