

CITY OF DRUMHELLER

POLICY #1-94

CITY PAGE POLICY

THE PURPOSE OF THIS POLICY IS TO:

Establish guidelines for priorities, eligibility of source and content, format and deadlines for items submitted for the City Page to insure most productive use of this resource.

POLICY STATEMENT:

The City of Drumheller City Page provides a cost-efficient, consistent and easily recognizable space for publication of City information where publication is required by law, and when there are items from the Mayor or members of City Council and City related information. Where space permits items from non-profit groups are included.

Adopted by Management

March 15, 1994

1.1 Priorities:

- a) Highest priority is information required by law to be published in one recognized city newspaper.

This includes:

- Development Permits
- Notice of Public Hearings
- Proclamations
- Public Tenders

- b) Second priority is announcements from the Mayor and members of City Council.

- c) Third priority is general city information. This includes:

- notice of fee increases
- changes in dates for services
- job opportunities
- by-law enforcement information

- d) Fourth priority is items from groups affiliated or in co-operation with the City for example:

- Drumheller Public Library
- Recycling Facility
- Area Boards
- Valley Bus

- e) Lowest priority is items from non-profit groups advertising events and meetings.

1.2 It is the role of the City Page Co-ordinator to assign priorities and to order items within each level of priority based on importance, urgency and space available. For additional details see attached Addendum.

1.3 Because of the clear cut priorities listed above, order of items should not be changed or items renewed or added in final newspaper mockup without the approval of the City Page Co-ordinator.

1.4 Changes in priority require the approval of the City Management Committee.

2.1 Eligibility:

- a) Because the primary purpose of the City Page is to keep residents informed of important City information cost-effectively and because the size of the City Page is set, only high priority items are guaranteed space if received in time.
- b) The eligibility of source and content of other than high priority items is determined by the City Page Co-ordinator. For further details of procedure see attached Addendum.

3.1 Format:

- a) It is the intent of the City Page to present short concise announcements.
- b) General format must be compatible with the City Page layout and may be altered by the Drumheller Mail as required to comply.
- c) Point form information is requested where feasible including event, organization, date, time, location, etc. For more details see attached Addendum.
- d) Name and phone number of a contact person must be included.
- e) Changes in format are subject to the discretion of the City Page Co-ordinator and the Drumheller Mail and to the availability of space.

4.1 Deadlines:

- a) Determined by the City Page Co-ordinator in consultation with newspaper and senior City Management to allow for sufficient set up time.
- b) For current deadline details see attached Addendum.

ADDENDUM

1.1 Priorities:

- a) Very large items of a very general nature (for example Aquaplex season swim schedules) are low priority and are included only when there is extra space.
- b) Within a priority level an item of closer date will be given priority; if the later item cannot be included when submitted it will be given priority the next week.
- c) An item submitted after the weekly submission deadline will not receive priority for the next week.

2.1 Eligibility:

a) Source;

1. Eligible groups;

- City Council
- City Departments
- F.C.S.S.
- City affiliated groups or groups in co-operative projects with the City non-profit organizations.

2. Not eligible;

- For profit business
- Agencies funded through Province (ie. Health Unit, Hospital, Board of Education)

3. Exceptions are at the discretion of the City Page Co-ordinator.

b) Content;

1. Except for high priority items point form information is requested including event, date, time, location, etc.

2. Items not normally eligible include:

- Articles
- Commercial Ads
- Coupons or contest entry forms
- Long lits (more than 1/2 of 8 1/2" x 11" page) of companies, sponsors, photographs, etc.

3. Exceptions are at the discretion of the City Page Co-ordinator.

3.1 Format - as brief as feasible:

- a) Keep in mind the strengths and limitations of newspaper.
- b) "Busy reproduction" and very complicated items do not reproduce well and are difficult to read.
- c) Simple, streamlined, concise items can still be original and imaginative and will work better.
- d) Wherever possible use point form information, including event, organization, date, time, location, information, contact name and telephone number.

4.1 Deadlines:

- a) Current deadlines;
 - regular week - receipt of item 9:00 A.M. Friday for following Wednesday paper.
 - copy to newspaper 11:00 A.M. Friday
 - holiday week - receipt of item 9:00 A.M. Thursday for following week paper.
 - copy ^{to} ~~of~~ newspaper 11:00 A.M. Thursday
- b) Exception may be made only for high priority items if newspaper production and availability of space allow.

