

GREAT NEWS MEDIA

LEADERS IN COMMUNITY FOCUSED MARKETING

Newsletter Editor's Submission Guidelines

We at Great News Media (GNM) are pleased to provide our many partnering communities with vibrant, high-quality, monthly newsletters, delivered to households and community centres each month.

Our team edits, compiles, designs, prints, and coordinates delivery of community newsletters throughout the city's four quadrants and surrounding areas. We strive to connect community associations, residents, and local businesses with insightful content and information pertinent to their neighbourhoods, and the greater Calgary area.

The following is an explanation of our submission process and guidelines. Please ensure that all of these elements are included in your community's newsletter submission. The Great News Media editorial department reserves the right to refuse submissions that do not meet these criteria.

Copyright Policy

Great News Media will not reproduce any content without the written consent of the original author and/or artist. The right to publish a copyrighted image or article is controlled by the copyright owner, so each copyrighted image or article that is used must have expressed written permission or fall within an exception to the general copyright statute, such as public domain, fair use, or open access. Any legal measures taken against Great News Media for the inclusion of potentially copyrighted materials will then become the responsibility of the group or individual who provided said materials to Great News Media.

Editing Content for Great News Media Newsletters

Receive and Format Files

The newsletter editor is the GNM editorial department's sole contact, and, as such, is responsible for submitting content each month. We will not accept content from your contributors in the community or on the board, so please ensure that you are submitting the entire newsletter's contents, which have been submitted to you. Note that all content must be sent at once to ensure that no content is missed. There is no guarantee that late submissions will be accepted.

As you receive the content that you plan to submit, please note that we accept the following file formats **only**:

Word – Times New Roman font, 12 point.

Newsletter editors are expected to line edit submissions from the community’s contributors for grammatical and factual errors, as well as other editorial considerations that may vary from community to community. Logos are **not** permitted to appear in editorial content, unless they are the community or resident associations’ branding.

JPG – 300 DPI or higher, and 2.87 x 3.62 inches or 6 x 7.5 inches.

All images and photos must be sent separate from the file it accompanies. Do not embed pictures into Word documents. When receiving pictures, images, or graphics of any kind, please do your utmost to ensure that they are of publishing quality. Images of lower quality may be refused. Please see page 5 for cover photo size requirements. If you do not have permissions to use a copyrighted image or document, **do not** submit it, as fines issued will then become the responsibility of the group or individual who submitted said documents. If you’re unsure, consider using free content on sites like: creativecommons.com, unsplash.com, or pexels.com.

When submitting pictures of children or a minor, please make sure that you have direct, express permission to submit the picture from the parents or guardian of that child or minor. Any pictures of children or minors received by Great News Media are assumed to have been sent with the permission of the parent or guardian. Great News Media is not responsible for any laws violated or failure to receive permission therein.

PDF – Prefer JPGs to PDFs when possible.

PDFs will not be accepted as articles or other text-heavy items because they cannot be properly formatted to be printed. Ensure that PDFs are not password protected, match the specs for JPGs, and are saved at the highest resolution possible.

File Naming Conventions

Files are required to be prioritized for your GNM editor to discern which are high and low priority in that month’s submission. Please sort and name the files in numeric order according to priority followed by a description of the file contents. When you have JPGs or other files that are associated with a particular article, name them numerically the same.

Example:

- 01 President’s Message.doc
- 01 President’s Message photo.jpg
- 02 Board of Directors’ Message.doc
- 03 Stampede BBQ.pdf
-
- 13 Safety in your neighbourhood.doc

Do not send files that are not named to indicate what they contain. Files with names such as “098_000067” or “June_community_bob” may be overlooked, so it is important that they are named accordingly.

These file naming conventions will eliminate the need for your GNM editor to contact you to clarify what will be cut, which can often take multiple days, further delaying the production of your newsletter.

Edit List

Using the previous month's newsletter as a reference, go through page by page making notes in the edit list as to what community content repeats, what is deleted, and what will need small edits. Please disregard all content that wasn't submitted by the community. If you do not have access to a hard copy of the newsletter, please see your community's latest digital copy at mycalgary.com/magazines/.

