

F10.00004 - Freedom of Information Act 2000 Request

- 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)**

Allerdale Outlook

In 2009-10 – four times a year, from 2010-11 reduced to three times a year
47,000 copies printed

- 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**

2008-9 – £39,908 net

2009-10 – budget is £41,000 net

- 3. How much of that cost is offset by advertising**

2008-9 – income generated from advertising was £3420

Target for income from advertising in Allerdale outlook in 2009-10 is £3000

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

2008-9 – 100%

2009-10 – to date 100%

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

2008-9 – The Beacon, Whitehaven

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

None

- 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**

Please see the guidance below:

What is Allerdale Outlook?

Allerdale Outlook is Allerdale Borough Council's free magazine for residents of Allerdale. It is delivered three times a year to all households in the borough and is available on the website.

The magazine contains information about the services that the Council offers and projects in which the Council is involved. It gives the Council the opportunity to shout about its 'good news' stories.

I have a good news story for Allerdale Outlook. What do I do?

Great! Your first step is to get in touch with a member of the Allerdale Outlook editorial board (details below) who will be able to advise you about the process and what they're looking for.

The editorial board meets to kick start the process of each edition of Allerdale Outlook. They consider ideas for articles and propose which articles should be included in each edition.

The board are always inundated with suggestions and they have to make hard decisions about which articles will be included. **There are never any guarantees that your suggestion will be published.** But please don't let that put you off. The board needs enough good suggestions to be able to get the balance right for each edition of the magazine.

If your suggested article has been successful you will be contacted by one of the communications team who will talk through the article with you, write the article, take the pictures, etc.

Please remember that the lead-in times to the publication of the magazine are very tight and following the decision of the editorial board, there is a period of about two weeks in which all the articles must be written. So if you're going away, make sure that there is someone else who knows about it.

How does the editorial board make the decisions about what goes in?

The board needs enough information about your suggested article to make a decision:

- focus of the article / the angle
- who will front the article / how you imagine the article to be put across
- how the council is involved (funding / officer involvement / system support).

The board are looking for articles which readers have said that they want to see, particularly people-focused stories, with interviews and pictures.

As a rough guide, this means that we are looking for articles which are fronted by the Council's customers giving their opinions (hopefully positive ones!) about our services.

We need a good picture to go with the article, preferably of the person who is fronting the piece. We can arrange to take the picture, but we do need to know that the person has agreed to it. They will be asked to sign a photographic consent form.

Every year, we have a survey in the magazine asking what readers thought about particular articles and asking them to tell us what they would like included in future editions. The results of the survey are also used by the editorial board to shape their decisions.

The board are also looking for articles that are original and 'timely'. Nobody wants to read old news or something they've seen elsewhere. For the autumn/winter edition, for example, we would be looking for articles about Christmas, not the success of an event held in the previous summer.

We always provide contact details (telephone number, email address and appropriate website page) for the appropriate council person or team so that readers can find out more.

Remember: the Board will be asking three questions about your suggested article:

- Is it about the Council?
- Is it current to the time of year the magazine is out?
- Is it relevant to our readers?

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

Currently no policy.

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

None exclusively, part of other duties.