

POLICY TITLE	NEWSLETTER EDITORIAL POLICY
CREATED BY	LOUISE BROWN – COMMUNICATIONS OFFICER
REVIEWED BY	POLICY MANGEMENT & FINANCE
ADOPTION DATE	10TH MARCH 2025
NEXT REVIEW DATE	10TH MARCH 2026

Introduction

The Wantage Town Council newsletter serves as an informative publication for residents, businesses, and visitors to our town. It is designed to communicate important updates, events, initiatives, and other relevant content that directly affects the community. This editorial policy outlines the types of content that can be included, guidelines for submissions, and the stance on advertising.

Content guidelines

The newsletter will focus on the following types of content:

- 1. Town events and activities**
 - a. Town Council events and local events organised by community groups.
 - b. Public meetings.
 - c. Volunteer and engagement opportunities.

- 2. Community news**
 - a. Items of topical news relating to town development and services that are of interest to people living in and around Wantage.
 - b. Updates on public health, environmental issues, and infrastructure.

- 3. Public awareness**
 - a. Information on town programs and services.
 - b. Educational content about local issues and government services.

- c. Initiatives to encourage civic participation, such as elections or town meetings.

4. Councillors articles

- a. Invite and include items submitted by councillors relevant to the Town Council, provided they align with the town's values and benefit the community.

Content exclusions

1. Political campaigns or endorsements

- a. Content promoting individual political candidates, parties, or campaigns will not be accepted.
- b. However, the Town Council may reserve the right to make statements of support for national or international causes, such as humanitarian efforts, in alignment with its values and objectives. These communications would be made when deemed appropriate and relevant, with careful consideration given to the context and the potential impact on the community.

2. Personal or commercial advertisements

- a. The newsletter is not a platform for personal or for-profit commercial advertisements.

3. Content not relevant to the community

- a. Submissions unrelated to town matters, including unrelated national topics, will not be published.

4. Hate speech, discriminatory content or controversial topics

- a. Content promoting discrimination, hate speech, or offensive language will not be permitted. Controversial subjects avoided.

Advertising policy

- **No paid advertising**

The Wantage Town Council newsletter will not accept paid advertising. This ensures that all content remains impartial and focused solely on community interests. Our primary aim is to provide useful and unbiased information to our readers without external commercial influence.

- **Public service announcements (PSAs)**

The newsletter may include non-commercial public service announcements that serve the interest of the public, including health advisories, town events, or important safety messages. These PSAs must come from reputable sources and be directly relevant to the town's residents.

Submission Guidelines

- **How to submit content**

Residents or organisations wishing to contribute content can submit articles, event announcements, or guest pieces via email to the Communications Officer at communications@wantagetowncouncil.gov.uk. All submissions will be reviewed for relevance, clarity, and adherence to the guidelines.

- To ensure timely distribution, the following key milestones must be met:

- **Artwork to Printer:** 2 weeks prior to distribution date
- **Royal Mail Booking:** 3 weeks prior to distribution date
- **Final copy to Communications Officer:** 4.5 weeks prior to distribution date.

This timeline should be followed for each newsletter edition to ensure all steps are completed on schedule.

- Final artwork will be sent to the Town Clerk for approval prior to going to print.

- **Editorial review**

The Town Council reserves the right to edit all submissions for length, clarity, accuracy, and compliance with this policy. Submissions may also be rejected if they do not meet editorial standards.

Conclusion

The Wantage Town Council Newsletter is a community-driven publication, and our editorial policy ensures that it remains a credible and informative resource for residents. We welcome contributions that serve to educate, inform, and enhance the life of our town while maintaining the integrity and impartiality of the newsletter.