VILLAGE OF
LINCOLNSHIRE

ORGANIZATIONS' INSERTS INTO VILLAGE NEWSLETTER POLICY
FOR PUBLIC SERVICE ANNOUNCEMENTS
August 12, 2024

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 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. 55% or more of members or participants reside within the corporate limits of the Village.

    B. Have a charter or other official recognition by a parent state or national organization that designates it a Lincolnshire chapter.

    C. Be in good standing for all local registrations, licenses, permits, and regulations.

    D. The Corporate Authorities hereby find the following organizations satisfy the foregoing criteria in subparagraphs (A) and/or (B):

        - Brushwood Center at Ryerson Woods
        - Lincolnshire Garden Club
        - Lincolnshire Community Nursery School
        - Lincolnshire Sports Association
        - Lincolnshire Swim Club
        - Lake Forest Open Lands
        - Riverside Foundation
        - Riverside Foundation Women's Board
        - Buffalo Grove Lincolnshire Chamber of Commerce
        - School District #103 Learning Fund Foundation
        - School District #103 Parent-Teacher Organization
        - School District #125 Foundation
        - Village Club of Lincolnshire
        - Houses of Worship
        - Homeowner association management offices serving residential or commercial developments in Lincolnshire.

- Scouting America (formally Cub Scouts, Boy Scouts, and Eagle Scouts)
- Brownies and Girl Scouts
- League of Women Voters
- Lincolnshire Morningstar Rotary Club
- Toastmasters of Lincolnshire
- Tamarak Day Camp
- Banner Day Camp

2. Be 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
   - Lake County Forest Preserve District
   - County of Lake

3. Be 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. Be an organization which provides a public recreational service within the Village.

5. Be a business or organization which provides a community or cultural event within Lincolnshire which is open to the public and for which no admission fee is charged, such as festivals, concerts, and farmers markets.

6. Be an organization which provides services for residents with special needs:

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

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

8. 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

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.

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.

Village organizations must provide 4,500 copies of the insert to the Village on the newsletter scheduled date. The fee provided by the Village to the printer for insertion will be invoiced to the organization.

Approvals and Mailing

Public service inserts may be included in the Lincolnshire newsletter any quarter of the year, but the copy must first be approved by the Village Manager. Copy of the insert must be received by the quarterly newsletter scheduled date 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 Village Manager 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.

Elizabeth J. Brandt

Elizabeth J. Brandt, Mayor