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I. Mission:

The goal of the Communications Policy is to develop a unified and efficient way to provide information to the community. While still in the process of being fully built out, it consists of numerous communications properties (Monthly Buzz, Borough Website, Borough Facebook Page, TV35, and the Online Events Calendar.) It is possible that the various properties will grow or contract as needed. To fulfill the goal of providing unified and efficient information to the community.

II. Submissions to the Event Calendar

A. Generally

1. The Communications Committee aims to build an Events Calendar that provides residents a way to view both official borough events and other community events. Presently, the focus of the Events Calendar policy pertains only to the Monthly Buzz, as this is the marquee property within the borough and can fill in this policy as necessary as other features of the Events Calendar may be established.
2. Goal: To balance the effort of providing information to the residents while balancing the reality that the Monthly Buzz is of a limited space and in order to

serve the entire community, we must create limits to serve everyone fairly.

B. Community Organizations

1. Community Organizations Only. A Community Organization shall be defined as a charitable, service, nonprofit, community, or other group that:
 - a. is headquartered or otherwise registered as such within the Borough of South River (parent organizations will serve as an umbrella for all organizations subsidiary to that organization to prevent abuse of this definition);
 - b. is holding an event that is generally open to the public within the boundaries of the Borough of South River; or
 - c. is hosting an event that, in the judgment of the Communications Committee, furthers the goals of community building for residents of the Borough of South River.
2. Details Regarding Event Submissions. In order to ensure that we are fulfilling our mission, we generally welcome event submissions but have aimed to provide several reasonable restrictions. The following policies have been adopted:
 - a. Two Events Published Calendar Year. We have a great number of organizations in our

Borough and ask that in order to fairly accommodate all of them, organizations may submit many events, but that no more than two (2) events be submitted for publication in the Monthly Buzz in any calendar year.

- b. Priority. Publication priority will be placed on official borough events, first submissions from organizations, date of event, and the timeliness of the submission. The Monthly Buzz is extremely space constrained and is published 12 months per year. We aim to provide fairness and the most proximate dates to our residents each issue. Ultimately, it is a Borough publication and the Communications Committee shall be the determiner regarding any decisions due to space constraints.
- c. Format. Appendix A outlines and provides examples of how to submit events to ensure efficiency and transparency.
- d. Time. The Monthly Buzz operates on a strict schedule and to accommodate and respect this timeline, all submissions must be received prior to the deadline to ensure proper placement. Please see Appendix B for details on the timing.
- e. Placement. Although publication is only relevant to the Monthly Buzz, Community Events submitted to the Events Calendar will eventually appear in other locations. As our

communications efforts expand, they will also reside on the Borough Community Calendar (once relaunched), along with the TV35 Facebook Page and the TV35 Community Bulletin Board. These items are pending completion of the integrated communications efforts. We will make every attempt to presently honor as much of these efforts as possible, but until full integration, placement in these locations may experience some technical challenges.

III. Advertising

- A. Generally. Ads must not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition. Advertisements must not contain content that exploits controversial political or social issues for commercial purposes. We reserve the right to object to any commercial, obscenity, or other types of restricted speech deemed impermissible. This would include content that may be harmful to children which means content that explicitly encourages purchase of tobacco, alcohol, gambling, pornographic material, obscenity, firearms and other weapons, federally controlled narcotics, or any other item that is legally prohibited within the borders of the Borough of South River. A specific carve out shall be made advertising events that serve alcohol that are ancillary to the event, so long as the advertisement's purpose is not to specifically encourage consumption of alcoholic beverages and the

event abides by applicable rules pertaining to serving and consumption of alcohol.

- B. Who may advertise. The following entities may advertise within the Monthly Buzz.
1. South River Community Organizations defined in Section (B)(1) above.
 2. South River businesses with a significant relationship to the South River community. (Significant relationship to the South River Community is defined as possessing a valid EIN# and focused on South River residents, properties, or corporations existing within the boundaries of SR. Geographically, this shall be defined as businesses within the borders of the Borough of South River along with businesses within 0.5 miles from South River).
- C. Costs. The Monthly Buzz aims to be a cost neutral service to borough residents. As a result, we see monetization as a way to pay for publication. To see the full details regarding the cost and size of advertisements, please see Appendix.
- D. How to Submit. See Appendix A.
- E. Time. See Appendix B discussing details of timing.

IV. Borough Departments and Commissions

- A. Generally. We encourage the various Departments and Commissions to provide relevant updates and events for

us to highlight in the Monthly Buzz, the Borough Website and other communications properties.

- B. How to Submit. See Appendix A for instructions for submissions to the Events Calendar, Department/Commission submissions, and Department/Commission website changes.
- C. Time. See Appendix B discussing details of timing.

