



ELECTION 2025
EDITORIAL AND ADVERTISING
POLICIES

AUGUST 15, 2025

GOOD Morning Wilton

ELECTION 2025

EDITORIAL and ADVERTISING POLICIES

Introduction

GOOD Morning Wilton (GMW) provides coverage of Wilton's municipal elections in order to inform the public and support civic engagement in the community. These guidelines outline **GMW's** policies for candidate submissions, advertising, letters to the editor and related communications during the election cycle.

Please feel free to direct any questions or discuss things with **GMW Editor and Publisher Heather Borden Herve** [via email](#).

For **Election 2025** coverage, **GOOD Morning Wilton** will prioritize **four races** for the **municipal elections**. Those races are:

- **Board of Selectmen**
- **Board of Finance**
- **Board of Education**
- **Planning and Zoning Commission**

Coverage of other races and issues will be determined by **GMW** editors as needed, including for news, letters to the editor, op-eds and other areas.

GMW welcomes candidates in races *other than* those listed above to reach out to Wilton residents via **GMW**. Those candidates are welcome to submit materials for consideration for publication. Any submissions will be subject to the same guidelines and deadlines outlined by the policies explained herein.

***NEW* ALL candidates must complete and submit a GMW Candidate Information Form BY TUESDAY, SEPT. 2**

Google Form Live Link Removed for Public Document

(Candidates and Town Committees have been sent the link separately)

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IMPORTANT General Reminders

- Candidates, campaigns, and party/town committees may submit written, recorded, or photographic materials for publication.
- Submissions must be provided in final form and submitted via [GMW's online "Submit a Story" link](#)
- To guarantee timely publication, materials must be submitted and received by the stated deadlines.

To ensure equitable treatment of all candidates, all deadlines in these policies will be strictly enforced without exception.

Candidates, their representatives and campaigns, and Wilton Town Committees are solely responsible for meeting all deadlines specified in this document.

Please read GMW's [Terms of Use](#).

- **GMW** reviews all submissions to ensure compliance with our editorial standards and these election guidelines.
- **GMW** may reject or request modifications to any submission that does not meet these standards.
- **Personal attacks will not be published.**
- **All submissions will be fact-checked.** Anything found to contain untrue statements or assertions will be rejected and returned to the person who submitted them.
- **GMW** may seek independent confirmation and offer subjects the opportunity to respond **at our discretion**. This applies to Letters to the Editor sent by readers as well as all other categories of submitted materials, **including sponsored posts**.

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***Regarding the use of ‘Democrat’ vs. ‘Democratic’ and ‘democratic’**

GOOD Morning Wilton follows **Associated Press** style, which uses the words ‘*Democrat*’ as a proper noun for a registered member of the Democratic political party; ‘*Democratic*’ as an adjective to describe a noun related to the political party, as in Democratic Party, Democratic ideology, Democratic candidate, etc.; and ‘*democratic*’ with a lower case ‘d’ as an adjective to describe the system of government in a democracy. The words *Republican* and *Democratic* are capitalized when referring to the parties’ political philosophies.

Aside from being grammatically incorrect, using the noun ‘Democrat’ to modify another noun (leaders or caucus) is historically viewed as a slight or pejorative by most nonpartisan sources. (See [FactCheck.org](https://www.factcheck.org/) from the Annenberg Public Policy Center).

GMW will reject any submitted material that fails to follow this style and reserves the right to publish an explanation as to why material was rejected.

GMW reserves the right to revisit and/or amend these guidelines if we feel it’s necessary. We encourage any reader — candidate or voter — to contact us and discuss anything related to our stated policy, [via email](#).

Endorsement vs. Letter to the Editor

Endorsements: Other than extraordinary circumstances, **GMW** defines **Endorsements** as support by a town or public official, or an official representing a public/civic organization, interest group and similar established, recognized figures.

Letters to the Editor: Submissions by all other writers are **Letters to the Editor**.

- Officials submitting a Letter “as a citizen, not in an official capacity” or similarly may be identified as such in an Editor’s Note to provide readers with transparency, or the letter may be reconsidered for publication as an Endorsement.
- Similarly, something submitted as an ‘Endorsement’ may be reclassified by editors as a Letter.
- **GMW** has discretion over how submissions are classified and how letter writers are identified. In such cases, **GMW** will attempt to contact the author before any publication.

