

Millington cum Givendale Parish Council

Parish Newsletter Management Policy

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1. Introduction

The Council periodically produces a newsletter entitled "Parish Matters" which is distributed to homes within the Parish. Currently the newsletter is distributed in printed form via hand delivery, but may also be posted, or emailed in future. This Policy defines the production and distribution of the newsletter.

2. Responsibilities

2.1 Council

- determine topics and information to be included in a particular newsletter edition;
- identifies when a newsletter edition is to be published;
- nominates the Councillors responsible for approving a newsletter edition for publication;
- determines which homes within the Parish are to be included in the distribution of the newsletter by hand delivery, by post and by email.

2.2 Clerk

- passes details of newsletter topics, publication date and approvers to the newsletter producer;
- ensures the production and distribution process is working to schedule;
- manage distribution via email, or post, to relevant identified homes;

2.3 Approvers

- proof read and check content matches requirements for a newsletter edition;
- return corrections and/or approval to the newsletter producer (copied to the clerk) in a timely manner.

2.4 Newsletter producer

- composes content for each newsletter edition according to supplied topics and information from the Council;
- sends drafts to the approvers, makes changes and corrections from their feedback;
- provides the approved copy to the distributors.

2.5 Distributors

- manage printing of the newsletter;
- distribute the printed newsletter to homes within the Parish. The homes to be included will be as defined by the Council from time to time.

3. Newsletter edition production

3.1 Content

The Council will determine at a meeting what content should be in particular edition of the newsletter. They will also determine when the edition should be published (that is, printed and distributed). Sufficient time must be given for development, approval and printing of the newsletter: a minimum of four weeks must be allowed to the publication date.

3.2 Production

The clerk will pass the information to the newsletter producer. The newsletter producer will develop a draft(s) and pass it/them to the approvers in a timely manner. A copy of all such correspondence will be sent to the clerk, so he/she can monitor progress.

The approvers will proof read the content and check that all topics and information are included as required and are accurate. Any corrections, or suggestions for change should be passed to the newsletter producer in sufficient time for further draft(s) to be produced and sent again to approvers. A copy of all such correspondence will be sent to the clerk, so he/she can monitor progress.

3.3 Printing and distribution

When a final draft has been approved, the newsletter producer will send a “master copy” of the newsletter edition to the distributors, in an agreed format. A copy will also be sent to the clerk, so he/she can monitor progress and manage postal and email distribution.

The distributors will organise printing of the newsletter (which may be done by the newsletter producer) and distribution to the relevant homes in the Parish.

3.4 monitoring progress

The clerk will monitor progress against the expected timescales and will remind relevant people of their duties, if activity is not progressing to schedule. In case of problems, the clerk will escalate to the Council Chair, or other Councillor(s) as she/he sees fit.

4. Timescales

A minimum of four weeks must be given by the Council, from the date of the meeting at which content for an edition is agreed, to the required publication date. Distribution may take up to a week after publication.

The clerk will provide details of the requirements for an edition (content and publication date) within two days of the Council meeting at which content is agreed.

The newsletter producer must deliver a first draft of the completed newsletter edition by two weeks after requirements have been supplied by the clerk.

Approvers must return any corrections and comments to the newsletter producer within one week of receiving the initial draft.

The newsletter producer and approvers must work together to complete iterations of drafts and corrections by the required publication date.

The newsletter producer will provide a completed newsletter edition to the distributors and the clerk, in the relevant format(s) by the required publication date. (If the newsletter producer is also printing an edition for distribution, all printed copies must be provided to the distributors along with the completed edition.)