

## FOI Request: WDC Community Voice publication costs

### 1. Does your council have a council newspaper

Response: WDC currently produces a 32 page magazine called Community Voice. It was launched in this format in Autumn 2005. Prior to that it was a 24 page tabloid quarterly newspaper with no paid for advertising. Distribution is 63,500 copies delivered by hand. In Spring 2010 Community Voice will be replaced by a joint council magazine produced by Bucks County council and the four district councils.

### 2 and 3. What were the total costs of producing the free sheet in each of the last five year (including staff costs, materials such as papers and printing

Year (No editions)	2004/5(2)	2005/6(3)	2006/7(4)	2007/8(4)	2008/9(4)	9/10 (4)	Estimated
Pages/edition	24	24(2)	32(1)	32	32	32	32
	£	£	£	£	£	£	£
Gross cost	16132	30243	61671	64553	63833	63,000	
less advertising rev	3336	6560	12145	12199	10571	11,000	
<b>Net cost to WDC</b>	<b>12796</b>	<b>23683</b>	<b>49526</b>	<b>52354</b>	<b>53262</b>	<b>52000</b>	

### 4, How much of that advertising comes from external sources

All the above advertising revenue is from external sources

### 5. Which other public sector partners pay to run advertising in Community Voice

In the past year the following public sector organisations have taken advertising or paid for advertorial:

Bucks County Council  
Wycombe community safety partnership  
Waste partnership for Buckinghamshire  
Connexions Buckinghamshire  
Bucks New University  
Bucks PCT  
Bucks College of Agriculture

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

We currently do not take recruitment advertising for WDC or third parties but would not refuse if requested

### 7 and 8. Editorial policy and advertising protocols

The protocols are included as a separate attachment

### 9. How many staff work on the Council newspaper?

One part time member of staff is involved in producing the magazine as editor. It is not council policy to reveal specific salary details of individuals who could be identified as this falls outside the scope of FOI. The salary band however is between £31776 and £37401. We do not keep a specific record of long is spent but our estimate is approx 8 hours per week i.e approximately 0.25 FTE. The position of Editor is held by the Senior Communications Officer who reports to the Communications Manager