

Guidelines for Advertising, Product Promotion and Editorial in Tasman District Council Publications

Advertising and Product Promotion

All advertising and product promotion, including prizes and giveaways should:

1. Be appropriate for the readership of the publication
2. Reflect a healthy community outlook and Council's commitment to the Healthy Communities Charter. This means no advertising/promotion of food stuffs or activities that have a negative impact on health such as junk food, alcohol, and gambling.
3. Not work against Council's environmental or other policies.

Advertising that enhances a healthy lifestyle and community wellbeing will be encouraged.

Advertising should occupy no more than a maximum of 25 percent of the total publication space.

Editorial

The 2006 Publicity Strategy clearly indicates the purpose of Council publications in its Vision statement:

'To communicate to the public of the Tasman District, in an attractive and easily understood way, information on the day-to-day decision-making, activities, services, and general news of Council.'

All articles submitted for publication in Council-owned publications must not express a view that is contrary to the agreed view of Council.

Council accepts submitted articles on the understanding that they may be edited and they will not necessarily be published. In either case authors will be contacted for further comment.

Where there is uncertainty or a dispute with regard to a submitted article, the Information and Publicity Subcommittee will make the final decision.