

PONTESBURY PARISH NEWSLETTER
ARTICLE & ADVERT CRITERIA PROTOCOL
(December 2022)

Pontesbury Parish Newsletter production is paid for by Pontesbury Parish Council. The editorship changed in September 2022 and with this change a new style of newsletter will be produced. To aid this new production the Council have put together a helpful list of Do's and Don'ts when submitting articles to the editor.

Criteria for inclusion in Pontesbury Parish Newsletter:

Geographical. To include information, posters and diary date on activities and events from:

- a group within the parish.
- a not for profit group in Minsterley, Hanwood or outlying parishes.
- free business events in the parish and outlying parishes.

Information, posters and diary dates on activities and events from groups within the parish will be prioritized, followed by the areas of Minsterley and Hanwood. Dependent upon space within the newsletter, information from outlying parishes will be included on a first come first served basis.

Size of Articles. There is a finite number of pages in each edition of Pontesbury Parish Newsletter, therefore groups are requested to adhere to the following guidelines when submitting articles for inclusion in the newsletter:

- to write a maximum of 250-300 words per article
- to preferably include at least one photograph with each article, more can be provided to the editor to choose the best – groups' agreement on permission of people included in the photograph must be gained
- one full page can be allocated to the following groups:
 - Pontesbury Parish Council
 - Pavilion information
 - Shropshire Council Library
 - Friends of Pontesbury Library
 - Rea Valley Community Good Neighbours Scheme
 - Pontesbury & Minsterley Foodbank
 - u3a

Things to leave out. Things that should not be include in the newsletter:

Personal information without permission

Do not include personal contact information, or other personal information about individuals, without permission. Information published must adhere to the Data Protection Act 2018.

Photos without permission

Do not include photos of people without their knowledge. When groups send in photographs which include images of people, they will be asked to confirm that they have received consent for the picture to appear in the newsletter.

Other people's work without permission

If an article or photograph from the internet or another publication is used, permission from the author/photographer must be obtained. Reproducing things without permission could be a breach of copyright. When something is reproduced (with permission), credit must be given to the author – this does not include advertising posters.

Anything untrue or hard to prove

Writing untrue negative things about people is called libel. All articles submitted to the newsletter must follow these guidelines:

- Do not 'name and shame' any individual.
- Do not make allegations against an identifiable person.
- Do not repeat rumours, unverified remarks or comments made by other people.
- Do not write about personal fall-outs or disputes, or any personal opinion about someone or something.
- All facts must be checked and each group will be requested to confirm each fact is substantiated.

Paid-for Adverts.

- Each business is to submit their own black and white advert to be included in the newsletter.
- The Editor will liaise with businesses regarding advert production, should this be required.
- Advertisements will only be accepted if the advertiser has completed a booking form and payment received prior to producing the publication.
- Adverts will be accepted for all local services and goods, events and therapies, but a disclaimer should be included in the newsletter that the Parish Council cannot be held liable for any work, service, goods or therapies that do satisfy the customer.
- Adverts will not be printed for the following goods:
 - Arms or guns
 - Anything illegal, ie, stolen items or drugs
 - Any tobacco, smoking or vaping paraphernalia
 - Advertising which features services which constitute adult material
- If adverts are deemed unsuitable they can be refused at the discretion of the Newsletter Working Group.