

Approved September 2019

HARWELL PARISH COUNCIL

Harwell News – General Information

1. Harwell News is a community newsletter published and funded by Harwell Parish Council to:
 - a. publicise appropriate activities and decisions of the Parish Council
 - b. provide information about developments which might have an impact on parish residents (specifically planning and other Local Government activities)
 - c. enable organisations and groups based in, or serving the community of Harwell, to increase the public awareness of their aims and activities
 - d. provide an opportunity for residents to raise matters of interest and to express their views on local topics
 - e. provide an opportunity for local businesses to advertise their services to residents at a realistic cost
 - f. benefit the parish as a whole, for example submissions on subjects which may be of interest to residents
2. Harwell News is to be published at the beginning of alternate month – February, April, June, August, October, December
3. Harwell News will normally consist of 16 pages
4. Harwell News is distributed by a team of volunteers to all addresses in Harwell Parish and to adjoining addresses.
5. Harwell News is also available on the website www.harwellparish.co.uk in the News section
6. Except for items relating to the Parish Council, e.g. meeting reports, the views expressed in Harwell News are not those of the Parish Council or Editor, and no liability can be accepted for any error or omissions although we will publish corrections.

Harwell News – Guidance for contributors

1. Harwell News welcomes contributions from everyone in the parish and from organisations serving Harwell. News and reports from parish organisations are particularly welcome.
2. Typically, contributions should be limited to a length of 1 page or less. However, contributions longer than 1 page may be accepted if the contributor has checked with the Editor that there is space and prior permission has been sought from the Council. Contributors should note that the space in excess of 1 page may be subject to a charge at half the relevant standard advertising rate published under the Guidance for Advertisers section. Contributors will be informed if a charge is to be levied.
3. Items such as press releases, which are aimed at a wider audience, such as the Vale of White Horse District Council or the Oxfordshire County Council, may be included at the Editor's discretion and may be edited to reflect interest within the Parish.
4. Articles promoting personal causes may be deemed unacceptable.
5. The deadline for copy is generally about the 15th of the month preceding publication month and is given in each issue of Harwell News.
6. Late submissions will only be accepted by prior agreement with the Editor.
7. Submissions may be in plain text or common document formats such as Word doc or docx formats. Images may be sent separately as JPG or PNG formats, or included in a widely use and editable format such as Word, but not in MS Publisher or PDF formats. Filenames should include the name of the contributor. Submissions should be sent to news@harwellparish.co.uk which can also be used to contact the Editor.
8. When including details of future events, contributors should take account of the fact that Harwell News is published in alternate months.
9. The Council reserves the right to edit, amend or reject any contributions.

Harwell News – Guidance for Advertisers

1. Harwell News accepts advertisements from businesses and organisations wishing to communicate to Harwell residents. As at August 2019, it is distributed to approximately 2000 dwellings in the Parish.
2. Submission of adverts may be made to the Editor (news@harwellparish.co.uk) but requests should be submitted to the Parish Council Clerk (clerk@harwellparish.co.uk).
3. Potential advertisers should submit details of the advert, including a postal address and the name of the advertiser, to the Clerk.
4. Generally, advertisements should be copy ready, either as a Word or JPG/PNG image file, but the Editor may be willing to make up an advert from text and image on request.
5. While the Editor will endeavour to always include an advert in the issues paid for, the Parish Council reserves the right to omit a repeated advert in exceptional circumstances and compensate with an extra insertion following those paid for.
6. Generally, display adverts are limited to a quarter-page. Larger sizes listed below are for an ‘advertising feature’, i.e. a paid-for article.
7. The current charges per issue excluding VAT are:
 - a) 50 mm x 80 mm, either Portrait or Landscape £15.50
 - b) ¼ page (120 mm (H) x 80 mm (W)) £32.00
 - c) ½ page (120 mm (H) x 170 mm (W)) £63.50
 - d) ½ page (240 mm (H) x 80 mm (W)) £63.50
 - e) Full page (240 mm (H) x 170 mm (W)) £125.00
8. Invoices are issued either for a full year in April or for advertisements received part way through a year, as soon as possible after publication.

Harwell News – Editorial Terms of Reference

1. The Editor's role is to collate all aspects and content of the Harwell News ready for printing, including any necessary editing to enable articles to fit the available space and to ensure that they conform to the objectives of the Harwell News and arrange placement in the magazine
2. The Editor will normally work to a style using 2 columns per page that ensure clarity and economy of space. The font style and size should be appropriate.
3. The Editor should review all submitted items, and edit or amend as appropriate, to make sure they conform to the objectives of the Harwell News.
4. Where possible, all changes, except for grammar, spelling and typing corrections and minor text changes to improve layout, should be agreed with the author of the article.
5. All published items should be attributed, either with a signature at the end of an item, or by being a report from a particular club or organisation.
6. Each issue should include a summary of relevant Parish Council meetings.
7. If there is space available after accommodating submissions and advertisements (generally these will not fill a multiple of 4 pages), then the Editor is encouraged to include items deemed of interest to Parishioners. Such items might include news items from Vale of White Horse District Council or Oxfordshire County Council or other bodies.
8. The Editor will liaise with the Clerk to agree number and sizes of advertisement. The Clerk is responsible for invoicing.
9. The Editor will endeavour to spread the advertisements throughout Harwell News, either within a column (assuming 2 column format) or for the small Portrait-shaped adverts then 3 to the page-width.
10. The Editor should send the copy-ready Harwell News in high resolution PDF format to the printer in good time, with instructions of the number of copies to be printed.
11. The Editor should liaise with the Distribution Coordinators to ensure that the number of copies printed is sufficient for distribution to all dwellings in the Parish
12. An electronic copy (PDF format of resolution sufficient for web publication) should also be sent to the webmaster of the Parish Council website for publishing on the website.
13. The Editor will liaise with the responsible Councillor regarding any issues relating to submissions and for having the publication proof-read and approved before sending to the printer.
14. The Editor may claim basic expenses incurred, e.g. for items such as mileage (visiting printer), ink, paper, and should be backed up with receipts, during the compilation of Harwell News by submitting a written claim to the Council.
15. The newsletter will normally consist of 16 pages. The Editor should consult the responsible Councillor if the publication is going to exceed 16 pages.

List of persons involved

Editors:	...
Clerk:	clerk@harwellparish.co.uk
Responsible Councillor:	...
Distribution coordinators:	Penny Marsh and Sarah Medley newsround@harwellparish.co.uk
Distributors:	Volunteers from around Parish