Example:

Page	Contents	Action	New File
Page 3	Officers and Directors	repeat	
Page 3	Editorial Deadline	edit	02 – Editorial Deadline
Page 4	BTCA memberships	edit	05 – BTCA Memberships
Page 5	President's message	delete	
Page 6	It's Happening in BT	repeat	
Page 7	Community Hall Rental	repeat	

(Etc. until you have reached the end of the newsletter. Please not that this is just an **example** and that your edit list may look different and include different content.)

Items under "Action" that require edits will need a brief explanation, please create "Edit list notes:" underneath the list.

Example:

Edit list notes:

Page 3: Update Lacey's phone number to 403-555-1234.

Page 6: Please change the location of the picnic to 821 Bonaventure Ave SW.

The edit list notes are the place to address any layout requests, editorial concerns, or general instructions. If you have questions, please include those in the submission email so that we can address them to begin with.

Do not resubmit files that are in the current newsletter, rather, indicate "repeat" in the edit list. This eliminates redundancies and should always be avoided.

If there are small changes to an item, indicate this in the edit list and include in the edit notes. If, for whatever reason, we do not have the original files of a repeated item, we will request them.

When submitting changes to a long document or programs list, please highlight the changes. This will save time and reduce the likelihood of errors.

Page Count

Page count availability in each newsletter is dependent on the advertising revenue it generates for that particular month, so the amount of space available for editorial varies, and occasionally, we may not be able to include all the content that has been submitted. In these cases, we will cut the

content from the bottom of the numerically labelled files. Please carefully consider what is and is not absolutely necessary to your newsletter and make sure it is prioritized accordingly. For example, “13 Safety in your neighbourhood” is lowest priority and will be cut first, followed by item 12, 11, etc.

Word Count

Please encourage your contributors to write between 300 to 600 words. 300 words is approximately half of a page and 600 is a full page; including photos decreases the available space and word count. Writing succinctly is almost always the best method to get a message across, and we reserve the right to edit for content and length, if necessary. Please also note that submissions of 800 words or greater may be refused or edited for length.

Advertising vs. Editorial Content

Great News Media is proud to partner with community associations and support efforts to unify and advocate for residents. This partnership applies to the associations and the activities that directly fund and support them. Although there are many engaging and rewarding events, programs and businesses in the community, our purview is to publish events and programs that occur at the community centre/hall. Community events outside of the hall may be considered if admission is free, but this will be up to the discretion of the editor who must consider the editorial to ad ratio and any conflicts of interest.

For example, soccer leagues run out of the community hall are acceptable editorial content, external for-profit soccer league ads are not; seniors’ group programming offered at the CA is acceptable content, paid seniors’ group programming offered at the local church is not.

Editorial content is informative, educational, or entertaining, such as news, reports, editor’s comments, letters to the editor, photos of an event, a column presented by a subject matter expert, city and zoning notices, entertainment such as games, comics, and caricatures. Editorial content is not promotional and does not promote any business or organization’s services, products, brands, or websites. Editorial Content does not include calls to action (a marketing strategy which promotes and encourages a response or behaviour from an audience regarding a product, service, or event). For example, fundraisers and paid programs are considered advertising. Playground replacement/construction, school groups or programs, swimming or sports programs that take place outside of the hall, religious institutions and places of worship holding activities that take place outside of the hall are all considered paid advertisements. Editorial content is not classifieds, coupons, or advertising in any form.

Great News Media reserves the right to reject and/or edit any articles that are inflammatory in nature or overly negative towards our partners, the City of Calgary, or community/residents’ associations. We aim to have healthy relationships with both our official and non-official partners so that we can continue to connect the communities within the city and surrounding areas. For this reason, the Great News Media team will decide on a case-by-case basis whether articles will be included. Additionally, content that discriminates in any manner will not be accepted.

Total points of call delivery (all households, apartments, businesses, and farms) with Canada Post requires that we adhere to their ratio of 30% editorial to 70% advertorial content. By their

definition, all items that are promotional in any respect qualify as advertising. If there is too much advertising content in a newsletter, it will be barred from delivery to total points of call. This means, it will either be delivered according to consumers' choice, or will be held at the depot, and potentially disposed of by Canada Post, resulting in losses for both Great News Media and the community.

