# TWT DIGITAL NEWS

Content Policy | The Woodruff Times, LLC | Updated November 2026

**Purpose.** TWT Digital News is a locally owned digital news organization rooted in The Woodruff Times and serving communities across Upstate South Carolina, including through The Upstate Times. We aim to inform, connect, and serve our communities while operating as a sustainable independent business. This policy explains our editorial standards, public-service coverage, paid content, and reader access.

## 1. Editorial Independence

- Editorial decisions are made by our editorial team, independently of advertisers, sponsors, donors, political organizations, and other outside interests.
- Buying advertising or sponsorship does not guarantee news coverage, favorable treatment, or influence over reporting.
- We distinguish reporting, opinion, submitted material, and paid promotion through labeling and editorial review.

## 2. Public-Service News and Community Coverage

Our core reporting generally remains free to access, supported by advertising, sponsorships, and subscriptions. Coverage priorities include:

- **Public safety and essential alerts:** weather, emergencies, road closures, outages, and other time-sensitive information.
- **Government and civic affairs:** municipal and county government, school boards, elections, public meetings, and public-interest decisions.
- **Hyperlocal community reporting:** schools, local businesses, sports, nonprofit activities, community events, and residents making a difference.
- **Public information:** resources, updates, and information that helps residents participate in civic life.

The editorial team determines which stories to cover and how prominently to feature them. Submission of an announcement does not guarantee publication.

## 3. Paid Content and Commercial Services

- **Advertising:** digital display ads, website banners, directory placements, classified listings, job postings, and other promotional placements.
- **Sponsorship:** named features, games, events, newsletters, contests, and other opportunities, identified as sponsored where appropriate.
- **Sponsored content:** advertorials, paid business spotlights, promotional videos, or partner-created material, distinguished from independent editorial coverage.
- **Obituaries and tributes:** brief death notices may be offered at our discretion; extended obituaries, photographs, or memorials may carry a charge.

## 4. Digital Access and Subscriptions

- TWT Digital News operates through its websites, digital platforms, and a weekly digital edition; regular print publication ended in October 2026.
- Much of our ongoing public-service news remains free. Certain products, such as the weekly digital edition or ad-free experiences, may require a paid subscription.
- Current pricing, renewal, cancellation, and access conditions are stated at the point of purchase and may change with appropriate notice.

## 5. Labeling, Disclosures, and Conflicts

- Paid content is identified with labels such as Advertisement, Sponsored Content, or a comparable clear disclosure.
- Contributors should disclose relevant financial, professional, political, or personal relationships that could affect the subject of their reporting.
- We do not accept payment in exchange for favorable news coverage or conceal the commercial nature of paid promotional content.

## 6. Accuracy, Corrections, and Fairness

- We strive to verify factual claims, attribute information accurately, seek appropriate responses to serious allegations, and distinguish fact from opinion.
- When we identify a material error, we correct it promptly and transparently, with a correction note when warranted.
- Correction requests may be sent to **tracy@thewoodrufftimes.com** with the article link and supporting details.

## 7. Community Submissions and Correspondents

- We welcome news tips, letters, photos, announcements, guest columns, and applications from TWT Community Correspondents across Upstate municipalities.
- All submissions are subject to verification and editing for accuracy, fairness, clarity, length, style, and ethical concerns. Publication is never guaranteed.
- Applicants and correspondents need not be professional writers; community knowledge, photography, attendance at public meetings, and local connections are valuable.
- Unsolicited submissions are generally unpaid. Expectations, assignments, credits, permissions, and any compensation for ongoing contributor arrangements are agreed separately.
- Contributors must submit original material or material they have permission to share, including appropriate image credits and rights.

## 8. Community Standards and Refusal of Content

We may decline or remove material that is defamatory, knowingly false, plagiarized, discriminatory, unlawfully obtained, misleading, primarily promotional without disclosure, or inconsistent with our editorial standards. We may moderate comments and reader submissions to protect constructive discussion and reader safety.

## 9. Sustainability and Policy Updates

Advertising, sponsorships, subscriptions, and permitted paid content help finance independent reporting and free public-service journalism. This policy may be updated as our digital products, coverage areas, or applicable requirements evolve. Questions may be directed to **tracy@thewoodrufftimes.com**.