

**Request:**

Under the terms of the Freedom of Information Act, I wish to receive the following information from your authority:

1. The name, frequency and distribution/circulation of your council newspaper (by council newspaper I mean the most frequently published newspaper or magazine intended for mass distribution covering more than one topic)

Widening Horizons - published five times a year and is circulated to 93,000 homes across North Tyneside.

2. How much it cost to produce and distribute said newspaper in the last full financial year, and how much was budgeted from council resources in the financial year 2009/2010

It cost around £105,000 to produce and distribute the magazine in 2008/09. Estimated cost for 09/10 is £102,000.

3. How much of that cost is offset by advertising

Advertising revenue - £29,000 for 08/09 and around the same for 09/10.

4. How much of that advertising, if any, comes from external sources (ie not from your authority's budgets)?

Virtually all the advertising revenue comes from external sources.

5. Which other public sector partners pay to run advertising in your newspaper, eg PCTs?

Public sector partners who advertise on a regular basis include the PCT, police and NHS trusts.

6. Whether recruitment advertising forms part of the advertising in your newspaper?

Council vacancies have been advertised in the magazine. We do not carry private sector recruitment.

7. A copy of an editorial policy guide, if one exists, which governs the material which is placed in the newspaper, and how it is decided

8. A copy of an advertising policy guide, if one exists, which governs what sort of advertising is suitable.

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7 & 8 North Tyneside Council does not have copies of an editorial policy guide or advertising policy guide. Decisions on what to include and what to leave out are made by the editor, acting in conjunction with colleagues in the Marketing & Communications team.

9. The number of people employed to put your newspaper/newsletter together, including total cost and staff organisation chart

Two members of staff - a communications officer and a designer - spend approx three weeks designing and editing each edition although other duties are also carried out during this period. Other members of the team will supply articles as necessary.

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