

Introduction

Community Voice is the Wycombe District Council magazine for residents. It is delivered directly to 95% of district households using a distribution company called D2D and is readily available on the Council website and in large print and audio tape versions. Community Voice acts as an unofficial mouthpiece for the Council, to ensure core messages are communicated directly, and informs our residents of events and services offered around the district. It is also an important vehicle for obtaining feedback on key corporate initiatives. All material included must be in line with the Code of Recommended Practice on Local Government Publicity.

The aim of this policy is to set out guidelines for the content of Community Voice – what can be included and how it should be presented – to clarify the charges that are made and explain how to ensure your article appears in Community Voice.

Editorial content

Since it was redesigned and restructured as an A4 colour magazine in September 2005 it has developed as a popular high quality eye-catching product with a lively, engaging tone intended to catch the reader's attention. It is produced four times a year – spring, summer autumn and winter editions. Recent readership surveys indicated that Community Voice is second only to the Star free newspaper as the most important source of information about the Council. However, our readership profile tends to be female and 45+, although we are seeking to create more universal appeal by the introduction of specialist pages or sections targeting other groups such as the young or rural residents. In a recent survey of residents' satisfaction with Community Voice, the result was an average reader satisfaction of 78%.

Communications, together with Councillors, retain editorial and design control of all items in order to ensure that key messages are prioritised and presented in a style consistent with our corporate objectives.

How to get an article in Community Voice

Internal Council Departments

For an article to be included free-of-charge in Community Voice items should:

- Help achieve the aims of the Council's Strategic Plan.
- Be newsworthy and of interest to the public i.e. be people focused.
- Be non-political.
- Preferably be written from the point of view of the service user, and/or contain a quote from a service user (possibly in addition to a Councillor quote).
- Be under 250 words (a newspaper story often gives the facts in under 200 words).

- Give contact details for further information (telephone/email).
- Be accompanied by an 'action shot' photograph where possible - again preferably of service users or people from the community rather than dignitaries.
- Be consistent with our objective of being a Councillor-led authority.

External Bodies

For an article from an outside body to be included in Community Voice it must conform to the above, and:

- Be from a not-for-profit or charity organisation.
- Be appropriate to the work of the Council (see advertising section) and have objectives that are consistent with our own.
- Be paid for as per the charges below (unless Communications feels the article is key to the work of this Council and the charge can be waived or reduced).

Charges for Editorial content

Internal Council departments

As a general rule, there will be no charge for those items of up to 250 words on Council related matters which are deemed topical and newsworthy.

Larger articles or features that are designed to promote a service, event or initiative can be included on an advertorial basis. These articles from WDC departments are charged at a rate of:

- £250 per half page
- £500 for a full page

This is less than the full production cost and does not take into account officer preparation time and therefore to that extent the newspaper is subsidised. Communications reserves the right to edit, change and redraft articles to ensure that they meet with the editorial style of the magazine.

External bodies

Where an outside or community body wishes to take advantage of a promotional feature or advertorial, the general charge will be £250 per half page, £500 for a full page if they make a direct approach to us. Communications reserves the right to edit, change and redraft articles to ensure that they meet with the editorial style of the magazine.

Advertising

Approximately six pages or equivalent of advertising per 32 page issue of Community Voice are sold via our agent One Stop Media Services on behalf of this Council, to help subsidise the magazine. Advertising is charged at

£1,000 per page payable to the advertising agent and the Council receives 50% of this.

Content

The Council decides who can advertise in Community Voice and any copy considered inappropriate would be excluded. The agent ensures that priority is given to local business and not for profit companies. Consideration is also given to the content of the adverts and in particular whether the message is controversial. Any message should not attack or appear to undermine generally accepted moral standards. The message should not be likely to cause needless concern to those reading or seeing it. Certain categories of content are specifically unacceptable:

- Tobacco or alcoholic drinks.
- Advertising specifically aimed at children.
- Political or of an overtly religious nature.
- Adverts of a sexual nature or whose content is otherwise likely to offend.
- Promotion of Councillors or Officers or their immediate relations commercial activities.

As a guideline, adverts should:

- Not offend the Advertising Standards Authority's Code of Practice.
- Not be inconsistent with the work of the Council's Strategic Plan.
- Not be of a political nature.
- Not be inconsistent with our objectives relating to equality, race sexism or ageism.
- Not be likely to invoke an adverse reaction from the general public or otherwise likely to offend.

Requesting space in Community Voice

The following shows the procedure for producing Community Voice. Communications will seek to ensure that space can be given over to accommodate features in a particular edition. However, this cannot be guaranteed. The nature of the overall range of stories, achieving an appropriate balance between the number of features, advertising and news will need to be taken into account. Please ensure that you discuss your ideas with Communications well in advance. In the first instance please contact Becky Wotherspoon on 01494 421207.

A full production schedule is placed on the G:Drive/CommunityVoice/schedule.

Stage 1	Delivery – 11 weeks	Request for outline articles sent by Communications to Cabinet, Chief Executive, Directors, Heads of Service, regular contributors (internal and external) and Parish Council clerks. Gives all key dates to contributors for this issue.
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Stage 2	Delivery – 10 weeks	Deadline for outline titles – a brief guide to the content of the article and availability of photographs
Stage 3	Delivery – nine weeks	Article list – A brief description of the articles booked is sent to One Stop Media to help them sell advertising space
Stage 4	Approx Delivery – nine weeks	Deadline for draft articles. An email is sent to those people who have booked space but not submitted their article. Any article submitted should be thoroughly checked for accuracy and cleared with the relevant Head of Service before handing to Communications
Stage 5	Delivery - seven weeks	Communications team edits all articles submitted and sorts out the layout of community Voice a meeting is then held with the designer to discuss the layout and any special design requirements. All copy is then sent to the designer.
Stage 6	Delivery – six weeks	A list of all the adverts booked is sent to the designer.
Stage 7	Delivery – five weeks	Proof received from designer and distributed to all Cabinet members, Chief Executive, Directors and contributors for factual errors to be checked. All are given one week to check their article and respond with any changes. All changes are then emailed to the designer.
Stage 8	Delivery – four weeks	Adverts are sent from One Stop to the designer
Stage 9	Delivery – three weeks	Final proof received from printer which must be checked and final text changes made before being returned by date given to ensure changes can be accommodated.
Stage 10	Delivery – three weeks	Proof is signed off and the disc sent to printer.
Stage 11	Delivery – two weeks	Print proofs arrive from the printers, Harmsworth, these are checked and signed off for printing to begin.
Stage 12	Delivery – one week	Sent for delivery
Stage 13	Delivery	Delivery
Stage 14	Delivery finished	D2D confirm delivery and check backs begin. All staff and Parish Councils contacted to give information of any non delivery D2D arranges redelivery. A meeting is held following the distribution when D2D provides feedback on how the delivery went.

When Community Voice has been printed copies are sent to Reading Tapes for the Blind to be made into tapes and large print versions are also requested from Design and Print. Once received these are distributed to people who have requested Community Voice in a different format. This database is kept on the G:Drive/Community Voice/Different format request/Different formats database. A pdf of Community Voice is also placed on our website.