

## TOOELE CITY ADMINISTRATIVE POLICY

# Newsletter Policy

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### 1. PURPOSE

- a. The purpose of this policy is to establish a uniform procedure governing the development, content, approval, and distribution of the Tooele City Newsletter.
- b. This policy ensures that the newsletter is accurate, consistent, legally compliant, and aligned with the objectives and priorities of Tooele City.
- c. This policy is intended to prevent excessive requests from private groups, perceived endorsement of private interests, and the risk of misalignment with City priorities.
- d. Under this policy, the newsletter should work towards fulfilling Tooele City's mission: *"We provide required and essential services to maintain a safe, clean, and healthy City. We also strive to provide enriching amenities and services that enhance the quality of life for our residents in a fiscally responsible manner."*

### 2. SCOPE

- a. This policy applies to all Tooele City departments and employees involved in the drafting, submission, approval, and distribution of newsletter content.
- b. This policy applies to all external entities seeking promotional space in the Tooele City Newsletter.

### 3. NEWSLETTER STATEMENT

The Tooele City Newsletter is an official communication tool intended to inform residents of City programs, activities, decisions, and services. The newsletter will prioritize City-generated content and information provided by approved public-sector partners whose services directly impact Tooele City residents. The newsletter shall not be used to advertise or promote private commercial interests and may not advertise or promote private organizational activities unless approved by the Mayor.

#### 4. DEADLINES AND PRODUCTION CYCLE

- a. All content submissions must be received by the Mayor's Public Relations Team by the second Friday of the preceding month.
- b. The newsletter will be finalized for production on the 20th day of the preceding month.
- c. Distribution will take place at the beginning of the corresponding month and will be distributed through a variety of channels, including:
  - Tooele City Website
  - Official Tooele City Social Media Accounts
  - Email List Serve
  - Water Bill Inserts
- d. Submission of content does not guarantee inclusion in this newsletter.

#### 5. CONTENT STANDARDS

- a. Content should directly relate to programs, services, initiatives, events, public responsibilities, or news within Tooele City. Exceptions outside of the City should be approved by the Mayor.
- b. Content shall be factual, professional, visually appealing, and presented in a clear and concise manner.
- c. Content must align with City Values, including but not limited to: Professional Excellence, Health and Safety, Diversity, Teamwork and Shared Leadership, Effective Communication, Integrity, Community Service and Involvement, and Innovation.
- d. Content must promote public community benefit.

#### 6. AUTHORIZED EXTERNAL CONTENT

- a. Subject to available space in the newsletter, Tooele City may include information from partner organizations that are publicly funded, government-affiliated, or otherwise directly serving Tooele residents. These may include:
  - Tooele County Health Department
  - Tooele County Government
  - Utah Department of Transportation (UDOT)
  - Red Cross
  - Public utilities or improvement districts
  - City-affiliated arts, cultural, or theater organizations
  - Nonprofit organizations formally recognized through agreements or partnerships with the City
- b. When space is limited, authorized external content will be considered on a first-come, first-served basis based on the date of submission. Meeting the submission deadline does not guarantee placement.
- c. Inclusion of external content does not imply City endorsement. Approval is not guaranteed.

## 7. PROHIBITED CONTENT

The newsletter shall not include:

- Promotion for for-profit organizations
- Content benefitting a single individual
- Events, activities, or announcements benefitting a specific private group, club, religion, team, or school
- Political advocacy, endorsements, or campaign-related messaging
- Content inconsistent with City values, objectives, branding, or legal obligations
- Content that violates any local, state, or federal law

## 8. EDITORIAL RIGHTS

- a) The Newsletter is not a public forum.
- b) The Mayor and/or the Mayor's Public Relations Team reserves the right to:
  - Edit submissions for length, clarity, and accuracy.
  - Prioritize City business over partner or community submissions.
  - Decline content that fails to meet policy standards.
  - Determine final publication decisions.



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Mayor Maresa Manzione

5/18/2026

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Date: