

# Messenger Policy



Town of Readfield, Maine

*Adopted: November 13, 2017; Amended: February 26, 2024*

## **SECTIONS:**

Section 1.0 Name of Publication

Section 2.0 Purpose

Section 3.0 General Guidelines

Section 4.0 Articles

Section 5.0 Advertisement

Section 6.0 Authorizations

### **Section 1.0 Name of Publication:**

The name of the publication is known as the Readfield Messenger.

### **Section 2.0 Purpose:**

- 2.1 The purpose of the publication is to inform Readfield's public of the affairs of Municipal boards, committees and commissions on a regular basis;
- 2.2 the Municipal budget and financial information;
- 2.3 the Municipal voting and Town Meeting information;
- 2.4 any Municipal events;
- 2.5 a place for public service information;
- 2.6 limited for-profit businesses promotion.

### **Section 3.0 General Guidelines:**

- 3.1 Municipal boards, committees and commissions will limit their monthly articles to one page unless prior authorization is given for additional space by the Town Clerk or Town Manager.
- 3.2 Nonprofit organizations, such as churches, organizations and community service organizations will be limited to a quarter page unless prior authorization is given for additional space by the Town Clerk or Town Manager.
- 3.3 All content should meet the Rules of Conduct for Public Meetings as approved and amended by the Readfield Select Board.
- 3.4 All content is subject to review and approval from the Town Clerk, and Town Manager as appropriate.

### **Section 4.0 Articles**

- 4.1 Articles should be relevant to Municipal government or civic activities in the Town of Readfield or surrounding area.
- 4.2 Articles should be submitted by Municipal officers and officials, duly authorized members of appointed boards and committees, duly authorized representatives of local non-profit organizations.
- 4.3 No editorials or letters to the editor.
- 4.4 Articles should not contain political messages with the exception of profiles submitted by those candidates who will be representing the Town of Readfield on the local, state or federal levels.
  - a.) Local candidates may only submit profiles after they have turned in their nomination papers to the Town Clerk.
  - b.) Local candidate profiles must be submitted by the candidate.
  - c.) Local candidate profiles should be kept to a few paragraphs.
  - d.) Candidate profiles will be requested by the Town Clerk in advance of an election and profiles must be submitted by the stated deadline.

4.5 Picture submissions need to be submitted as a digital image file and the submitter is responsible for acquiring the authority to use someone's likeness or picture.

4.6 Articles and/or ads need to be submitted as pdfs or *text* documents.

4.7 Submissions, if sent by e-mail, should be sent as an attachment.

**Section 5.0 Advertisement**

5.1 Paid advertising is permitted and encouraged as it offsets the cost of printing and distributing the Messenger.

5.2 Advertising for non-profit organizations, governmental organizations, public service agency or other agency, may be provided free of charge as space is available.

5.3 No political profiles are allowed with the exception of local, state or federal candidate's profiles of which there will be no charge if the ad falls under the guidelines of section 4.4.

5.4 Ad prices will be set by the Select Board under their miscellaneous fees authorization policy.

5.5 Ad prices will be set by size, either a standard business card or the portion of a full page the ad occupies.

5.6 All ads will be paid for in advance of the publication of the ad.

5.7 No political advertising permitted.

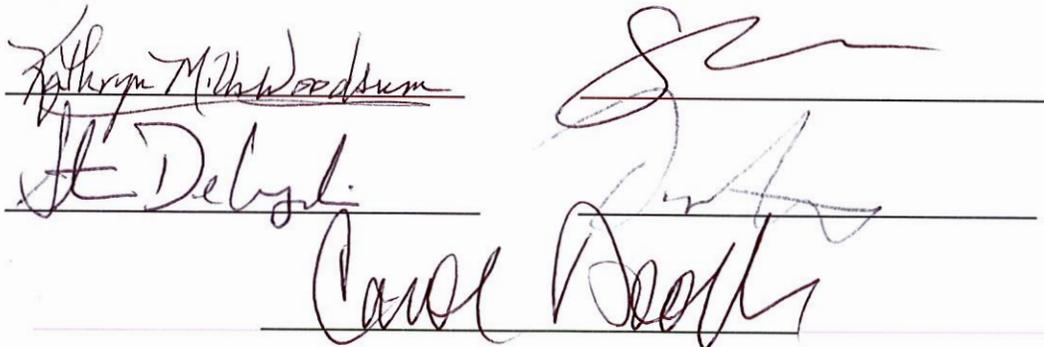
**Section 6.0 Authorizations**

6.1 The Town Clerk is responsible for determining any charges for ads as stated in Section 5.0 Advertisement.

6.2 The Town Clerk is responsible for the production of the publication each month unless otherwise directed by the Town Manager.

6.3 The information contained in and the supervision of producing the publication.

Date amended & approved by the Select Board: February 26, 2024



Attested as a true copy; Kristin Parks, Town Clerk,  
February 27, 2024

