



City of Allentown Memorandum

POLICY ON PRINTING OF NEIGHBORHOOD NEWSLETTERS

The city is able to assist with the publication of neighborhood and crime watch group newsletters through Community Development Block Grant (CDBG) funding. Below are the policies which the groups must follow in order to receive printing services from the city.

- In order to make efficient and equitable use of the funding available, each group will have reserved a set amount of funding every 12 months, with the amounts depending on the number of groups making use of the funding. Any unused allocations may be redistributed to other groups if needed.
- Printing can be provided for the publication of newsletters only. No individual flyers, fundraising forms, reports, or similar items can be printed.
- The city will provide up to four pages of printing per newsletter (two sheets of paper printed on the front and back). Newsletter pages should be laid out as efficiently as possible to minimize any unnecessary use of material and labor.
- Candidates for public office and election ballot questions cannot be endorsed in newsletters printed by the city. The results and discussions of candidate nights can be reported, but reporting should cover candidates fairly. Discussion of ballot questions is permissible, but should represent the “pros and cons” of the issues. The reason is that the city, through its funding of the newsletters with CDBG money, cannot have the appearance of promoting specific political interests.
- Derogatory, demeaning, or offensive comments or articles have no place in newsletters printed by the city. Fairness and respect to political, community and neighborhood leaders, and fellow citizens, no matter how difficult the issue, are central to the city’s willingness to print the newsletters.
- Advertisements or business card placements are not permitted in newsletters printed by the city. It is permissible to welcome or announce a new business to the neighborhood or to thank a business for a specific contribution to the neighborhood group.

Below are the specifics on where and how to have your groups newsletters published by the City.

- All newsletters must be in a finished format, proofread for spelling and typographical errors, and ready for copying on 8½" x 11" paper.
- Please include the following statement on all newsletters: **Printed courtesy of the City of Allentown on recycled paper.**
- All printing requests must be delivered to the Communications Manager, on the 5th Floor of City Hall or emailed in the proper format. Requests must be received **no later than 7 calendar days** before they are needed for delivery or for the scheduled neighborhood group meeting.
- You will be notified by the Communications Manager or his representative when finished newsletters are available to be picked up. Please **do not call the City Print Shop** to check on the status of a newsletter. If you have not been notified after 7 days of submitting your newsletter, please contact Mike Moore at 610-437-7653.

If you have any questions, please contact Mike Moore at 610-437-7653 or mike.moore@allentownpa.gov.