According to the editorial standards set by Canada Post, each community event advertised qualifies as advertorial content, we ask that you keep this in mind when submitting content, as each poster, event listing, or sponsor "Thank you" impacts this ratio. Great News Media reserves the right to limit content in order to maintain this ratio.

Please see the information below on how we can work together to achieve this goal:

Community/event sponsors can be compiled in a list that will be run at no cost; however, if the sponsors' logo(s) appear the logo(s) will be changed to plain text. If you would like the logo(s) to be included this would be considered paid advertising. These logos compete with the numerous other advertisers who have paid for the space in the newsletter. Advertising is what allows our communities to be able to enjoy their newsletters. At Great News Media, we understand that community and residents' associations offer discounts to their members for local businesses. Although these lists can include the business name offering the discount, we do not allow addresses or contact details. For churches and schools listed in the area, the same rules apply, unless services or programs take place in the community hall.

Politicians' articles are submitted monthly to Great News Media. Not all politicians choose to submit to us, and not all of them submit to us directly. We consider these reports to be informative to constituents, but we will omit them in favour of community content. If you do not want politicians' content to be featured in your newsletter, please let your GNM editor know.

Politicians' events are usually held in anticipation of an upcoming election. These event promotions are advertising and must be paid for by the politician if they want to promote the event in the newsletter.

GNM implements a blackout period for the three months leading up to an election, or from the time an election is called, whichever comes first, and will conclude once electoral voting is complete. During the blackout period, any politicians serving in the level of government that will be voted upon will be unable to have their columns published until the conclusion of the election. Elected officials and political candidates are welcome to purchase advertising space during this time.

Event Promotion

Canada Post does not guarantee delivery dates, so GNM cannot quote delivery dates. Should you have an event coming up that you would like to promote in your newsletter, we recommend that you submit it at least one publication ahead of the event (e.g., An April event should be promoted in March's newsletter). We recommend doing this even if you do not yet know details of the event. Include the relevant details that are decided and make reference to the community's website or other resources where information is actively updated for residents to refer to.

Layout and Design Considerations

We encourage communities to give us direction in terms of how their newsletter will look, and our graphics department will follow instructions as diligently as they can—given that it is a creative process, somewhat open to each designer’s interpretation. There are, however, some limitations in terms of what we can and cannot accommodate given page count constraints and the file quality our presses require to print to our standards.

Cover photo submissions are always welcome and bring a unique feel to each community. Please ensure that your community’s cover photo is engaging, vibrant, and high-quality—300 DPI or 1 MB. If you do not have a picture to provide, we have plenty of stock photos, so please feel free to suggest a theme and feel. If the photos submitted are too low-quality to be used, Great News Media reserves the right to refuse the image and use a stock photo instead.

Cover text is a great way to entice readers to read your newsletter. Ideally, these are small phrases like, “Summer is here!” or an event title and date, “Annual General Meeting, March 1.” Please be aware that the word limit is 10 words. Editors reserve the right to revise captions for length.

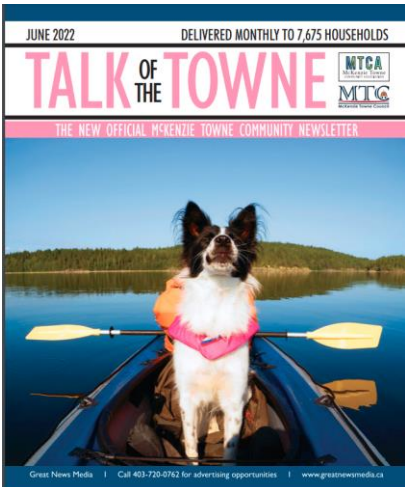
Posters/Community Event Ads

Posters and event ads are a great means to promote those all-important events and CA and/or RA fundraisers in each community, however, there is a limit on how many we can accommodate each month. Often posters are requested to run full-page, and we will accommodate these requests where and when possible; however, please be mindful of GNM’s policy regarding placement of community content.

