

What is news?

Everyday we at the West Bend News have at least one person ask if they can have something as news. We are a community newspaper and don't charge for news, but much of what is sent is questionable or not news at all. Here is how to tell if your piece to be published is news or an ad.

News

1. News is information presented in a way that does NOT appear to be selling anything or asking for donations.
2. It is only news once. After that it is no longer news. In other words, it can only be printed once free. After that it must be a paid advertisement.
3. Sending a poster or flier is not news. It needs to be written up as an informational piece and sent via email, fax or dropped off. Having a date and name of an event with no news is not news.
4. News does not contain prices or free-will offerings or donations. Prices indicate an advertisement.
5. Does it sound like an ad? Then it is an ad.
6. News doesn't pay to print or send the paper to each person's mail box, only ads do. Please consider this when you want everyone to see your information.
7. We love news but it must be news.

Advertisements

1. An ad is a certain size and charged by the column inch.
2. Most anything can be an advertisement. We do not advertise specific alcohol or tobacco products. We also reserve the right to exclude anything we deem questionable to community values.
3. Line ads are available but in the classified section only.
4. If you are selling something, this would need to be a paid ad.
5. If it has already been a news item once, it must be a paid advertisement thereafter.
6. Thank you's are considered similar to a line ad in pricing, but would not be in the 'classified' section.
7. Memorials are boxed and charged the same as an ad.
8. Advertising is what pays to send the newspaper to all 18,500 mail boxes all of the areas.

Letters to the Editor

1. Letters to the Editor are similar to news, but thanking a group, organization or individual must be paid similar to a 'thank you' or classified.
2. Do not attack an individual personally. It is not good for you or them.
3. All letters must be signed or they will not be published! Don't send it if you are not willing to put your name on it.
4. 1000 word limit. If it's over the limit, it will not be published. Longer than 300 words loses your audience's attention and your effectiveness.
5. Does it sound like an ad? Then it is an advertisement and cannot be published under the pretenses of Letters to the Editor.
6. We protect freedom of speech. That does not mean we agree or endorse your stance on anything.

Classified Ads

1. Classified ads must be paid upfront either cash or debit/credit.