



SECTION	11	Activities and Services
SUB SECTION	11.15	The Boyup Gazette
POLICY ID	11.15.0	Editorial Policy

Policy Introduced	April 2016
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THE BOYUP GAZETTE EDITORIAL POLICY

INTRODUCTION

The Boyup Brook Community Resource Centre (BBCRC) is responsible for the production and distribution of the community newspaper, 'The Boyup Gazette' (Gazette). 1000 copies are produced monthly with 12 editions per year. The Gazette is one of the core services of the business providing information to the community and generating income through the sale of advertising space.

PURPOSE

The purpose of this policy is to clearly identify the manner in which the Boyup Brook Community Resource Centre determines and reviews its approach to producing The Boyup Gazette.

POLICY

The BBCRC is committed to producing the Gazette to the highest possible standard. The Gazette is a good news publication featuring community news and events, as well as commercial advertising.

RESPONSIBILITY

The Gazette Editor has ultimate responsibility for the content and production of the Gazette. The position of Gazette Editor will be held by a paid staff member of the BBCRC. The Editor may delegate duties to other staff members in terms of producing the Gazette. This position, from time to time, may be held by other paid staff members when the Editor is absent. The replacement staff member will then fulfil the roles and responsibilities of the Editor.

If the Editor is concerned about any submission, he/she will consult two designated members of the BBCRC Management Committee, assuming there is no conflict of interest regarding the content in question with the majority decision being the deciding opinion. These committee members will be appointed at the first meeting of the Management Committee following the Annual General Meeting.

TIMING

The BBCRC aims to distribute the Gazette in the first week of the month, depending on how the month falls in relation to the working week.

The deadline is the 20th day of each month for inclusion in the following month's Gazette (i.e. Deadline is March 20 for April Gazette). The deadline is published in the Gazette and on the BBCRC's website. Contributions may be accepted after the deadline upon arrangement with the Editor, and are dependent on available space.

PRICE

The Gazette is a free publication, with costs covered by the sale of advertising space.

Those living outside the local postal service area are invited to pay an annual subscription fee (as determined by the BBCRC) to receive 12 copies of the Gazette.

ARTICLE CONTENT

The Gazette welcomes articles submitted by community groups and members. The content of articles should be of local relevance with Boyup Brook content receiving priority over news from other locations. Content must not be pornographic, defamatory or malicious, and must conform to copyright law. Where possible, the author of article will published at the bottom of the article.

Some minor editing of submitted articles may occur in relation to spelling, grammar and punctuation, or to fit the space available. No editing of the Shire notes will be undertaken, only formatted to fit the space required.

There is no charge to publish an article in the Gazette, unless it is classified as an advertorial.

This guidance also applies to 'Letters to the Editor'. Letters to the Editor are welcome, however are limited to 200 words. Names must accompany Letters to the Editor, but may be withheld from publication on request. The views expressed in Letters to the Editor are not those of the Gazette or the BBCRC. Not all Letters to the Editor or article submissions will be printed and may be edited for legal issues, space or clarity.

PHOTOS

All photos are to be provided electronically as an image if possible.

Names are to accompany photographs, unless individuals are not able to be identified, or in a large group situation.

Reproduction of photographs must have the consent of the photographer, which is assumed as granted if the photograph is submitted to the Gazette as part of, or as an attachment to, the editorial. Where possible, the name of the photographer will be credited.

ADVERTISING CONTENT AND PRICING

The Gazette welcomes advertising as an income stream to support the production of the Gazette. Advertising content should not pornographic, defamatory or malicious, and it must conform to copyright law.

There are different advertising options for the Gazette and businesses, individuals and community groups are welcome to contact the BBCRC to discuss their advertising needs. To confirm the placement of an advertisement, an advertising agreement detailing contact details, size and duration of booking, must be completed and lodged with the Gazette.

- **DISPLAY ADVERTISEMENTS** - refer to formatted advertisements in the sizes of full page, half page, quarter page or business card size.
- **CLASSIFIED ADVERTISEMENTS** - refer to line advertisements
 - Notices for which there will be a financial gain, or that are required to be advertised by law will be charged at a standard classified line rate as specified.
Example: For Sale, Employment, Annual General Meetings

- Notices which are for community information benefit and placed by not-for-profit groups are included free of charge
Example: Births, Engagements, Thank You, Church notices, coming events
Entries in the Community Calendar are also at no cost.
- **ADVERTORIAL** – refers to a newspaper or magazine advertisement giving information about a product or service that resembles an editorial in style and layout.

