

Charfield and District Residents Association (CHADRA)



Editorial Guidelines

1. INTRODUCTION

These guidelines are not exhaustive and always subject to the CHADRA committee's decisions. The guidelines will be available to the readership and contributors via the village community website, <http://charfield.org/>

2. NEWSLETTER - PURPOSE

- Payment of the annual subscription to the newsletter gives the household membership of CHADRA for that calendar year.
- The newsletter is a quarterly publication of CHADRA and the primary method of communication with its membership.
- CHADRA has traditionally invited village organisations/club/societies to submit articles so that they may reach beyond their own membership to the wider community.
- CHADRA also invites and considers articles from other sources which are of interest to the community.

3. EDITORIAL DECISION-MAKING - ESCALATION

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| Stage 1: | The editorial guidelines |
| Stage 2: | Editor's judgement |
| Stage 3: | Referral to the chairman |
| Stage 4: | Referral to committee |

4. ARTICLE LENGTH

No guarantees can be given that an article will be published in its entirety as submitted. The editor has the absolute right to edit, for whatever reason, and is not obliged to refer back to the author. (Grammar, repetition, spelling errors, space issues, content issues, etc.)

5. ADVERTISING VILLAGE/FUND RAISING EVENTS

Inclusion of free of charge advertisements for village/fund raising events will be subject to space available. If a boxed advertisement is asked for and is printed, then details should not be repeated in the article.

6. WHO CAN CONTRIBUTE ARTICLES

- Any village organisation
- Any villager
- Any outside body with an article which is of interest or relevance to our village readership

7. ANONYMITY

Any article submitted anonymously will not be considered for publication. Any contributor seeking to withhold their name from the published article should approach the editor with their request. The escalation process will apply in the event of dispute.

8. DESIRED CONTENT (in very general terms)

- An interesting balance to appeal to all sections of the village's demographic.
- Reports from village organisations/clubs, parish council, school, etc.
- Articles of general interest to village.
- Light entertainment (ie Marilyn's bit)
- Achievements of villagers.
- Content should be relevant to the quarter, with flexibility for overlap if the following issue might be too late.
- Follow-up articles to any issues raised.

9. WHAT SHOULD NOT BE INCLUDED

Subject to judgement of the Editor (and the escalation process), but in general:

- Repetitive content - either from one issue to the next, or multiple articles in the same issue with overlaps.
- "Laundry lists" of standard timetabled events.

- “Advertorials” - ie, articles from those with pecuniary interest of any kind, businesses, profit-making organisations - unless they wish to pay and the article is clearly marked as advertorial.
- Political articles.
- Party political articles.
- Religious articles of a proselytising or sermonising nature.
- Complaints or comments from any individual about any third party should be referred to the committee. It may be that it could be included, if an answer/opposing view were to be published in the same issue, and subject to fact-checking.

10. THE CONTACTS PAGE

- Village not-for-profit organisations/clubs.
- Useful numbers such as police, Vale hospital, etc.

If space is tight, subject to the Editor’s judgement, then where multiple contacts exist for one body, just the main number will be listed.

11. ADVERTISERS

Preference will be given to village-based businesses/service providers.
Advertising space will be limited to preserve a balance of content.
A waiting list will be maintained for those wishing to advertise.

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