107.3 Newsletter, Periodic Email Updates, and Website Policy

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This policy merges, supersedes, and replaces the following policies:
103.4 Communications Committee Policy April 20, 2015
103.6 Computer – Web Committee Policy April 20, 2015
107.1 Newsletter Guidelines & Procedures Policy February 16, 2009
107.2 Website Policy May 16, 2011

SECTION I – PURPOSE

The purpose of this policy is to utilize modern technology to inform town residents and subscriber's regarding Town of Berry local issues that may be of importance to them. It also contains guidelines to maintain the Town of Berry Website which provides a rapid, efficient, and convenient means of communication. In addition, this contains guidance for providing a readily available source of information regarding the Town of Berry and its government and to encourage community within the Town of Berry.

SECTION II – RESPONSIBILITY

Selected sections of this policy may contain specific assigned responsibilities. Overall the responsibility rests with the Town of Berry Board and Chairperson.

SECTION III – DUTIES

Specific duties may be defined in the various applicable section of this ordinance. Shall include, but not limited to the following guidelines.

SECTION IV – NEWSLETTER AND PERIODIC EMAIL UPDATES

A. Newsletter and Periodic Email Update Content:
   1. All newsletter and periodic emailing updates shall be relevant to the Town of Berry.
   2. Acceptable content may include any of the following by order of priority:
      1) Governmental meeting notices, agendas and minutes of meetings or where minutes can be obtained for a particular meeting.
      2) Local election information, examples:
         a. Candidate Names and Offices.
         b. Local Election Results.
      3) Miscellaneous town-wide general issues, examples:
         a. Taxation Issues.
         b. Land Issues.
         c. Volunteer Requests.
      4) Committee reports.
      5) Health and safety, examples:
         a. Clean Sweep.

b. Well testing.
c. Road related issues.
d. Cycle and vehicle tours.
e. Trash and recyclables collection.

6) Town sponsored events, examples:
a. Town picnic.
b. Plant Swap.

7) Historical events of general town interest.
8) Social events open to all town residents.

3. Unacceptable content:
1) Political statements.
2) Campaign articles of any type.
3) Personal attacks.
4) Opinions or interpretations.
5) Other content that does not conform to the aforementioned guidelines may be removed from the newsletter or periodic email updates before publication.
a. If there is a question/s regarding content of an article following the aforementioned guidelines, or,
b. There is a question of appropriate content.
a) There may be an agenda item placed on a subsequent Town Board meeting agenda addressing the specific issue.

B. Newsletter and Periodic Email Update Procedures:
1. Deadline for submissions of articles/notices.
1) Articles, notices, and anything to be included shall be due to the Town Clerk/Treasurer by the Thursday before the first Monday of the publishing month. (exceptions may include meetings minutes and agendas)
2) All articles, notices, and content may be edited dependent upon space available and accuracy.
a. Authors who do not wish their articles to be edited must request in writing that the content not be edited and be submitted along with and at the time of article submission.
b. All copyrights and credits must be attached if the article is copied from another source, including the name of the source and where retrieved.
c. When appropriate, all newsletter and periodic email update articles/content shall be identified by the full name of the author.
3) Due to newsletter size and page restrictions, not all articles may be included in the specific newsletter that the article was submitted to be published.
4) Time sensitive materials will be considered if defined in the requested content to be published.
2. For budgetary purposes, all mailed newsletters should be no longer than eight pages of copy ready to be printed on four double-sided pages.

C. Newsletter and Periodic Email Update Responsibilities:
1. The Town Clerk/Treasurer shall:
1) Prepare a periodic email update and a quarterly printed newsletter.
2) Compile articles and content for newsletter and periodic email updates.
3) Edit content for newsletter and periodic email updates.

4) Prepare final copy of the newsletter and periodic email updates.
5) Email newsletter and periodic email updates to Town Board Chair or designated board member for review.
6) After final approval, distribute printed newsletters and email periodic email updates in the most cost effective manner possible to town residents or others the Town Board determines.
7) Plan, develop and assist in Town educational and social events.

