

CITY OF WAUPUN, WISCONSIN
COMMUNITY NEWS LETTER GUIDELINES AND FORMAT



TIMELINE & DISTRIBUTIONS

Submissions are due every Thursday at 5:00 pm for the following week. **Weekly distributions** through MailChimp will be every Monday morning at 10:00 am; physical printed copies will be provided at City Hall. HTML formats of the newsletter will take the place of the old PDF newsletters on the city’s website.

<u>Sunday</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>
	Distribution of Newsletter (10:00 AM)		Analytics Report Reviewed	Submission Deadline (5:00 PM)	Formatting & Design Approval & schedule of distribution (4:30 PM)	

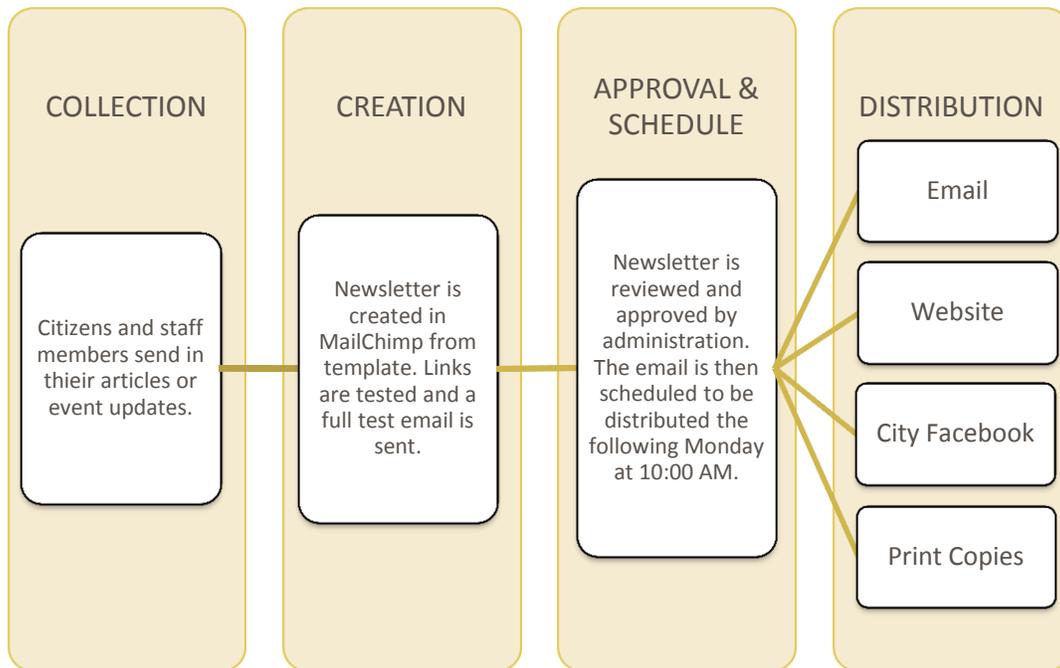
NEWSLETTER FORMAT

The community newsletter will be organized into the following areas:

- **THE MAYOR’S OFFICE** – a weekly review on the state of the City and significant updates that the mayor sees fit.
- **CITY DEPARTMENTS** – updates on various changes, notices, or projects that a municipal department is doing. Usually written by a department head.
- **COMMUNITY SPOTLIGHT** – general wide-spread news articles that affect the community as a whole (special programs, impacting changes, general information, etc.)
- **EDUCATION & SCHOOLS** – updates and special articles written by educational intuitions such as CWC and the school district.
- **PRESS RELEASES** – official public press statements from City Hall.
- **UPCOMING EVENTS** – promotion of community events that affect a majority portion of the city and are open to the public.

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CREATION FLOW CHART



CRITERIA FOR ARTICLES, EVENTS, AND ADVERTISEMENTS

- Articles and events are to showcase our community as a whole in a positive manner that will promote the City of Waupun’s assets. The primary objective of the community newsletter is to spread information and valuable content from community leaders to citizens. Sharing of other content and news comes second to this primary objective.
- No job announcements allowed.
- Out of area event requests and any other “out-of-the-ordinary” requests are subject to approval by city administration.
- Please include photo credits so they can be published with their respective photograph.
- City administration reserves the right to not publish any material they deem unnecessary or inappropriate.

SUBMISSIONS AND CONTACT

Submit any relevant material or express your feedback/questions by contacting the community newsletter staff at communitynews@cityofwaupun.org.