Great News Media Politicians' Guidelines

GREAT NEWS MEDIA
LEADERS IN COMMUNITY FOCUSED MARKETING

We at Great News Media (GNM) support politicians in our city by accepting and publishing articles each month to update and inform constituents about what their public servants are currently doing in their communities. This is something that Great News Media is very proud of, and happy to support.

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. These guidelines have been created to support politicians in submitting articles to GNM that are acceptable for publication.

- **We cannot guarantee placement in all the newsletters in your constituency.** GNM's first service is to the partnering community associations and their submitted contents; their content will be prioritized over politicians' reports. Some community associations have requested specifically not to have political reports appear in their newsletters. Articles submitted directly to the communities in your constituency, in addition to being submitted to GNM, will be left to be prioritized at the discretion of those communities.
    - **Placement can be guaranteed only if** space in the newsletter is purchased. Our sales team will be happy to assist you in purchasing the space for your report if you want guaranteed placement. They can be reached at 403-720-0762. There is a discounted rate available. **Please be aware that a valid credit card must be on file for all advertising customers.**
- **Please submit your article before the deadline.** GNM works a month in advance, and our deadlines are always the 1st day of the previous month. (ex. August 1 for September issues.) Because we deliver 90 newsletters each month, GNM's work cycle is fast-paced and constricted—when a newsletter has been prepared for typesetting, we do not have the time to go back and make changes. When we are past the deadline, we cannot guarantee placing your article even if there may have been space for it.
- **Please keep the report as close to 300 words as possible.** We aim to include as much content in our newsletters as we can. A report larger than 300 words limits our ability to include other reports. GNM wishes to remain non-partisan in content and if we cannot fit **all** the politicians' reports that are submitted, we will not print any of them in that newsletter.
- **Our newsletters are not a platform for debate.** GNM does not have a political affiliation, so we do not allow our newsletters to be used in this manner. We do not support articles which are defamatory in nature about other politicians, political parties, or the government. We are happy to support articles which create a dialogue about current matters, but our newsletters' aim is to inform residents, not incite conflict. Articles should include neutral language in presenting the issues, and offer solutions to these issues. You are welcome to boast about what your party is doing to resolve these topics and it can be done without pointing fingers at your opponents.
- **Events, campaigning, or other promotional items** are advertising and must be paid for. Any items that are separate from your monthly report (posters, ads, etc.) are considered advertising and the space must be purchased.
- **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.