

RESOLUTION NO. 2021-008

A RESOLUTION OF THE CITY OF REEDSPORT ADOPTING CITY NEWSLETTER USAGE POLICY

WHEREAS the City Newsletter is a valuable tool for communication between the City of Reedsport and the citizens of the City; and

WHEREAS, the City desires to use the City Newsletter as a tool to reach a broad audience and to further the goal and missions of the City; and

WHEREAS the City desires to establish policies providing for guidance and communication in a responsible manner in the fast changing landscape; and

WHEREAS the City has an overriding interest and expectation in deciding what is communicated on behalf of the City through the City Newsletter; and

WHEREAS the City Council finds that the establishment of a City Newsletter usage policy is reasonable, necessary and proper for the good government of the City

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF REEDSPORT AS FOLLOWS:

Section 1. The City of Reedsport hereby adopts the following policy:

REEDSPORT CITY NEWSLETTER USAGE POLICY

PURPOSE

This administrative policy establishes guidelines for the use of the City Newsletter for promotion of city events and community-wide events.

SCOPE

This policy applies to all organizations wishing to avail themselves of the opportunity to publicize events via the use of the City Newsletter.

POLICY

1. The event/information to be publicized must be from or benefiting a not-for-profit organization within the Reedsport/Winchester Bay community. Exceptions may be approved by the City Manager's office; in any case, however, no commercial or private or political activity/event will be promoted.
2. Promotions will be on a first-come, first-served basis; however, city sponsored events will have priority.
3. One form of media per event, unless space allows multiple placements.

4. Every effort should be made to keep articles under 300 words.
5. All articles should be typed in 12 point Arial font, single spaced and provided in Word format to the Deputy City Recorder.
6. Before any photo can be included in the city newsletter, a completed Photo Release must be provided to the Deputy City Recorder.

7. Deadlines:

Articles need be submitted at least one week (7-days) prior to publishing.

Newsletters are printed on a quarterly basis.

Newsletters are published/distributed in the first week of the quarter.

January, April, July and October of each year.

8. Prior to sending the newsletter to print, the Deputy City Recorder will proofread the entire newsletter. It will then be sent to the City Manager for final review and approval to be printed.
9. The City of Reedsport does not discriminate upon the basis on race, religion, gender, gender identity, marital status, national origin, age, mental or physical disability, sexual orientation, source of income, or other protected status under applicable law.
10. The City of Reedsport reserves the right to reject any or all submittals if in the judgment of the City the proposals received are not timely or do not adhere to this policy in part or full.

RECORDS RETENTION

1. The City must maintain and preserve records in compliance with the Oregon Public Records Law. The Public Records Law applies regardless of whether the City Newsletter is printed by the City or a third party.

EFFECTIVE DATE OF RESOLUTION: this Resolution shall become effective immediately upon passage by the City Council.

PASSED BY THE CITY COUNCIL this 3rd day of May 2021.

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APPROVED BY THE MAYOR this 3rd day of May 2021.

Mayor Linda McCollum

ATTEST:

Deanna Schafer, City Recorder