

## Village of Roselle Publication Policy

### Section 1: Summary and Purpose

The Village of Roselle is committed to delivering information to the public that is clear and timely, and that promotes two-way communication between Village officials, residents, business owners and other various stakeholder groups. The fundamental purpose of the Village's print and electronic publications, including the *Roselle Reporter* newsletter, web site, *E-News* electronic newsletter, cable access channel, news releases, signage, bill stuffers, and others, is to communicate public information pertaining to municipal services, policies, and activities, and to enhance interaction between the Village and the community.

### Section 2: Guidelines

The Village's print and electronic publications shall be used to provide objective information to the public concerning municipal services, priorities, policies, and programs to achieve the overall goal of providing clear and timely information to all stakeholder groups.

Non-municipal community news, as defined in the following bullet points, may also be included in the Village's publications to further foster community interest and involvement. Information regarding non-municipal community news shall only be published if one of the following criteria is met:

1. The Village is a co-sponsor of the program or event, or the organization sponsoring the program or event receives direct financial support from the Village;  
Examples:
  - a. Rose Festival/Rose Parade/Run for the Roses
  - b. Gazebo Concerts in the Park
  - c. Roselle History Foundation programming
2. The information is intended to inform residents of services and programs of other governmental agencies or utilities serving the greater Roselle community;  
Examples:
  - a. DuPage County/Cook County
  - b. Bloomingdale Township/Schaumburg Township
  - c. Nicor/ComEd/Comcast/AT&T
  - d. Local School Districts
  - e. Local Park Districts
  - f. Local Library Districts
3. The program or event is sponsored by a not-for-profit agency or organization;

Examples:

- a. Roselle Lions Club
  - b. Bloomingdale-Roselle Rotary Club
  - c. American Legion/Auxiliary
  - d. Friends of the Roselle Library
  - e. Western DuPage Special Recreation Association
  - f. Stepping Stones
  - g. Religious organizations offering community programming
    - Trinity Lutheran Church Community Clinic
    - Knights of Columbus Christmas Tree Sale
4. The Village has a vested interest in promoting the service, program or event, including the promotion of tourism and industry within the community.

Examples:

- a. Roselle Chamber of Commerce programming
  - b. Main Street Market
  - c. Cruise Nights
  - d. Woodfield Chicago Northwest Convention Bureau
5. In order to promote economic development and foster a positive economic climate within the Village of Roselle, electronic and print publications produced by the Village of Roselle may contain factual messages that promote local business activities.

Municipal news from the Village of Roselle shall always take first priority within all of the Village's print and electronic publications. The Village of Roselle reserves the right to edit any messages submitted for publication by other organizations.

### **Section 3: Restrictions or Exceptions**

Due to the varying nature of the Village's communication media, some restrictions or exceptions may apply. For example:

1. Utility bill messages/inserts and news releases shall only contain information about municipal services, programs and events provided or sponsored by the Village of Roselle.
2. To provide for a united voice for the Village of Roselle's elected officials, the Mayor shall serve as the official spokesperson for the Village Board.
3. The "Mayor's Message" column in the *Roselle Reporter* newsletter and on the Village web site may contain commentary or other subjective information.
4. Local business activity information shall not be included on the Civic Sign at the Roselle Train Station.
5. As additional communication media are adopted, policies will be reviewed and updated as needed.

**Section 4: Prohibitions**

Print and electronic publications produced by the Village of Roselle are not to be used for advocating support for a particular issue or individual, including but not limited to the endorsement of any ballot measure or candidate for public office. Village publications will not be used for any purpose that constitutes libel, slander, invasion of privacy, violation of trademark or copyright, or that may violate any local, state, or federal law, including FCC regulations.

**Section 5: Responsibility**

The Village Administrator is responsible for administering the *Roselle Reporter* newsletter, web site, *E-News* electronic newsletter, news releases and utility bill messages/stuffers. The Village Clerk is responsible for administering the Metra Train Station sign owned by the Village and for cable access channel 6.

Adopted by the Village Board  
May 10, 2010

Amended by the Village Board  
March 26, 2012

## **Village of Roselle Publication Policy**

### **Appendix A: Business Promotion in Village Publications**

#### **Section 1: Summary and Purpose**

In order to promote economic development and foster a positive economic climate within the Village of Roselle, electronic and print publications produced by the Village of Roselle may contain factual messages that promote local business activities.

#### **Section 2: Guidelines**

The Village's print and electronic publications may be used to provide local business news based on the following per-publication guidelines.

##### **Section 2.1: *The Roselle Reporter* Newsletter**

1. *The Roselle Reporter* may contain factual information about the opening of a new business in Roselle.
2. *The Roselle Reporter* may contain factual information about a special community-based event sponsored by a local business.
3. The "Think Roselle First" business section may contain a local business feature. The featured business shall be chosen by a committee comprised of the Mayor and Village staff.
4. The "Think Roselle First" business section contains advertisements from local businesses. New advertisements accepted after May 1, 2009, shall come from local Roselle-based businesses.
5. The "Mayor's Message" column may contain subjective information about the achievements of local businesses.
6. Individual business promotions, including but not limited to sales, business-based fundraising events, or celebrity appearances, shall not be included in *The Roselle Reporter*.

##### **Section 2.2: E-News Electronic Newsletter**

The Village's E-News electronic Newsletter may be used to provide local business news based on the following guidelines.

1. E-News may contain factual information about the opening, expansion, or relocation of a business in Roselle, including, but not limited to news related to build-out and grand opening or re-opening.
2. E-News may contain factual information about a community-based special event sponsored by a local business.
3. E-News may contain factual information about a local business that has won an award or accolade, or has achieved a substantial milestone in their industry or in the Roselle community.

4. Individual major business promotions, including but not limited to sales, business-based fundraising events, or celebrity appearances, may be included in Business E-News.

### **Section 2.3: Community Access Channel 6**

1. Messages on Channel 6 may contain factual information about the opening of a new business in Roselle.
2. Messages on Channel 6 may contain factual information about a special community-based event sponsored by a local business.
3. Individual business promotions, including but not limited to sales, business-based fundraising events, celebrity appearances, or individual business advertisements shall not be included on Channel 6.

### **Section 2.4: News Releases**

Information about the opening of new businesses or the expansion or relocation of existing businesses may be included in news releases issued by the Village.

### **Section 2.5: Utility Bill Messages/inserts**

Information promoting local business shall not be included in utility bill messages or inserts sent by the Village.

### **Section 2.6: Civic Sign at Roselle Metra Station**

Information promoting local business shall not be included on the Civic Sign at the Roselle Metra Station.

### **Section 2.7: Village of Roselle Web Site**

Content and linkage related to the promotion of business in Roselle shall be regulated by guidelines established in Appendix B: Web Site Guidelines

Adopted by the Village Board  
May 10, 2010

Amended by the Village Board  
March 26, 2012