

Neighboring City's Newsletter Procedures

(0918_WS_NewsletterSOP_Attachment A)

City: Arden Hills

Population: 9,592

Has a newsletter? Yes

Frequency: 10x per year

Length: 4-12 pages

Link: <https://cityofardenhills.org/142/Newsletters>

City: Gem Lake

Population: 516

Has a newsletter? Yes

Frequency: 6x per year

Length: 6 pages

Who submits topics? The Mayor, Councilmembers and sometimes the Acting City Clerk

Who writes articles? The Mayor usually handles writing all the articles with the exception of the ones sent in by other Councilmembers

Who proofreads the newsletter? The Mayor, Council and Acting City Clerk

Who is part of the review process? The Mayor, Council and Acting City Clerk

Who has final say before newsletter is sent to the printer? Mayor

What is Council's involvement with the newsletter? Honestly, only the Mayor has the most involvement as she used to work in journalism. Otherwise the only involvement is the occasional story from other members and the review.

Other notes: N/A

Link: <https://www.gemlakemn.com/documents/newsletters/>

City: Lauderdale

Population: 2,271

Has a newsletter? Yes

Frequency: 4x per year

Length: 8 pages

Who submits topics? Any staff, councilors or community partners.

Who writes articles? Staff and community partners.

Who proofreads the newsletter? 3 Admin staff.

Who is part of the review process? Assistant to the City Administrator

Who has final say before newsletter is sent to the printer? City Administrator

What is Council's involvement with the newsletter? N/A

Other notes: N/A

Link: <https://www.lauderdalemn.org/newsletters/pages/city-newsletters>

City: Falcon Heights

Population: 5,073

Has a newsletter? Yes

Frequency: 2x per year (spring/fall)

Length: 20 pages

Who submits topics? All staff typically submits/writes topics for the newsletters, as well as residents, local organizations and our City Commissions. I mostly research throughout the week if there are any specific events going on in the area that I would like to inform our residents about or if for example, that week I receive a lot of calls related to a certain topic I will include that in the newsletter. I also try to sign up for as many news events alerts in the area and other cities.

Who writes articles? Staff writes articles themselves. We are a very small office, so that would include me, the Assistant of the City Administrator and our City Planner/Community Development Coordinator.

Who proofreads the newsletter? I usually have our City Administrator review/proofread prior to sending it out to residents.

Who is part of the review process? Administrative and Communications Coordinator, the assistant of the City Administrator, City Planner/Community Development Coordinator and City Administrator

Who has final say before newsletter is sent to the printer? City Administrator

What is Council's involvement with the newsletter? N/A

Other notes: Just some more information regarding our newsletter. We have a weekly newsletter that we email out to residents and post on our website. Then we also have a bi-annual newsletter that gets printed and mailed to all residents.

Link: <https://www.falconheights.org/residents/news-updates>

City: North Oaks

Population: 5,083

Has a newsletter? No

City: Spring Lake Park

Population: 7,079

Has a newsletter? Yes

Frequency: N/A

Length: 20 pages (includes Rec guide)

Who submits topics? I currently request topics from all of our departments (City Administrator, Code Enforcement/ Building Dept, Utilities/ Water/ Public Works, Police, Fire Department, Parks & Recreation, and since we are part of 2 watershed districts, I request information from both of them.)

Who writes articles? Since we're a small city, I usually receive information from the department head of each department, unless there is another designated individual who handles that type of project. Usually I will get information from everyone in my Parks & Recreation department, not just the department head.

Who proofreads the newsletter? Our newsletter goes through several different people for proofing. I usually will do the first & last proofs to make sure there's no grammatical or spelling errors & make sure everything is formatted correctly & looks uniform (text size, font, color, etc.). Once I've done the initial proof, I hand it off to my City Administrator, who then returns it to me, I make the changes he sees fit & then pass it on to another person (usually the Deputy Clerk or someone in the Police Department depending who has time). I repeat the process a couple of times just to make sure we catch as many errors as possible before it's printed.

Who is part of the review process? The only "review" process ours really goes through is the proofing process once it's all put together but before it gets sent to the printers.

