



TOWN OF DEWEY-HUMBOLDT

PG No TC20-05

Town-Wide

Subject: *Advertising and Public Comment in Town media, including The Dewey-Humboldt Newsletter*

Effective Date: June 2, 2020

Last Revision: July 18, 2023

1. **Scope.** This policy applies to allowing advertising and public comment in Town Media, as defined herein. Compliance with this policy of submitted material for publication on any Town media is determined by the Town Manager or designee.
2. **Purpose.** The purpose of this reference guide is to establish a Council-approved policy establishing the type of advertising and public comment in Town media.
3. **Background.**
 - 3.1. The Town publishes a monthly newsletter to keep the citizens of the Town informed of new developments in Town government and the services provided by the Town.
 - 3.2. The Town maintains a website on which updated news, codes, rules and regulations, forms, and similar information are posted for the use of Town citizens.
 - 3.3. The Town maintains social media accounts as another tool in which information is provided to the citizens of the Town.
 - 3.4. The Town maintains an email distribution groups, with the primary purpose of the group being for the Town to email Town news, announcements or information.
4. **Definitions.** For the purpose of this policy, the following definitions shall apply:
 - 4.1. Advertisement or Advertising. Text and/or graphics that describes a transaction involving the offer of goods or services whether for commercial or charitable purposes.
 - 4.2. Articles. Text from a submitting organization describing its mission or an event sponsored by it.
 - 4.3. Governmental Agency. A public agency, as defined in state law, with which the Town partners through the form of an intergovernmental or other agreement to provide services that impact the Town and/or the community or a public agency that has jurisdictional powers within the Town.
 - 4.4. Public Letters. Letters submitted by a natural person and signed by that person for publication in the Town Media as space is available but does not include materials supporting or not supporting a candidate or an election issue of any kind.
 - 4.5. Non-profit organization. An organization that has received a federal non-profit status through the Internal Revenue Service.
 - 4.6. Organization. A natural person or a legal entity formed and in good standing under Arizona law.
 - 4.7. Private business. A for-profit organization.
 - 4.8. Public comment material. Material received from a member of the public or an entity other than those defined above for communication purposes. Public comment material may include an announcement meant for the community, a letter to the editor, or any other material.
 - 4.9. Town Media. Any medium of communication sponsored/paid for by the Town, including, the Dewey-Humboldt Newsletter, Town website, and Town social media accounts, or any substitute or additional medium sponsored/paid for by the Town in the future.

5. Policy requirements: Newsletter.

5.1. Governmental Agencies. The Town allows advertising and articles from governmental agencies subject to the following.

5.1.1. Advertising from governmental agencies is limited to one full page per month.

5.1.2. Articles from governmental agencies are limited to one-eighth of a page article per month.

5.1.3. Advertising and articles must be directly related to services the government provides that impact the Town or the community.

5.1.4. There is no cost for a governmental agency to advertise or run an article in the Newsletter.

5.2. Non-Profit Organizations. Public Service Announcements for non-profit organizations to be printed in the Newsletter must be submitted to the Town Manager for approval.

5.3. Private Businesses. Neither advertisements nor articles from private businesses will be printed in the Newsletter.

5.4. Public Comment. Public comment material will not be printed in the Newsletter.

6. Process: Town Website, Social Media, and Email Distribution groups.

6.1. Town Website. The Town website is primarily utilized for the purpose of conveying Town updated news, codes, rules and regulations, forms, and similar information for the use of Town citizens or those who have business with the Town.

6.1.1. Upon written request to the Town Manager, the Town may allow a link, graphic, or brief article on the Town website from a governmental agency.

6.1.2. Public Service Announcements, links and/or graphics from non-profit organizations to be posted to the website must be submitted to the Town Manager for approval.

6.1.3. Advertisements, articles, links and/or graphics from private businesses will not be posted on the Town's website.

6.1.4. Public comment material will not be posted on the Town website.

6.2. Town Social Media. Similar to the Town website, the primary purpose of Town social media is to serve as another tool by which updated information is communicated to the public.

6.2.1. Upon written request to the Town Manager, the Town may allow a link or graphic on the Town social media account from a governmental agency.

6.2.2. Public Service Announcements, links and/or graphics from non-profit organizations to be posted on the Town social media account must be submitted to the Town Manager for approval.

6.2.3. Advertisements, articles, links and/or graphics from private businesses will not be posted on the Town social media account.

6.2.1. Public comment material will not be posted on the Town social media account; however, members of the public may comment on, like, or otherwise interact with the Town's social media page.

6.3. Town Email Distribution Group. The Town maintains an email distribution group for the purpose of communicating various news and announcements relating to Town business. At all times, members of the public who receive emails from the Town may unsubscribe or request to be removed from the email distribution group.

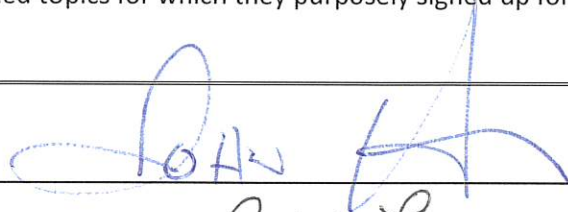
6.3.1. Upon written request to the Town Manager, the Town may allow material from a governmental agency to be sent out using the Town's email distribution group.

6.3.2. In order to ensure that people are not receiving too many emails from the Town, each governmental agency may submit no more than three emails per month to be sent to the Town's distribution group.

6.3.3. The Town Manager shall review and approve or reject all email requests prior to the email being sent to the Town's distribution group.

6.3.4. Distribution groups with a specific purpose, such as the agenda distribution group, shall only be emailed topics for which they purposely signed up for.

JOHN HUGHES, MAYOR



ATTEST:

BETH EVANS, TOWN CLERK