Poster placement depends on purchased advertisements. Our priority is to feature community content as prominently as possible, but preference is given to advertisers who have paid for placement.

Posters may appear as a full page, or a quarter page. We reserve the right to make these design and editorial judgements, however, we encourage newsletter editors to make known which posters are preferred to run full-page and which they would prefer to run quarter-page. Posters should be designed to the same quality-standard, DPI, and resolution as cover images.

Photo and poster submission sizing:

	1/4 PAGE VERTICAL	FULL PAGE
	FINAL SIZE 2.875 in x 3.625 in	FINAL SIZE 6 in x 7.5 in
	SAFE AREA 2.375 in x 3.125 in	SAFE AREA 5.5 in x 7 in

If a full-page poster is repeated from one month to another, Great News Media reserves the right to convert the full-page poster into a quarter-page without permission of the community

association, should the space be needed.

When designing your community's poster, or advising your designer, keep in mind that it may be featured full and/or quarter page in the duration of time it is in the newsletter. To ensure the best quality for your poster:

- Keep your word count as low as possible.
- Utilize large and legible fonts.
- Direct the audience to your website for more information.

This will ensure that if the poster is featured in quarter page the details will not be lost because of the reduction in size. No logos may appear in community posters. If your community has sponsors that they would like to highlight and thank, they may appear in a text list in the poster or submitted separately in a Word file. For more information on why logos may not appear in posters, please refer to the Advertising vs. Editorial Content section.

Filler Content and Other Contributions

Newsletters will often feature content which is aggregated from many sources monthly in the Calgary area, including public service announcements, events, workshops, articles written by residents, politician's reports to constituents, puzzles, and other items. These items will only appear in a newsletter if there is additional space after ads and community content have been placed and prioritized.

Great News Media is committed to lending a voice to all community residents and providing a platform where they can share information, advice, tips, and things of entertainment, educational, or academic interest. Because of the diverse culture of Calgary's residents, the filler can be equally as diverse in nature. While we strive to ensure that content appearing in our newsletters is appropriate and family-friendly, the opinions expressed within any published article, report, or submission reflects those of the author and should not be considered to reflect those of Great News Media. The information contained in the newsletters is believed to be accurate but is not warranted to be so.

Submitting Your Content

Deadline

Please submit editorial copy no later than 12:00 noon on your community's deadline date (noon next business day for holidays and weekends). If you anticipate that you will miss the deadline, contact our editor ahead of time and provide an expected date for the late submission. This allows us to keep an efficient production schedule and allows for printing schedules to be reconfigured. Great News Media reserves the right to refuse late submissions.

Please be aware that late submissions may result in newsletters arriving in mailboxes further into the month, and often stalls production for other communities' publications as well.

Submission Email(s)

When you have your content ready for submission, send all files, attached in an email (multiple if necessary), to our editor. If there are multiple emails, please indicate which is the final email

and include in all subject lines the full name of the community you are submitting from. Submit your newsletter's content at once on your deadline only. Do not send files as you receive them, as this will lead to items being overlooked. Please refrain from using the acronym of your community association, as there are some repeats (e.g., CHCA could refer to Cambrian Heights Community Association or Crescent Heights Community Association).

Final Proof

When the final version of your community's newsletter is designed and typeset, you will receive a final proof by email. You will have 24 hours to respond with edits, so please ensure we have the email(s) that is most likely to reach your attention.

If you receive the proof and have no edits, please send a reply to the email to let us know so that we can send the newsletter to print. If there is no response, we will assume the newsletter is satisfactory. At this stage only minor revisions are permitted (changes should not affect the typeset layout and will only be allowed if space permits).

The team at Great News Media appreciates the hard work and many hours that newsletter editors, community volunteers, and board members commit to their newsletters each month. If you have any questions or concerns, please direct them to our editors, or email them to news@greatnewsmedia.ca.

Contact Information

General News and Community Content Submissions:

news@greatnewsmedia.ca (Please note your community's full name in the subject line.)

Office:

Monday to Friday, 8:00 am to 4:00 pm

Phone: 403-720-0762