Advertising prices are detailed in the Gazette, on the BBCRC's website and at the BBCRC upon request. Any pricing or pricing agreements can be reviewed at the discretion of the BBCRC, with notification to advertisers as soon as possible after that review has been made.

Design and development of an advertisement will incur an additional cost.

Advertisers have the option of adding spot colour to their advertisement which will incur an additional cost.

Advertisers have the option of securing a specific location (e.g. back page, page 3) of their advertisement each month referred to as permanent placement. This privilege will incur an additional cost.

COPYRIGHT

Content within the Gazette must conform to the *Copyright Act 1968 (Cth)*. More detail on this Act can be found from the Australian Copyright Council (www.copyright.org.au).

By submitting the information (article, advert, photograph etc.), the person submitting the information warrants that they own the copyright to the information or that they have permission to submit it. The copyright remains with the author or photographer.

The Gazette has the right to:

- publish the information in the Gazette – it is the responsibility of the author to advise the Editor if the information is not to go further than the Gazette, or not to be published online
- refuse to print an article or advert if considered unsuitable
- edit an article for spacing and house style requirements
- resize an advert if submitted in Word/Publisher or designed by the Gazette
- publish the photo in the Gazette and republish the photo in part or in its entirety if required
- crop the photo or otherwise enhance it for publication.

DISCLAIMER

The following disclaimer is printed on page 2 of each edition of the Gazette.

Advertisement, Advertorial and Community Editorial copy in The Boyup Gazette (Gazette) is the responsibility of the author/advertiser. The views expressed are not necessarily those of the Gazette or Boyup Brook Community Resource Centre (BBCRC). While the Gazette makes every reasonable effort to ensure that no misleading claims or statements are made, responsibility is not accepted by the Gazette for statements made or for failure of any product or service to give satisfaction. Inclusion of a product or service should not be construed as an endorsement or recommendation by the Gazette or BBCRC. The Gazette reserves the right to refuse matter considered unsuitable for publication in the Gazette. The Gazette reserves the right to reduce article size if space is limited and to edit articles in accordance with the Gazette Editorial policy. Any articles featured in the Gazette may be included in the 'Boyup Banter' section of the Donnybrook-Bridgetown Mail. It is the responsibility of the author to advise the Editor if the article is not to go further than The Boyup Gazette. Any pricing or pricing agreements can be reviewed at the discretion of the BBCRC, with notification to advertisers as soon as

possible after that review has been made. Use of material in this publication is subject to the Copyright Act 1968 (Cth). Ph 08 9765 1169; Fax 08 9765 1340; Email gazette@boyupbrook.org

PRODUCTION

The Gazette is produced using a designed Microsoft Publisher template, with a set format as set out in a specific procedure.

The Gazette is printed at the BBCRC on a Risograph printer. It is printed double sided on A3 paper in a booklet format. The Gazette is printed in black and white with the option of green spot colour. The December edition features a coloured cover and back page. Advertisers have the option of adding spot colour to their advertisement which will incur an additional cost.

The Gazette is then collated using a machine which sorts the individual pages into an A3 pile which is then able to be folded into a booklet.

DISTRIBUTION OF PRINTED COPIES

The Gazette is distributed free of charge via the post to every household that receives mail in the Boyup Brook postal service (town delivery, Post Office box and Roadside Mail Box).

Copies are also available free of charge from various businesses within Boyup Brook.

Those living outside the local postal service area are invited to pay an annual subscription fee (as determined by the BBCRC) to receive 12 copies of the Gazette.

ONLINE GAZETTE

A full colour publication can be accessed for free via the BBCRC website – www.boyupbrook.crc.net.au. This copy will be available on the website in the first week of the month, assuming there are no technical issues.

LARGE PRINT GAZETTE

Three A3 copies of the Gazette are printed monthly and distributed to the Shire Library, Boyup Brook Hospital and Citizens' Lodge to enable those with eyesight difficulties to read the Gazette more easily.

VOLUNTEERS

Volunteers are welcome to assist with the folding of the Gazette each month. Duties will be carried out under the supervision of the Editor or appointed BBCRC staff member and may include folding, counting Gazettes for distribution and affixing labels to Gazettes for subscription holders.

COMPLAINTS AND DISPUTES

Any complaints or disputes relating to the Gazette should in the first instance be discussed with the Editor, or the BBCRC Manager. If a resolution cannot be reached, the Editor will consult two designated members of the BBCRC Management Committee, assuming there is no conflict of interest regarding the content in question with the majority decision being the deciding opinion.