



## **Johnson County Livable Community for Successful Aging**

### **Connections Newsletter Policy**

**Reviewed and approved by JCLC Policy Board:** Linda Kopping, June 11, 2013

Signature of chair and date

Johnson County Livable Community for Successful Aging (JCLC) distributes the quarterly Connections newsletter. The newsletter is designed to disseminate information to Johnson County's aging residents, providers, policymakers, and the community at-large. The newsletter provides timely information, resources and events, relevant to seniors, their families, volunteers, and the community. The newsletter also serves as a mechanism to report on the goals and accomplishments of the JCLC committees and action teams. The Communications Committee, with the assistance of the JCLC Administrative Specialist, is responsible for generating the content of the newsletter.

### **General Newsletter Policies**

- I. Every effort will be made to include information that is inclusive of all of Johnson County. The community calendar will include events and contact information for each community.
- II. Promotional materials and advertisements for any business are prohibited from being published in the newsletter.
- III. Local non-profit community organizations are welcome and encouraged to submit articles for the newsletter. The content of the article should focus on a particular topic pertaining to aging rather than serving as a promotional piece for a particular business. JCLC will include information about fundraising events for local non-profits if it is timely and space permits.
- IV. JCLC will not endorse any particular provider or organization in the newsletter.
- V. The Connections newsletter may include a quarterly column that will contain local, state and/or federal legislative updates and commentary.
- VI. Opinion pieces and editorials will not be published in the newsletter.
- VII. JCLC reserves the right to edit newsletter article submissions.
- VIII. Feature articles will be limited to approximately 750 words. All other articles will be limited to 200 - 300 words.

### **Process for Completion and Distribution of the Newsletter:**

- I. The Communications Committee, with the assistance of the JCLC Administrative Specialist is responsible for generating the content of the newsletter.
- II. Articles for submission to the newsletter must be received at least three weeks prior to the issue date (Feb. 1, May 1, Aug. 1 and Nov. 1)
- III. Articles should be submitted to the Administrative Specialist at;  
[johnsoncounty@livablecommunity.org](mailto:johnsoncounty@livablecommunity.org)
- IV. The Administrative Specialist will consult with the Social Services Director, JCLC Policy Board Chairperson and/or the Communications Committee regarding newsletter submissions that may not be in compliance with the general newsletter policies.
- V. The newsletter will be assembled by the JCLC Administrative Specialist. Once a draft is prepared it will be reviewed by the Policy Board Chairperson and the Social Services Director prior to distribution.
- VI. Once approved, the newsletter will be sent electronically to Informatics for the email distribution blast. The Social Services Department will mail hard copies of the newsletter to those on the mail distribution list.

### **Submissions to the newsletter will be prioritized as follows:**

1. Article from Board Chair
2. Committee and Action Team Reports
3. Activities around the County
4. Legislative News
5. Feature article on topic/theme of the quarter
6. Solicited articles on the topic/theme of the quarter
7. Unsolicited articles on the topic/theme of the quarter
8. Fundraising/event notices from non-profit collaborators
9. Unsolicited material/articles unrelated to the quarterly topic/theme
10. Other