Appendix A. Submissions

- A. Generally. Submissions must be presently conducted by email to ensure that the digital files are able to be uploaded to our templates for ease of processing. An online form will eventually be available for this process. Until then, please make all submissions to communications@southrivernj.org.
- B. Type of submissions
 - 1. Events Calendar. Please follow the directions provided on and fill out form C-1
 - 2. Advertisements. Please follow the directions provided on and fill out form C-2.
 - 3. Department/Commission submissions. Please follow the directions provided on and fill out form C-3.
 - 4. Department/Commission website changes. Please follow the directions provided on and fill out form C-4.

- C. Format. We ask that you follow the format provided. In addition to the forms, you can also visit <http://southrivernj.org/communications/policy/> to download templates. We encourage usage of these templates to make it easier for you and to allow us to include you in a “submit once, appear anywhere” placement.
1. Events Calendar. Submission to the Events Calendar requires three items:
 - i. C-1 Form. Complete the Included Form.
 - ii. Event Image. An Event Image is an 2400 pixels (W) x 888 pixels (H) (8.00” (W) x 2.96”(H)) image. This image will be what is published in the Monthly Buzz. There are additional specifications of the Event Image to ensure that it works across a variety of mediums including the Website Events Calendar, the TV35 Facebook Page, and TV35 Bulletin Board.
 1. Templates. Multiple Templates can be found at:
<http://southrivernj.org/communications/policy/>.
 2. Additional specifications. While the image is 2400 pixels x 888 pixels (8.00” (W) x 2.96” (H)), there is a safe area of 1570 pixel x 696 pixel

(5.233” (W) x 2.32” (H)), which means there is padding of 415 pixels (1.383”) on the left and right and 96 pixels (0.32”) on the top and bottom. This is necessary to accommodate mobile and alternative formats. All necessary details (time, date, title, etc.) should be included inside this safe area.

3. File Format. The file must be submitted in .jpg, .png, or .pdf format.

iii. Event Flyer. An Event Flyer is a physical 8.5” x 11” flyer to be hung in relevant Borough spots.

1. Requirements. A Sample Event Flyer template consists of the following:

- a. Event Image. See above

- b. Details. All relevant info.

- c. Sponsoring Organization Information. Contact information and organizational logo.

2. Templates. An Event Flyer template and examples can be found at <http://southrivernj.org/communications/policy>.

3. Department/Commission Submission. We ask that Departments and Commissions submit short blurbs with the focus and goal of serving residents and informing them of

opportunities available to them.

Appendix B. Timing

A. Generally. The Monthly Buzz is published 12 times annually. To ensure sufficient lead for publication, please note the following dates:

1. Print Deadline. Each Monthly Buzz goes to print on the 27th of the prior month. (January Monthly Buzz goes to print December 27th.)
2. Publication Span. The 11th to the 11th of the next Month (January Monthly Buzz is published in the electric bill from January 11th to February 11th.)
3. Submission Deadline. To be considered for inclusion in the desired issue, we must receive the final version of the submission a full two “Print Deadlines” dates prior to the desired issue to be featured in. (For instance, If your event is April 15 and you want your event published in the March issue, which is published from March 11 - April 11, the submission must be received by January 27th.)

Appendix C. Advertising Details

A. Price. A single month Monthly Buzz advertisement comes in two (2) sizes. Presently, there are only nine (9) advertising spaces per issue.

1. Single. Single advertising spaces will be \$75 per month.
2. Double. Double advertising spaces will be \$200 per month.

B. Specifications.

1. Single. Single advertising spaces will be 810 pixel (W) x 300 pixel (H) (2.7" (W) x 1" (H)).
2. Double. Double advertising spaces will be 810 pixel (W) x 600 pixel (H) (2.7" (W) x 2" (H)).
3. Required Text. The advertising entity must be clearly identified in the advertisement.

Appendix D. Miscellaneous

- A. "Submit once, post everywhere." We eventually want to get to a place where you can submit once, and have that post be used everywhere in a variety of different formats.
- B. The Events Calendar will eventually have a home on the borough website that will use facebook style events that sync with the website using a backend program to manage this.
- C. Since the format of Event calendar submissions follow facebook guidelines, this allows us to have organizations submit once and have it appear in multiple locations.
- D. The Borough Facebook page should likely be viewed as strictly within the ownership and control of the Borough and only being used for official borough information. However, the new TV35 Facebook page is designed to be a place for "community news, sports, and pride." I think that we could eventually begin experimenting with publishing community events using that page, tying that



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to the Monthly Buzz submissions.

- E. In the way, the TV35 community calendar can be significantly enhanced if we were to use the submissions from the Monthly Buzz and post them on TV35 as well.