

## 1. RATIONALE

To communicate with residents and stakeholders to reinforce and promote the directions and strategies of the six themes within the *Community Vision – Towards 2040* and not include information that is contradictory.

## 2. POLICY STATEMENT

This policy provides guidance of the content of advertising and the types of articles published in *City Limits*.

## 3. PRINCIPLES

In producing and publishing *City Limits*, the following principles are considered and applied:

### *City Limits:*

- 3.1 Promotes the directions and themes of the *Community Vision – Towards 2040* and provides information to the community.
- 3.2 Aims to be free of discriminatory or defamatory content.
- 3.3 Articles should not expose Council to legal action.
- 3.4 Reporting and commentary should adhere to the highest standard of accuracy.
- 3.5 Is produced in accordance with the City of Marion Style Guide.
- 3.6 Adheres to the Publications Policy (Elected Members).
- 3.7 Is produced and distributed three times a year.
- 3.8 Articles should not portray people or depict material that discriminates against or vilifies a person or community group based on race, ethnicity, sex, age, sexual-orientation, religion, disability or political belief.
- 3.9 Articles will not promote:
  - 3.9.1 Alcoholic drinks
  - 3.9.2 Betting or gambling
  - 3.9.3 Tobacco products or manufacturers of tobacco products
  - 3.9.4 Products or services of an intimate nature including adult stores, or sexual websites
  - 3.9.5 Financial products or services that promote loans
  - 3.9.6 Illegal activities or anti-social behaviour including use of illicit drugs or reckless driving
  - 3.9.7 Violence

### *Development of Articles:*

- 3.10 The selection criteria for articles includes:
  - 3.10.1 Supports the *Community Vision – Towards 2040*
  - 3.10.2 Newsworthiness

- 3.10.3 Topicality
- 3.10.4 Photographic opportunity
- 3.10.5 Balance of subject matter
- 3.10.6 Content of previous editions

*Format:*

- 3.11 City Limits is a 24 page, A4 size full colour publication distributed three times a year.
- 3.12 Technical standards including font and layout will adhere to the City of Marion Style Guide.

*Elected Member Contributions:*

- 3.13 Space will be reserved for one column from the Mayor in each edition.
- 3.14 Space will be reserved for a column from every Ward Councillor in each edition.
- 3.15 Contributions will appear in ward alphabetical order (Coastal, Mullawirra, Southern Hills, Warracowie, Warriparinga, Woodlands).
- 3.16 Ward Councillor contributions will appear with their photograph and contact details.
- 3.17 Space will be reserved for 200 words for each Ward Councillor column.
- 3.18 A photograph relevant to content may be inserted in each Ward Councillor's column.
- 3.19 Ward Councillor contributions will not be published during a caretaker period for Local Government Elections.
- 3.20 Contributions must adhere to the Publications Policy (Elected Members).

*Advertising:*

- 3.21 *City Limits* does not include paid advertising.
- 3.22 Adverts promoting Council events, services or initiatives may be included at the discretion of the City of Marion where it is considered that this will be a more effective approach than articles.

*Distribution:*

- 3.23 *City Limits* is free.
- 3.24 Distribution of *City Limits* is via:
  - 3.24.1 Letterbox drop
  - 3.24.2 Made available at City of Marion facilities including the Administration Building, Libraries and neighbourhood centres
  - 3.24.3 Council's website.
  - 3.24.4 Mailed to stakeholders outside the Council area

## 4. POLICY SCOPE AND IMPLEMENTATION

This policy applies to the City of Marion.

## 5. DEFINITIONS

The following terms apply to this policy;

<b>Adult store</b>	<i>A shop that provides services or products of a sexual nature.</i>
<b>Advertising</b>	<i>Attracting public attention to a product, service or business by purchasing paid space in the magazine.</i>
<b>Alcoholic drinks</b>	<i>Any beer, wine, sprits or cider or other drinks of an intoxicating nature.</i>
<b>Article</b>	<i>Non-fictional journalistic account of events.</i>
<b>Community Vision – Towards 2040</b>	<i>City of Marion Strategic document that espouses six themes that represents the shared values and aspirations that will guide how our city develops.</i>
<b>Illicit drugs</b>	<i>Unlawful drugs and substances.</i>

## 6. ROLES AND RESPONSIBILITIES

The Communications Team is responsible for the implementation and management of this policy.

## 7. REFERENCES

- Publications Policy (Elected Members)
- City of Marion *Community Vision – Towards 2040*

## 8. REVIEW AND EVALUATION

This policy will be reviewed once during a term of Council. Its review will be initiated by the Governance Department.