SECTION 17
E-MAIL NEWSLETTER

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17.01 Purpose

The City Email Newsletter will be prepared and distributed on a monthly basis to all subscribers to the City of Tumwater's "Newsletter" email group through the Constant Contact email program. It will also be distributed to City employees via City email. The City may consider increasing the distribution to twice monthly. It will also be posted on the City's website. The email newsletter will generally contain 3-5 articles in addition to introductory and summary/conclusion sections. Text, photos, and links to the internet make up the newsletter.

17.02 Procedure

17.02.01   The newsletter will be prepared by the City Communications Coordinator, who may receive article submissions or suggestions from City staff, City Administrator, Council or the Mayor. Editorial control is with the City Administrator.

17.02.02   Prior to email distribution, a preview or "test" version of the email newsletter will be sent to, and reviewed by, the City Administrator, or his/her designee, to ensure that the publication is consistent with the goals and format established by City policy.

17.02.03   A PDF version of each newsletter will be posted on the City website; a link to the Newsletter page will be included in the email version of the newsletter. *(This capability is currently not available and is being developed. When it is available, this provision shall apply.)*

17.03 Content

17.03.01   Mayor's Message. Every third issue may include a brief column for the Mayor's message. Guidelines for this message are as follows:

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a) Mayor's message should not occupy more than approximately 150 words.

b) Messages should focus on announcements of civic pride, congratulations, support, and appreciation.

c) Messages may also include response to topics of particular interest such as pending City issues, staff and City accomplishments, and upcoming challenges. The Mayor's column may not appear for six months prior to the Mayoral election, except that it may appear after the filing period has closed when the Mayor is not seeking re-election.

17.03.02   <u>Profiles</u>. Issues that do not include the Mayor's column will include a profile of a City Department or a City Councilmember. Profile guidelines are as follows:

a) Profiles may not be longer than approximately 200 words.

b) Profiles of councilmembers that are potentially up for re-election may not appear for six months prior to the election.

c) Councilmember profiles may include dates of council term, education and professional background, intergovernmental committee assignments, personal background and interests, and community involvement. Profiles should include a photograph of the council member if possible. Profiles will be developed with input from the profiled Councilmember.

d) Department profiles may include an overview of the department's responsibilities. These profiles should focus on current projects of interest to citizens, recent accomplishments made, and future projects planned. It may include a department photo.

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17.03.03   <u>Calendar</u>. The newsletter may include a calendar of events, or link to a calendar posted on the City website. Events will be limited to City-sponsored events, such as meetings, workshops, recreation classes, and significant civic or publicly-sponsored events.

17.03.04   <u>Polls and Surveys</u>. The newsletter may include within the text, or as an external link, surveys and opinion polls related to pertinent issues.   Examples of appropriate surveys could include: parks and open space planning, sidewalks, Comprehensive Plan, and interest in various emailing lists, etc.

17.03.05   <u>General Guidelines</u>.

a) Articles and stories will avoid quotes, except as part of Mayor's message or a department profile.

b) Articles will avoid multiple references to particular staff members, except in the case of announcing a particular hiring, accomplishment or notable achievement. Emails will avoid references to specific authorship, and should generally appear instead to be from the City as an entity. In some situations, it may be appropriate to have an article or message come from a specific part of the City in order to help market or add emphasis to a program. For example, Tumwater Valley Golf Course invites players, or the Tumwater Police Department is asking for your help to catch a criminal.

c) A mix of text and photos should be used to highlight various items and provide visual interest. Article design should be relatively short and use links to other sources for readers who want detailed information. Articles should be timely and relate to the month prior or month following the publication.

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    d) Examples of acceptable content

        1) Information
          i. Tumwater Police to focus on preventing cell phone use and texting while driving.
          ii. Questions and answers about building permits.
          iii. Ballot drop-off information/locations.
          iv. Utility Bill format changes.
          v. Listing of key City phone numbers.
        2) Recognition/Celebration
          i. City receives award for Budget Document.
          ii. 3 new firefighters join the department.
          iii. New neighborhood park opens near Tumwater Middle School.
          iv. City hires Communications Coordinator from existing staff.
          v. Old Town Center welcomes new child care center to its 2nd floor.
          vi. City breaks ground on Police Department expansion.
        3) Announcement
          i. City Council welcomes new members.
          ii. Fire Department Open House June 4.
          iii. Stream Team coordinates volunteer projects and workshops in June.
          iv. Police offer Cyber-bullying prevention presentations to TSD schools.
          v. Public Safety levy on August ballot .
          vi. Other promotional items such as "10 ways to Preserve our Quality of Life."