

The Woodruff Times – Content Policy

Purpose

The Woodruff Times exists to inform, connect, and serve our community while operating as a sustainable local business. This policy explains what content is provided as a public service, what content is paid, and how we maintain editorial independence and transparency.

1. Editorial Independence

- News coverage is not influenced by advertisers, sponsors, or political interests.
 - Purchasing advertising, sponsored content, or other paid placements does **not** guarantee editorial coverage.
 - Editorial decisions are made solely by The Woodruff Times editorial staff.
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2. Free Public-Service Content

The following content is provided to the community as a public service and is generally accessible without charge:

- **Breaking News & Public Safety**
Emergency alerts, severe weather, road closures, utility outages, and urgent public safety information.
- **Local Government Coverage**
City council, school board, and other public meeting coverage.
- **Community News & Events**
Community happenings, nonprofit activities, civic events, and general local announcements.
- **Public Information**
Voting information, government resources, disaster assistance, and other essential community resources.

Some free content may also appear in print editions supported by advertising revenue.

3. Paid Content

Certain content is paid due to its promotional, legal, or transactional nature:

Advertising

- Print and digital display ads
- Website banner ads
- Sponsored sections or inserts
- Event sponsorships

Advertising content is clearly distinguishable from editorial content.

Legal & Public Notices

- Probate, foreclosure, and estate notices
- Public hearings and government notices
- Abandoned property or watercraft notices

These are published in accordance with state law and billed at established rates.

Classified Advertising

- Job postings
- Rentals and real estate listings
- Yard sales and services

Obituaries

- Basic death notices may be limited or complimentary at the newspaper's discretion
- Full obituaries, photos, and extended tributes are paid content

Sponsored Content & Special Features

- Advertorials and sponsored stories (clearly labeled)
- Business spotlights, anniversary features, and recognition pieces
- Special themed issues or promotional sections

4. Subscriptions & Access

- Print and digital subscriptions help support local journalism.
- Some content may be limited to subscribers, while public-service content remains accessible.
- Subscription pricing and access terms are published and subject to change with notice.

5. Transparency & Labeling

- Paid content will be clearly labeled as **Advertisement**, **Sponsored Content**, or **Paid Notice**.
- Editorial content will never be presented as advertising.

6. Corrections & Accuracy

- The Woodruff Times is committed to accuracy and fairness.
- Errors will be corrected promptly and transparently.
- Requests for corrections should be submitted to the editorial staff for review.

7. Community Standards

- Submissions may be edited for clarity, length, and style.
- The Woodruff Times reserves the right to refuse content that is defamatory, discriminatory, misleading, or not in the public interest.

8. Sustainability Statement

Advertising, legal notices, subscriptions, and paid content fund the ability to provide free public-service journalism. Supporting The Woodruff Times helps ensure continued local coverage, public records access, and community storytelling.

This policy may be updated as the needs of the community and the newspaper evolve.