Who has final say before newsletter is sent to the printer? Accounting Clerk/Special Projects Coordinator

What is Council's involvement with the newsletter? City Council really isn't involved in our newsletter process unless they're specifically requesting a piece of information/ article be included. In that case, they usually contact the City Administrator and request something be included in the newsletter and he will pass it along to me.

Other notes: N/A

Link: <https://slprec.org/community/page/news-park-july-september-2023>

City: Saint Anthony

Population: 9,007

Has a newsletter? Yes

Frequency: 4x per year

Length: 16 pages

Who submits topics? We ask for articles from every department, each commission and our affiliated community organizations.

Who writes articles? We view the newsletter as an opportunity to hear from multiple voices, so the articles come from many people.

Who proofreads the newsletter? Communications Coordinator receives the articles and proofs them

Who is part of the review process? Once the newsletter is laid out, all department heads are asked to look at the newsletter and make sure their sections are good, as well proof the rest of the newsletter. It's a team effort.

Who has final say before newsletter is sent to the printer? Communications Coordinator

What is Council's involvement with the newsletter? Mayor writes an article for each newsletter.

Other notes: N/A

Link: <https://www.savmn.com/291/Village-Notes-Newsletter>

City: Little Canada

Population: 10,261

Has a newsletter? Yes

Frequency: 4x per year

Length: 12 pages (two pages for Rec)

Who submits topics? Joint process, we have department heads submit some items, but otherwise it is a what happened in the past look back, and we also have a list of community organizations we reach out to as well to provide content

Who writes articles? Community Relations Manager, department heads and staff.

Who proofreads the newsletter? I am curious about this answer as well. I am a strong believer in a second set of eyes. Whoever is designing is going to go blurry eyed at some point (me ha) so, I think it would be helpful. That being said, I have no idea the expectations at the moment. I am pre-proofing though before I enter into InDesign

Who is part of the review process? N/A

Who has final say before newsletter is sent to the printer? City Administrator

What is Council's involvement with the newsletter? Very little

Other notes: Each edition also available in Spanish. They use the Hemingway App to ensure that what we're putting out is in the 6-8 grade level of writing

Link: <https://www.littlecanadamn.org/286/City-Newsletter>

City: White Bear Township

Population: 10,506

Has a newsletter? No

City: Mounds View

Population: 12,636

Has a newsletter? Yes

Frequency: N/A

Length: N/A

Who submits topics? Staff

Who writes articles? Staff

Who proofreads the newsletter? HR Director with assistance of PM Receptionist

Who is part of the review process? Once the articles are formatted by Kelli, contributors of articles to MV Matters are requested to review their articles (make sure I did not misinterpret their intent through edits).

Who has final say before newsletter is sent to the printer? HR Director

What is Council's involvement with the newsletter? Mayor has an article (full page usually) on the second page of the paper. Council members rarely contribute. A former council member requested to acknowledge a retiring county compost worker within MV a couple years back – and that stirred up questions/concerns amongst staff.

Other notes: Main players: City Manager (focus on current topic), Mayor (focus on community/current topics), PW Director and PW Admin Assistant (focus on what to do/not to do – time of year), PD Officer in charge of Neighborhood Resources (focus on outreach events, etc), Finance Director (budget issues – changes to utility billing), Community Development (new development), Building Official (why rules are necessary, prepare for winter, etc), SBM - FD, HR

Link: https://www.moundsviewmn.org/residents/community_news/city_newsletter_-_mounds_view_matters.php#outer-102

City: North Saint Paul

Population: 12,659

Has a newsletter? No

City: Vadnais Heights

Population: 12,713

Has a newsletter? Yes

Frequency: 3x per year

Length: 8 pages

Link: <https://www.cityvadnaisheights.com/Archive.aspx?AMID=40>

City: Columbia Heights

Population: 22,243

Has a newsletter? Yes

Frequency: 4x per year

Length: 12 pages

Who submits topics? Communications asks each department for story ideas – cleaning up parks or winter parking, etc.

Who writes articles? A combination of communications staff and sometimes departments have materials from organizations to share – home energy squad

Who proofreads the newsletter? Communications staff and then back to the departments to proofread their content.

Who is part of the review process? Communications staff and each department

Who has final say before newsletter is sent to the printer? Communications staff/city manager in the past

What is Council's involvement with the newsletter? City Council has no input on the newsletter.