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Letters to the Editor

Submit letters online through GMW's [‘Submit a Story’ link](#).

Election letters:

- **225-word limit:** Anything over will be rejected and returned for revision.
- **Submission deadline is Thursday at noon of each week.** Letters received after deadline will be considered for the next possible publication time.
- **Must be signed with full names and include a verifiable address and phone number (address and phone will not be published);** **GMW** does *NOT* publish anonymous letters or those using a pseudonym.
- **Must adhere to GMW's [policies and guidelines](#).**
 - **GMW** may reject a letter or request edits based on our **Terms of Use** if we feel it does not adhere to our guidelines or editorial policies.
 - **Information must be factual** with substantiating proof *provided upon request*.
 - **GMW** may contact the subject of a letter for comment or response at our discretion.
- May be edited for grammar, spelling and **GMW** editorial style. Content will NOT change.

Weekly Letters to the Editor Article

- **GMW** publishes Letters received on **Fridays** as a single article, beginning **Friday, Sept. 5, 2025**, through **Friday, Oct. 31, 2025**.
- **Only 15 letters** will be published each week in chronological order received. Letters not included one week are held for consideration the following week(s). (**GMW** may increase the number of letters published weekly if necessary.)
- **GMW prioritizes Letters from Wilton residents about local Wilton candidates, races and issues.** We consider letters from non-residents if space permits and the topic impacts Wilton.
- **GMW** will only publish more than one letter from an individual during election season if space permits. **GMW** will only publish one letter per writer each **Friday**. Letters from repeat writers will be bumped in preference for letters from first-time letter writers.
- **GMW** will make a best faith effort to print all letters but cannot guarantee that all letters received will be published. **Submitting a letter does NOT guarantee it will be published.**

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Endorsements

Submit endorsements online through GMW's [‘Submit a Story’ link](#).

Endorsements:

- **500-word limit:** **GMW** reserves the right to determine if a longer endorsement will be published.
- **Submission deadline is Monday at noon of each week.** Endorsements received after deadline will be considered for the next possible publication time.
- can be submitted by candidates, campaign representatives and the organization or official making the endorsement
- **Must adhere to GMW's [policies and guidelines](#) regarding content and comments.**
 - **GMW** may reject an endorsement or make edits based on our **Terms of Use** if we feel it does not follow our guidelines or editorial policies.
- May be edited as we do for any other press release — for grammar, spelling, brevity and **GMW** editorial style. Content will NOT change.
- Every effort will be made to confirm information and quote accuracy.

Endorsement Article

- **GMW** publishes candidate endorsements on **Tuesdays** as part of a single article with endorsements received the prior week, starting **Tuesday, Sept. 9, 2025**, through **Tuesday, Oct. 28, 2025**.
- **GMW** will publish endorsements in the chronological order they were received. **GMW** will hold any endorsement not included one week for consideration the following week.

GOOD Morning Wilton will not make endorsements of any candidate or issue.

General and Election News Coverage

- **GMW** will cover news as warranted. Any candidate participating in any activity **GMW** deems newsworthy — campaign related or not — coverage will follow accordingly. We will continue to monitor and assess our coverage from standards of fairness and equal access, acknowledging that those are different yet related.
- Candidates covered in editorial reporting by **GMW** will be identified as being a candidate for election when news merits, regardless of whether the news event is election related.
- **GMW** does not run any advance notices, calendar listings or editorial coverage of fundraisers. **Any candidate or campaign wishing to have fundraisers listed in GMW should read the information on political advertising on p. 11.**
- Candidates, town committees and campaign staff/volunteers should read our [policies and guidelines](#) when drafting statements, submissions, letters, etc.
- **GMW** will review any written, recorded or photographic submissions for publication by a candidate, campaign or party/town committee regarding matters *outside* of the election to determine if that material should be considered election-related and therefore counted as part of the candidate's submission limits (i.e., one published op-ed/editorial statement). Accordingly, **GMW** will review any statements/articles/etc. submitted for publication by candidates who currently serve in public office regarding activities or policy discussions related or unrelated to the election, to determine if the submission promotes the candidate-author and could possibly constitute unequal coverage.

