

VALLEY WHISTLE NEWSLETTER

POLICY NUMBER: 02-2024

POLICY PURPOSE: To establish reliable standards for submissions to and publication of the Valley Whistle Newsletter.

DEFINITIONS:

“Advertising” shall be defined as;

1. Any submission by a for profit business or organization;
2. Submissions by non-profit organizations;
3. Classified advertising including but not limited to: for sale, lost & found, help wanted, announcements including thank-you’s, birth or death announcements, weddings and showers;
4. And, shall contain black & white text, photos or scanned images.

“Articles” shall be defined as written submissions of general interest to Big Valley residents. Articles may include but not be limited to topics such as; local history, genealogy; personal opinions relating to community activities or functions.

“Community Events” shall be defined as activities or events held by a community non-profit organization or events hosted by local for profit businesses where there is no direct profit to the business. Events may include but not be limited to: social activities, religious services, sporting events and fundraisers.

“Governmental Content” shall be defined as any article or submission printed under the auspices of the Village of Big Valley and may include such titles in the ‘byline’ of Councillor, Mayor, CAO, Public Works, or any Council-appointed committee name.

“Page” shall be defined as one half side of a letter size sheet of paper (8½” x 11”).

POLICY

I. General

The purpose of the Valley Whistle Newsletter is to provide the Village of Big Valley with an opportunity to publish information regarding governmental and community items of public interest.

This policy is intended to provide equitable and standardized publication procedures to ensure that Governmental Content, Community Events, Articles and Advertising in the Whistle reflect public interests that are focused on the Village of Big Valley.

- A) Publications in the Whistle are under the control of the CAO, or their designate as Editor.
- B) All submissions to the Newsletter must be provided to the Editor prior to the deadline set for such submissions. Unless otherwise posted, the deadline shall be Tuesday by 12:00 p.m.
- C) In case of holidays or office closures the deadline will not change unless posted.
- D) The Newsletter shall be a maximum number of 4 pages plus any advertising inserts.
- E) The Editor 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 in the Whistle in the most effective manner.
- F) All submissions are subject to editing.

II. Municipal Government Content of Newsletter

- A) Subject to the below-listed Exclusions and Restrictions, the Newsletter will publish submissions by the following:
 - 1. Mayor and/or Councillors
 - 2. Council-appointed committees,
 - 3. Village Committees and Village-sponsored groups in which the Council appoints at least one voting representative to the Board.
- B) Exclusions and Restrictions
 - 1. In order to publish non-partisan community enrichment, governmental and public interest Newsletter, the following Exclusions and Restrictions apply to all submissions for Governmental Content:
 - (a) Governmental Content shall not contain submissions on behalf of or sponsoring:
 - Groups organized primarily for profit;
 - Private/family groups;
 - Fraternal or religious groups and organizations;
 - Political, partisan, or personal-cause submissions;
 - Personal fundraising solicitations for events or event sponsorship including, but not limited to, sales, auctions, raffles or games of chance involving money; or
 - (b) Language that is offensive or advocates violence or unlawful activity, or poses a threat to public order, to persons or their reputation.
 - 2. When Governmental Content is submitted for publication, Staff reserves the right to add any information including a byline identifying the author.

3. Thoughts or opinions of a personal nature that have not been pre-approved through Council needs to be submitted as a private person and not as Governmental Content.
- C) The CAO has final editorial control of all submissions by municipal staff and elected officials, except for election candidate profiles.
- D) Governmental Content submissions will be given publication priority and will not be bumped or delayed for print provided information is submitted by the deadline.

III. Community Events and Articles Section Of Newsletter

- A) A Village of Big Valley non-profit organization may submit the following for free publication in the Valley Whistle;
 1. Community Events not exceeding ½ page in size.
 2. Results of a Community Event such as prize winners or amount of funds raised.
 3. One post-event thank you notice.
- B) The Editor will attempt to publish all submitted Community Events and Articles. 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.
- C) Articles shall ordinarily be no longer than 600 words and notices of events no longer than 100 words.
- D) Grammar and/or spelling errors are not the responsibility of the Editor.
- E) 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.
- F) Anonymous submissions will not be accepted for publication.
- G) Letters to the Editor are welcomed on any subject, but the Editor may consult or return the letter to the author if there are concerns about length or libelous content. Due to space limitations, letters of 200 words or less are preferred. Letters that exceed this limit will be subject to space considerations and may require the purchase of advertising space by the author of the letter if they wish it to be published in its entirety. To be considered for publication, letters to the Editor must include the writer's full name, address, and daytime phone number. The address and phone number will not be published unless requested by the author.
- H) Letters to the Editor do not reflect the opinions of the newsletter and a sentence to this effect may be published following the letter.

IV. Advertising

A) Advertising may be purchased in the Valley Whistle at the following weekly rates;

Small Ad up to 25 words	\$5
Larger Ad – Over 25 words	\$8
¼ Page Ad	\$10
½ Page Ad	\$20
Full Page Ad	\$40
Insert (may be double sided at no extra charge)	\$50


B) Advertising will be billed by and payable to the Village of Big Valley. Future advertising may be refused due to lack of payment.

V. Newsletter Distribution

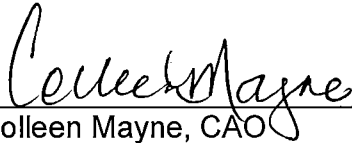
A) The Valley Whistle shall be distributed Wednesday of each week to the following;

1. One (1) copy per P.O. Box at the Big Valley Post Office;
2. Three (3) copies at the Village Office;
3. Three (3) copies to businesses that are open for business, including the ATB Bank, Big Valley Inn, Frontier General Store, All That Buzz, and any other businesses at their request;
4. Ten (10) copies for the Train Station during tourist season;
5. One copy sent by email to those signed up through subscription; and
6. An electronic copy posted to the Village of Big Valley website and Facebook page.

Dated this 13th day of May, 2024



Chantelle Janke, Mayor



Colleen Mayne, CAO