Other notes: N/A

Link: https://www.columbiaheightsmn.gov/government/city_publications.php

City: New Brighton

Population: 22,413

Has a newsletter? Yes

Frequency: 3x per year

Length: 20 pages

Who submits topics? The department directors work with their staff to come up with topics.

Who writes articles? Whoever is the “expert” on the topic, typically a combination of department directors and staff members.

Who proofreads the newsletter? The directors proofread the articles before they send them to me. Once I’m done with the draft, I send the whole newsletter to all directors, assistant directors, Directors and a couple of staff members who are responsible for communications for their departments so that they can review/proofread it.

Who is part of the review process? City Manager plus all directors, assistant directors, Directors and a couple of staff members.

Who has final say before newsletter is sent to the printer? City Manager

What is Council's involvement with the newsletter? The Mayor writes a letter/article for every newsletter, but other than that the Council is not directly involved.

Other notes: N/A

Link: <https://www.newbrightonmn.gov/Archive.aspx?AMID=36>

City: White Bear Lake

Population: 23,588

Has a newsletter? Yes

Frequency: 2x per year

Length: 12 pages

Who submits topics? Discussed at a Department Head level and then determined by City Clerk and Asst. City Manager.

Who writes articles? Collection of staff assigned by Department Heads

Who proofreads the newsletter? City Clerk and Assistant City Manager.

Who is part of the review process? City Clerk, Assistant City Manager and City Manager.

Who has final say before newsletter is sent to the printer? City Manager

What is Council's involvement with the newsletter? None

Other notes: N/A

Link: <https://www.whitebearlake.org/administration/page/citys-biannual-newsletter>

City: Shoreview

Population: 26,632

Has a newsletter? Yes

Frequency: 4x per year

Length: 52 pages (mostly Rec guide)

Who submits topics? departments and community orgs (on a rotating schedule)

Who writes articles? department staff, environmental quality committee members, communications coordinator, and community orgs

Who proofreads the newsletter? Communications Coordinator and Park and Recreation staff

Who is part of the review process? department staff (minus parks and rec) are involved in one round of edits and communications coordinator and parks and rec staff are involved in all rounds of edits. For clarity - whoever wrote the article (community development director, for example) reviews their article and provides any final edits. That

person is only reviewing their own content, not the entire issue. The city manager also reviews it once during the proofing stage.

Who has final say before newsletter is sent to the printer? Communications Coordinator and Assistant Parks and Rec Director

What is Council's involvement with the newsletter? None

Other notes: N/A

Link: <https://www.shoreviewmn.gov/our-city/publications/shoreviews-newsletter-and-rec-catalog>

City: Fridley

Population: 30,632

Has a newsletter? Yes

Frequency: 6x per year

Length: 8 pages

Who submits topics? Department heads

Who writes articles? Communications Coordinator & individual team members from departments

Who proofreads the newsletter? Administrative Assistant

Who is part of the review process? City Clerk, City Manager, Administrative Assistant, Communications Coordinator

Who has final say before newsletter is sent to the printer? Communications Coordinator

What is Council's involvement with the newsletter? None

Other notes: N/A

Link: <https://www.ci.fridley.mn.us/325/City-Newsletter>

City: Roseville

Population: 35,627

Has a newsletter? Yes

Frequency: 6x per year

Length: 8 pages

Link: <https://www.cityofroseville.com/279/Newsletter>

City: Maplewood

Population: 40,940

Has a newsletter? Yes

Frequency: 10-12x per year

Length: 8 pages

Who submits topics? Staff and councilmembers

Who writes articles? City staff, Communications Manager and team, City Councilmembers

Who proofreads the newsletter? City Manager's Administrative Assistant and Communications Manager

Who is part of the review process? Communications staff and City Manager

Who has final say before newsletter is sent to the printer? Communications Manager

What is Council's involvement with the newsletter? N/A

Other notes: 3-person communications team. Each Council member gets to write one article per edition (Mayor in January and then seniority order). Joe reiterates to Council and staff that what is important to one or two people may not be the most important to the whole community. Three biggest contributors to their newsletter: Parks & Rec, Environmental, and City Manager initiatives. Does not include long articles - mostly blurbs, visuals, and bullets.

Link: <https://issuu.com/maplewoodmn/stacks/aff85a2f37b544578b60729c49e27c2e>