SECTION V – TOWN OF BERRY WEBSITE

A. Town of Berry Website Content.
   1. All postings shall be relevant to the Town of Berry residents and/or other interested parties.
   2. The website shall serve as a repository and ready source of such information as the citizens should want and need regarding the Town and its government. Posting should include, but not be limited to:
      1) Government:
         a. Town officers and contacts.
         b. Town committees and commissions.
         c. Activities such as meeting notices, calendars and agendas
         d. Ordinances and policies.
         e. Records such as budgets, minutes of meetings, committee reports etc.
         f. Requirements such as permit requirements, voter registration information, etc.
         g. Election information such as candidate information, local election results.
      2) General Information of town wide interest.
         a. Taxation issues.
         b. Land use issues.
         c. Request for volunteers.
      4) Health and safety information.
      5) Town sponsored social events.
      6) Historical events of general town interest.
      7) Social events open to all residents.
      8) Listings of town businesses for town residents interested in buying locally.
   3. Posting shall not include any:
      1) Polarized political statements.
      2) Campaign articles of any type.
      3) Personal attacks.
      4) Opinions or interpretations.

B. Town of Berry Website Procedures.
   1. All materials to be posted on the website shall be submitted to the Town Clerk.
   2. Requests for business listings may be submitted by any resident of the Town of Berry who has a business in the Town of Berry, any one that resides outside of the Town of Berry and has a business in the Town of Berry, and any resident of the Town of Berry that has a business outside the Town of Berry, may place a listing in the website. If the business is outside Berry, the Berry resident shall be named as the contact person for the business in the listing with a direct telephone number and email.

1) The application shall include name of business, address of business, and type of business, and contact phone number.
2) An applicant applying for a text listing shall provide the information required by the Town of Berry in the format required by the Town of Berry to be included in the listing.
3) Listings may be submitted as either a JPEG or other file immediately ready to post on the website.
4) There will be no cost to qualified businesses for listings.

3. The Clerk may post any material of routine nature, such as agenda, minutes, calendar items, ordinances, policies and other general material that is public information and does not require altering the format of the web page to which it is posted.
4. If the Clerk has question regarding the suitability of material for posting, or if it requires modification of the format of the web page, she will consult with the Town Chair. If the change appears to represent a policy change, it will be made only with agreement of a majority of the Town Board.
5. Listings will be checked periodically for accuracy and timeliness, and listings no longer current will be removed. Business and organizations posting information and listings will be asked to verify that the listings are still current.

C. Town of Berry Responsibilities for Website:

1. The Town of Berry Board shall delegate responsibility by annual appointment or contract for the maintaining of a website for the Town of Berry that implements the intent and purposes of the website as determined by the Town Board.
2. The Town of Berry Clerk/Treasurer shall:
   1) Maintain liaison with the Town Board and any subcommittees regarding appropriate material to be posted to the website.
   2) Advise, recommend, and assist the town with contracting, maintenance, and purchasing of any hardware and/or software as needed.
   3) Collect and maintain in an organized fashion, using up-to-date cost effective technology, information that can improve Town of Berry government, help Town of Berry residents to participate in and understand issues of community governance, regulation and taxation.
3. Website Committee if needed or formed.
   1) The Town Clerk/Treasurer shall be the chair and a voting member of the committee.
   2) Membership of the committee, if formed, shall be comprised of residents and non-residents of the Town of Berry, solicited and determined by the Committee Chair and approved by majority vote of the Town Board.
   3) Committee members shall serve for two year terms, which may be renewed upon expiration.

Attest:_____ _____

Brenda Kahl, Clerk/Treasurer Anthony Varda, Chair

Adopted:_____ _____

Jeff Davis, Supervisor

Posted: _____

_____
Michael Statz, Supervisor

_____
Joe Kruchten, Supervisor

_____
Duane Haag, Supervisor