

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
CITY NEWSLETTER GUIDELINES	000-6	9/1/85	1 of 2

BACKGROUND

The City utilizes a variety of techniques to communicate information to the residents of the community. Historically, this has included the use of press releases, brochures, flyers, and public service announcements. As the City has grown, the more traditional means of communicating with the public have become less effective. The development of a City Newsletter is intended to aid in informing citizens of programs, services, and activities available so they may participate and gain full benefit from them.

PURPOSE

It is the purpose of this policy to:

1. Establish an orderly process and assign responsibilities for preparation and distribution of the City Newsletter.
2. Set forth editorial guidelines for the City Newsletter.

POLICY

1. The City Manager shall be responsible for overseeing the publication of the City Newsletter.
2. Items for inclusion in the City Newsletter may be submitted by members of the City Council, staff, civic organizations, or members of the community.
3. Topics to be included in the Newsletter shall be limited to information items pertaining to municipal services, special events, and actions of the City Council, appointed commissions and committees.
4. Articles included in the Newsletter shall not promote or highlight individuals except to commend exceptional contributions by those duly recognized by the City Council.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
CITY NEWSLETTER GUIDELINES	000-6	9/1/85	2 of 2

5. Quotes by the City Council, commission/committee members and City staff in articles included in the Newsletter, shall be prohibited.
6. Photographs of the City Council in the Newsletter shall include all members.
7. The City Newsletter shall not contain any reference to political, ethnic, or religious organizations or affiliations.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
CITY NEWSLETTER GUIDELINES <u>COMMUNITY NEWS GUIDELINES</u>	000-6	9/1/85 <u>Rev.12-06-04</u>	1 of 4 <u>2</u>

BACKGROUND

The City utilizes a variety of techniques to communicate information to the residents of the community. Historically, this has included the use of press releases, brochures, flyers, and public service announcements. As the City has grown, the more traditional means of communicating with the public have become less effective. The development of a City Newsletter is intended to aid in informing citizens of programs, services, and activities available so they may participate and gain full benefit from them was approved by City Council, with Council Policy 000-6 created and adopted in September of 1985. The Newsletter served as an aid in informing citizens of City programs, services, upcoming projects, useful Municipal Code sections, public safety reminders, and activities available to them.

Due to the recent budgetary constraints and in developing cost containment of City programs and services, City Council decided in June 2004 to combine information contained in the City Newsletter with the City's Recreation Review program brochure. The resultant Community News and Recreation Review will provide the same information in a timely manner on a quarterly basis, with winter, spring, summer and fall brochures distributed to all Costa Mesa residents.

PURPOSE

It is the purpose of this policy to:

1. Establish an orderly process and assign responsibilities for preparation and ~~distribution of the City Newsletter.~~ of the Community News section of the Community News and Recreation Review brochure.
2. Set forth editorial guidelines for the ~~City Newsletter.~~ brochure.

POLICY

1. The Legislative and Public Affairs Manager or her/his designee shall be responsible for overseeing and editing articles in the Community News section of the brochure. ~~The City Manager shall be responsible for overseeing the publication of the City Newsletter.~~

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
CITY NEWSLETTER GUIDELINES COMMUNITY NEWS GUIDELINES	000-6	9/1/85 <u>Rev.12-06-04</u>	2 of 4 2

1. A Community News committee, consisting of representatives from each City Department, shall provide articles to the Legislative and Public Affairs Manager or her/his designee per the Working Brochure Timeline created by the Recreation Division, Central Services Division, and City Manager's Office. The Community News Committee shall be advised of upcoming submittal deadlines for each brochure by the Legislative and Public Affairs Manager or her/his designee in a timely manner. ~~Items for inclusion in the City Newsletter may be submitted by members of the City Council, staff, civic organizations, or members of the community.~~
2. Topics for inclusion in the Community News section shall be limited to information items pertaining to municipal services; special events and upcoming projects; actions of the City Council, appointed commissions and committees; explanations of Municipal Code sections; and public safety reminders. ~~Topics to be included in the Newsletter shall be limited to information items pertaining to municipal services, special events, and actions of the City Council, appointed commissions and committees.~~
3. Articles included in the ~~Newsletter~~ Community News shall not promote or highlight individuals except to commend exceptional contributions by those duly recognized by the City Council.
4. Quotes by the City Council, commission/committee members and City staff in articles included in the ~~Newsletter~~ Community News, shall be prohibited.
5. Photographs of the City Council in the ~~Newsletter~~ Community News shall include all members.
6. The ~~City Newsletter~~ Community News shall not contain any reference to political, ethnic, or religious organizations or affiliations.
7. The Legislative and Public Affairs Manager and/or her/his designee shall review all articles for grammar, spelling, and clarity. All articles shall include a department or division and contact number for further information. Editing shall also include condensing of information, as necessary for brochure space limitations, and ensuring the provisions of this Policy are met.
8. The Legislative and Public Affairs Manager and/or her/his designee shall coordinate the Community News section with both Recreation Division staff overseeing the Recreation Review section, and Central Services staff overseeing production and distribution of the quarterly brochures. All reviewed articles shall be submitted to Central Services staff in a timely manner.

CITY OF COSTA MESA, CALIFORNIA
COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
CITY COMMUNITY NEWS GUIDELINES	000-6	9-1-85 Rev. 12-6-04	1 of 2

BACKGROUND:

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PURPOSE:

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1. Establish an orderly process and assign responsibilities for preparation of the Community News section of the Community News & Recreation Review brochure.
2. Set forth editorial guidelines for the brochure.

POLICY:

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COUNCIL POLICY

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CITY COMMUNITY NEWS GUIDELINES	000-6	9-1-85 Rev. 12-6-04	2 of 2

Office. The Community News Committee shall be advised of upcoming submittal deadlines for each brochure by the Legislative and Public Affairs Manager or her/his designee in a timely manner.

1. Topics for inclusion in the Community News section shall be limited to information items pertaining to municipal services; special events and upcoming projects; actions of the City Council, appointed commissions and committees; explanations of Municipal Code sections; and public safety reminders.
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4. Photographs of the City Council in the Community News shall include all members.
5. The Community News shall not contain any reference to political, ethnic, or religious organizations or affiliations.
6. The Legislative and Public Affairs Manager and/or her/his designee shall review all articles for grammar, spelling, and clarity. All articles shall include a department or division and contact number for further information. Editing shall also include condensing of information, as necessary for brochure space limitations, and ensuring the provisions of this Policy are met.
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