

TOWN OF STRATFORD - COUNCIL POLICY			
Name:	Newsletter and Annual Report	Policy Number:	2006-ED-01 (tab 9)
Committee:	Economic Development	Approval Date:	April 12, 2006

1. Purpose

This policy is intended to co-ordinate the dissemination of information to residents by way of newsletters, Town publications, and the Town of Stratford Annual Report. For the purpose of this policy, the Town includes the Stratford Utility Corporation, Business Park Corporation, all standing and special committees of Council, and all other entities of the Town.

2. Definitions

- a. “newsletter” means a printed report issued at regular intervals containing news and information of interest to residents.
- b. “annual report” means the annual printed report issued once a year reviewing the previous years’ activities of the Town as well as plans for the next year”.
- c. “publication” means printed report, special bulletins/notices, and information that is to be conveyed to the residents and businesses excluding advertisements and radio/television notices.

3. Policy

There shall be three newsletters prepared and distributed to all residents and businesses of the Town of Stratford. These newsletters will be distributed on the following basis:

- Mid January - General Town Newsletter & Winter Carnival Schedule of Activities
- Mid June - General Town Newsletter and Canada Day Schedule of Activities
- Late September- General Town Newsletter

There shall be one Annual Report prepared and distributed to all residents and businesses of the Town of Stratford in April of each year.

4. Publication Deadlines

All newsletters shall include information submitted for dissemination by Council, Stratford Utility Corporation, Standing Committees, Special Committees, and Community Groups. Council reserves the right to edit all information submitted and to direct the format of the newsletter. The Chief Administrative Officer of the Town shall be responsible for the preparation and distribution of all Town newsletters, annual reports and publications. The parties as noted above shall be advised of this policy and must adhere to the following strict deadlines for submission of information. Information received after the deadline will be included in the next newsletter edition.

Newsletter Edition	Deadline
January- General Town Newsletter	January 5 th
April - Annual Report	March 1 st
June - General Town Newsletter	May 1 st
September - General Town Newsletter	August 23 rd

5. Distribution:

The Town of Stratford will utilize Town of Stratford Community Groups, whenever possible, to distribute Town newsletters, publications, and annual reviews. Newsletters and annual reports will be distributed to all residences (single family, duplex, and multiple family) and businesses located within the Town. Community groups distributing Town newsletter will be reimbursed \$500.00 to deliver one newsletter and \$700.00 for two or more newsletters. If a flyer is inserted into the newsletter an additional \$125.00 will be paid.

Companies or community groups distributing Town newsletters, publications, and annual report must:

- a. Deliver said newsletter, publications, and annual report within three days of conveyance from the Town to the company or community group;
- b. Whenever possible the newsletter and annual reports will be placed in residence and business mail boxes or doors;
- c. Not distribute newsletters, publications, and annual reports on Good Friday or Easter Sunday;
- d. Ensure that they are familiar with the boundaries of the Town to ensure delivery to every residence and business in the Town; and
- e. Report to the Town any circumstance that would prevent them from delivering to every residence and business in the Town.