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General and Election News Coverage (continued)

SPECIAL MUNICIPAL ELECTION ISSUE

GMW will run a special “Election Issue” on **MONDAY, OCT. 20**.

For the Special Election Issue, GOOD Morning Wilton will prioritize coverage of four (4) races: Board of Selectmen, Board of Finance, Board of Education and Planning and Zoning Commission

GMW editors will determine coverage of other races on an as-needed basis.

Candidate bios/photos:

- **Who: ALL Candidates in ALL races**
- **150-word limit**
- **Submission Deadline: WEDNESDAY, Sept. 10 at 5 PM**
- All photo files should be sent as separate JPEGs. File sizing should be no smaller than 500 pixels, and hi-res photos are preferred. **Do not embed photos in a document.**
- **GMW** will not write bios for candidates that do not submit anything; the space will appear blank next to the candidate’s name.

Candidate Op-Eds

Candidates are invited to submit **one op-ed apiece** for the **MONDAY, OCT. 20 Election Issue**. ***All candidate op-eds run the same day in the Special Election Issue. GMW runs no candidate op-eds after that date.***

- **800-word limit**
- **Submission Deadline: MONDAY, Oct. 13 at noon**
- **Who:** The races for which candidates are invited to submit Op-Eds are:
 - **Board of Selectmen**
 - **Board of Finance**
 - **Board of Education**
 - **Planning and Zoning Commission**
- Candidates running in races *other than* the primary four are invited and encouraged to submit an op-ed for consideration.

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General and Election News Coverage (continued)

SPECIAL MUNICIPAL ELECTION ISSUE

Wilton Town Committee Op-Eds

Each political party/town committee will be able to submit **one op-ed** on behalf of its candidates running to represent Wilton, and/or platform, for publication in the **MONDAY, OCT. 20** special Election Issue.

- **600-word limit**
- **Submission Deadline: MONDAY, Oct. 13 at noon**

Candidate Video Interviews

As in years past, **GOOD Morning Wilton** will conduct recorded video interviews with candidates via Zoom.

- **Who:** The races for which candidates are invited to sit for a video interview are:
 - **Board of Selectmen**
 - **Board of Finance**
 - **Board of Education**
 - **Planning and Zoning Commission**
- Questions will not be shared with the candidates ahead of time.
- **GMW** will schedule interviews to take place **between Sept. 8 and Oct. 10**. More information will be forthcoming regarding interview scheduling details.

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General and Election News Coverage (continued)

General Submission Guidelines

- **IMPORTANT:** Word count limits are **firm**. Submission exceeding a limit will be rejected and returned for cuts and won't be reconsidered until meeting the correct limit. **Deadlines are firm for all returned submissions.**
- **IMPORTANT:** Materials should be submitted via the [“Submit a Story” link](#). Submissions do not require an accompanying photo; **GMW** will use its own election graphics.
- Please review **GMW's** [policies and guidelines](#). We may reject or request edits to any op-ed that does not comply with our editorial standards. **GMW** will attempt to contact the author with suggested revisions or alternatives. We may also withhold comments or quotes from candidates or campaign officials that do not align with these policies.
- We may edit all submissions for grammar, spelling and **GMW** editorial style standards. We will NOT change material for content or meaning.
- **Do not embed photos in a document**. All photo files should be sent as separate hi-res JPEGs sized no smaller than 500 pixels.
- Refer to the section on **Endorsement vs. Letter to the Editor** section on **page 4**.
- **GMW** will review any written, recorded or photographic submissions from candidates, campaigns or party/town committees — even if ostensibly “unrelated” to the election — to determine whether they should count toward the candidate or party's submission limit (e.g., one op-ed/editorial). This includes submissions from current officeholders involving activities or policy discussions tied to the election, to ensure the material does not promote the author or result in unequal coverage.
- **GMW** will review any materials a candidate submits about another candidate to determine whether it counts toward the submitting candidate's one allowed op-ed/editorial. This includes Letters to the Editor written “as a Wilton resident” in support of another candidate, which will still be counted as that candidate's single permitted op-ed.

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Advertising

The following pertains to both banner advertising and sponsored posts on **GMW**.

