



**ORGANIZATIONS' INSERTS INTO VILLAGE NEWSLETTER POLICY  
FOR PUBLIC SERVICE ANNOUNCEMENTS  
January 2012**

**Policy Statement**

To enable organizations to place Inserts into the Lincolnshire Newsletter for communication of public service announcements regarding events their organizations are holding.

**Criteria for Use**

Following are the criteria that must be met in order to place Inserts into the Lincolnshire Newsletter for the purpose of making public service announcements:

1. The organization must be not-for-profit and must have a significant relationship to the Lincolnshire community. A significant relationship with the Village can be demonstrated by meeting one of the following:
  - A. Having members or participants of which 55% or more reside within the corporate limits of the Village.
  - B. Having a charter or other official recognition by a parent state or national organization that designates it a Lincolnshire chapter.
  - C. The Corporate Authorities hereby find that the following organizations satisfy the foregoing criteria in subparagraphs (A) and/or (B):
    - Friends of Ryerson Woods/River Committee of Lincolnshire
    - Lincolnshire Community Association
    - Lincolnshire Garden Club
    - Lincolnshire Community Nursery School
    - Lincolnshire Sports Association
    - Lincolnshire Swim Club
    - Riverside Foundation Auxiliary
    - Greater Lincolnshire Chamber of Commerce
    - School District #103 Foundation
    - School District #103 Parent-Teacher Organization
    - School District #125 Foundation
    - Village Club of Lincolnshire
    - Houses of Worship
    - Cub Scouts, Boy Scouts and Eagle Scouts
    - Brownies & Girl Scouts
    - Y Princesses and Y Guides
    - League of Women Voters
    - Lincolnshire Morningstar Rotary Club
    - Toastmasters of Lincolnshire
  - D. The sole exception to the not-for-profit requirement is that a Lincolnshire business may wish to place an Insert in the NewsLetter, advertising an event from which the proceeds will benefit a generally recognized charitable organization.

2. Being one of the following taxing bodies serving Village residents:

Lincolnshire-Riverwoods Fire Protection District.  
School District #103  
School District #125  
Vernon Area Public Library  
Vernon Township  
West Deerfield Township

3. Being one of the following entities serving the Village:

Federal and State Representatives for purposes of announcing the place and time of Town Meetings

Being an organization of Lincolnshire businesses whose purpose is to support and encourage business within the Village.

4. Being an organization which provides a recreational service within Lincolnshire.

5. Being an organization which provides services for people with special needs:

Special Recreation Association of Central Lake County (SRACLC)  
Riverside Foundation.

6. Other organizations that have received §501(c) or §527 recognition from the Internal Revenue Service that are substantially similar to the ones described above.

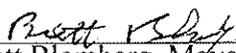
7. Any other requests for public service Inserts must be brought to the Village Board for its approval. Approval or disapproval may not be based on the political or religious affiliation of the organization.

### Limitations

1. The announcement shall be for giving notice of meetings or functions and may not contain language tending to promote a commercial or non-commercial or political or religious position or belief. The content of the announcement shall be limited to providing a time, date and place for the event, a contact person and a phone number to call for additional information.
2. Village organizations may list sponsors in the Insert which may or may not be based in Lincolnshire such as newspapers, radio stations, etc. However, no Insert may contain any type of advertising whatsoever.

### Approvals and Mailing

1. Public service Inserts may be included in the Lincolnshire Newsletter any quarter of the year, but the copy must first be approved by the Board of Trustees. Copy of the Insert must be received by the quarterly newsletter scheduled date in order to be placed in the following quarters Newsletter. Once approved, repeated Inserts, with only minor changes (date, time, graphics) may be included in subsequent Newsletters without bringing them to the Board again for approval. The Village maintains the right to reject an Insert in any quarter if its added weight changes the postage costs in that particular quarter, unless the organization would be willing to pick up the cost differential.

  
Brett Blomberg, Mayor