

Subject: Newsletter

Date Approved/Last Revised: **May 2006**

Responsible Body: **Newsletter Editorial Committee**

References: **SNFC Strategic Plan**

The focus of Sacramento Natural Food Cooperative's (SNFC) newsletter, *the Co-op Reporter*, is to present articles, letters, and other materials that are easy to read and reflect subjects related to the vision, purpose, values, and goals of SNFC.

An editorial committee meets as needed to discuss issues related to the *Co-op Reporter*. The final decision regarding publication of materials is at the discretion of the Managing Editor.

The following guidelines were developed to assist those submitting materials to the *Co-op Reporter* and to direct the Newsletter Editorial Committee in the event of a question about a particular submission to the *Co-op Reporter*. Any issues raised relative to the *Co-op Reporter* should be addressed to the Managing Editor.

General Information Regarding All Materials Submitted

- Materials published in the *Co-op Reporter* reflect the viewpoints of the authors and are not necessarily the opinion of SNFC.
- All submissions must arrive by the deadline for consideration. Submission deadlines and procedures can be found in the *Co-op Reporter* or by contacting the business office.
- SNFC newsletter staff may check sources of information and references to affirm facts.
- SNFC reserves the right to edit any submitted material for grammar, clarity, and length.
- SNFC reserves the right to refuse any submitted material.
- Submitters must include their real name, address, and daytime phone number. This information is used to verify authorship and is never given to anyone outside of the *Co-op Reporter*.
- SNFC is not able to publish every letter and/or article that is submitted.

Articles

SNFC encourages its owners to submit articles for the newsletter. Working hours will be granted upon approval of the article. Article ideas approved in advance have a greater chance of being accepted. Approved articles may be printed in later issues to tie in with newsletter themes.

Letters

SNFC invites readers to write letters to the editor and encourages a diversity of opinions to maintain a balance of ideas. In times of controversial issues, SNFC seeks the best pro and con arguments and presents them in an objective format.

- While criticism is welcome, letters containing personal attacks, predictions of other people's behavior or motives, and/or accusations of criminal acts are not acceptable for publication.
- Letters that show ownership of the author's opinion by using statements such as "I feel" or "I believe" are more likely to be published.
- Letters should be brief (175 words or less) and limited to a specific point. Longer letters are likely to be condensed in the editing process.
- The subject of a letter should be timely. If related to a recent event, it should arrive within two weeks following the event.

- The subject of a letter should be relevant to the vision, purpose, values, and goals of SNFC.
- Submitters may request that only their first initial and last name be signed to their letter.

Advertisements

SNFC encourages like-minded organizations to advertise to promote networking in our community.

The *Co-op Reporter* does not knowingly include ads from businesses that are environmentally destructive, use unfair labor practices, do not respect diversity, or are otherwise in conflict with the vision, purpose, values, and goals of SNFC.