Ad space is first-come, first-reserved, and is not reserved until payment is received. Candidates/campaigns are responsible for submitting all creative materials on time and in the required format.

- **GMW's** advertising media kit (reader stats, demographics, positions, rates, etc.) is [available online](#).
- Materials can be submitted as hi-res .jpeg, .pdf and .png files. All size specs are included in the online media kit.
- **Advertising materials must be submitted at least 48 hours before** the scheduled start date for review and approval to ensure on-time publication. **GMW** will not extend the run time — including time needed for review and approval — if materials are submitted late and the paid ad period has already begun.
- **All political advertising should hew to the spirit of GMW** — ads should emphasize the positive and not the negative; we will carefully review and consider advertising that compares differences between candidate stances and positions. **GMW** will not run “attack ads” and may reject advertising we determine does not adhere to our Terms of Use and policies.
- **GMW accepts submissions of Sponsored Posts.** Materials must adhere to all guidelines, terms and conditions included in this document. Questions can be discussed directly by [emailing the publisher](#).
- **It is the responsibility of all candidates and campaigns to ensure that their advertising materials meet SEEC rules and regulations, including correct and legible candidate approval and paid-for information.**

Additional conditions apply, [email GMW's publisher](#) for contract information.

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CALENDAR/DUE DATES

September

SEPT 1 LABOR DAY, GMW Editorial Office CLOSED*

SEPT 2 DEADLINE for ALL candidates to submit GMW Election 2025 Candidate Info Form

SEPT 2-5 GMW Editor Out-of-Office for News Conference*

Sept 4 Letters to the Editor deadline — NOON

Sept 5 Letters to the Editor published

Sept 8 Endorsements deadline — NOON

Sept 9 Endorsements published

SEPT 10 DEADLINE FOR CANDIDATE PHOTOS AND BIOS — 5 PM

Sept 11 Letters to the Editor deadline — NOON

Sept 12 Letters to the Editor published

Sept 15 Endorsements deadline — NOON

Sept 16 Endorsements published

Sept 18 Letters to the Editor deadline — NOON

Sept 29 Letters to the Editor published

SEPT 22 EREV ROSH HASHANAH, GMW Editorial Office CLOSES EARLY — 12 PM*

Sept 22 Endorsements deadline — NOON

SEPT 23 ROSH HASHANA, GMW Editorial Office CLOSED**

Sept 24 Endorsements published

Sept 25 Letters to the Editor deadline — NOON

Sept 26 Letters to the Editor published

Sept 29 Endorsements deadline — NOON

Sept 30 Endorsements published

*Even though **GMW** offices are closed or close early, timestamps will be noted for any deadlines, where applicable

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October

OCT 1 **EREV YOM KIPPUR, GMW Editorial Office CLOSSES EARLY — 12 PM***

OCT 2 **YOM KIPPUR, GMW Editorial Office CLOSED***

Oct 2 Letters to the Editor deadline — NOON

Oct 3 Letters to the Editor published

Oct 6 Endorsements deadline — NOON

Oct 7 Endorsements published

Oct 9 Letters to the Editor deadline — NOON

Oct 10 Letters to the Editor published

OCT 13 **LAST DAY TO SUBMIT CANDIDATE OP-EDs — NOON**

OCT 13 **DEADLINE FOR Party/Town Committee/Other OP-EDs — NOON**

Oct 13 Endorsements deadline — NOON

Oct 14 Endorsements published

OCT 15 **LWV CANDIDATE DEBATE**

OCT 16 **LWV CANDIDATE DEBATE**

Oct 16 Letters to the Editor deadline — NOON

Oct 17 Letters to the Editor published

OCT 20 **SPECIAL ELECTION ISSUE PUBLISHED**

Oct 20 Endorsements deadline — NOON

Oct 21 Endorsements published

Oct 23 Letters to the Editor deadline — NOON

Oct 24 Letters to the Editor published

OCT. 24-26 GMW Editorial Office CLOSED*

Oct 27 Endorsements deadline — NOON

Oct 28 **LAST** Endorsements published

Oct 30 Letters to the Editor deadline — NOON

Oct 31 **LAST** Letters to the Editor published

November

NOV 4 **ELECTION DAY**

*Even though **GMW** offices are closed or close early, timestamps will be noted for any deadlines, where applicable