

POLICY NAME: Newsletter Publication

1. Purpose

- 1.1. This policy describes the purpose, permissible content and frequency of the Deer Lake United Church newsletter. It also summarizes the process and tools used in producing the newsletter.

2. Scope

- 2.1. This policy applies to the members of the Communications Committee who produce the newsletter, and all persons who submit material to be published in the newsletter.

3. Policy Statement

- 3.1. The purpose of the Communications Committee is to promote and report on life and events at DLUC. The DLUC newsletter, *Lakeshore Lines*, is the committee's primary medium for this. The committee strives to strike a balance of thought-provoking and entertaining content of interest to everyone who has a link to DLUC: congregation members (past and present), guests and visitors to DLUC, and friends and family of DLUC members.
- 3.2. **Acceptable newsletter content** is anything relating to life and events at DLUC and to Christian life and values in general. This includes, but is not limited to, advertisements, articles, biographies, cartoons, columns, drawings, editorials, inspirational stories, jokes, letters to the editor, personal stories, photographs and poetry. Items relating to topics of interest or concern to the United Church of Canada in general or Westminster Presbytery will be considered, as will items relating to Burnaby and the Deer Lake area. However preference is always given to items specific to DLUC and members of its congregation.
- 3.3. **Unacceptable content** includes commercial advertising and discriminatory or offensive material.
- 3.4. **Editorial licence.** The Communications committee is solely responsible for deciding what does and does not get published in the newsletter. It reserves the right to refuse content that it finds irrelevant or offensive or that does not fall within this publication policy. Submissions may not be published due to space restrictions or other considerations the Committee believes are relevant for a particular issue. Submissions may be edited for any reason at the discretion of the Communications Committee.
- 3.5. **Frequency of Publication.** The Communications Committee publishes *Lakeshore Lines* four times per year. The Committee will provide the Church Secretary with clean copy ready for reproduction no later than the Tuesday preceding the date of distribution. This will provide the Church Secretary with time to order or produce photocopies, and to have them folded and stuffed in time for distribution, as follows:
- 3.5.1. Fall Issue distributed the first Sunday in October (1st to 7th)
- 3.5.2. Pre-Christmas Issue distributed the first Sunday of December (1st to 7th)
- 3.5.3. Pre-Easter Issue distributed half way between the AGM (second Sunday in February) and Easter

Warning – Uncontrolled when printed! The current version of this document is kept on the DLUC office PC.

Authorized by: DLUC Board

Staff position or organization responsible for authorising the policy

Maintained by: [Communications committee Chairperson]

Staff position responsible for keeping the policy up to date and error free

Approval Date: [2006/06/20]

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3.5.4. Pre-Summer Issue distributed the second Sunday in June (8th to 14th)

3.6. **Production Techniques.** The Communications committee produces *Lakeshore Lines* using Microsoft Word 2000 or newer version. The use of a Word template ensures a consistent, standard layout.

4. Definitions

4.1. **DLUC:** Deer Lake United Church.

4.2. **Lakeshore Lines:** The current name of the DLUC newsletter

5. Responsibility / Owner

5.1. The Chair and members of the Communications Committee are responsible for ensuring that this policy is kept up-to-date and adhered to.

6. Legislative Context / External References

6.1. None.

7. Associated Documents / Internal References

7.1. None.

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