

# *The Brentwood Bugle*

## **ROLES AND RESPONSIBILITIES**

### **Newsletter Committee and the Board**

- Routine management of the newsletter is the responsibility of the Newsletter Committee
- Extraordinary decisions (e.g. changing publishers) must be brought before the Board for approval
- The Editor is the official representative of the Newsletter Committee to the Board and the publisher.
- The Newsletter Committee determines what goes into the newsletter based on established guidelines. Any substantial changes to these guidelines must be approved by the Board.

### **Newsletter Committee**

- Advise the Editor on guidelines and help craft recommendations to the Board as required
- Help Editor in soliciting submissions of articles and photos from contributors
- Assist Editor in drafting an annual calendar of deadlines and seasonal content
- Support the Editor in determining, as required, whether submissions adhere to the submission guidelines
- Establish regular columnists for priority publication (e.g. Environews, These Are the People in Your Neighbourhood, School News)

### **Editor**

- Liaise with publisher on all newsletter issues, representing views of Newsletter Committee and BCA Board
- Deal with or re-direct reader calls/emails with support from Newsletter Committee
- Prioritize articles based on general relevance, interest and/or content using established guidelines
- Review submissions and make recommendations as required
- Screen articles that are actually selling a product or service (“advertorials”) and refer them to the publisher for paid advertising
- Proofread and edit articles submitted and liaise with contributors as per guidelines under Editorial Content Guidelines below.
- Forward all original and edited copy to the publisher electronically prior to the deadline as specified by the publisher
- Provide publisher with a monthly submission outline listing all content forwarded for publication in order of priority; include any special instructions in this outline
- Refer all ad inquiries directly to the publisher
- Circulate a yearly calendar of publication deadlines to all regular contributors and publish deadlines in the newsletter
- Keep a list of contents submitted to the publisher and check that everything makes it into the final publication.

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## **GUIDELINES**

### **Submissions**

- All submissions must be in by close of business on deadline day
- All articles and letters may be edited for length, grammar, slander or comments that may disrespect our readers as per Editorial Content guidelines below
- Articles should be no more than 350 words in length. Longer articles may be accepted at the discretion of the Editor and should be discussed with the Editor at least 3 days before the submission deadline
- Priority will be given to submissions as follows:
  - News and notices from the BCA
  - time sensitive articles about community residents and events
  - regular columns as approved by the Newsletter Committee
  - updates from the Alderman
  - general interest or opinion articles and/or photos by and about Brentwood residents and events
  - public service announcements based on relevancy to the community
  - other general interest or opinion articles and/or photos by non-Brentwood residents as space allows

### **Editorial Content**

- Always include a waiver/disclaimer about opinions expressed in the newsletter, the accuracy of the content and the fact that the BCA does not necessarily endorse advertisers
- All articles and letters must be signed by the author unless anonymity is requested and warranted (at the discretion of the Newsletter Committee)
- Articles and letters may be edited for length, grammar, slander or comments that may disrespect our readers. Any significant changes (i.e. alterations that would change the style, tone, meaning or intent of the article) should be discussed with the author for approval before publication.