Watton & Wayland Times
Connecting Communities
wattontimes@gmail.com 07864 720 480

Correspondent's Guide - General

The aim of this **four page** guide is to highlight some of the points that will help you produce the copy that will make the Editor smile and stop him from moaning in a return email (He's growly, but quite friendly!). Please be sure to read and understand all that follows because these are the most important things to remember:-

Email Address: The correct email to send all entries to is **wattontimes@gmail.com**

Phone Numbers: My desk phone number is: **01953 571 990**
The mobile number is: **07864 720 480**

Copy: Please, please, please, ***please*** send all entries in some kind of electronic format, not a printed page or handwritten note. **Please do not send PDFs or scans of a printed page, but send the original word processing file (Word, Pages, ODF etc.) or best of all, just plain old text in an email.**

Deadline: Please make a careful note of the **Deadline** which is at Noon on the 12th of the month before the month of publication. If the 12th happens to be a Sunday then the **Deadline** is the Monday immediately after the 12th.

Deadline: The definition of **Deadline** here, is that it represents ***the last date and time that copy received will be considered for publication.*** Please be early with copy**.** Arrival before the **Deadline** does **NOT** guarantee inclusion in the paper. Page space is allocated on a first come, first served basis.

Deadline: Laying up the paper usually begins around the 9th of the month because it takes a lot of work to get the paper ready to go to press, allow time for the printers to work their magic and then getting the paper delivered back to Watton and distributed. The earlier your entry is received the better.

Deadline: Did I mention the importance of the DEADLINE?

Formatting: Please do not format the text using bold or italics etc., because the very first thing I do, is to strip all that from the text.

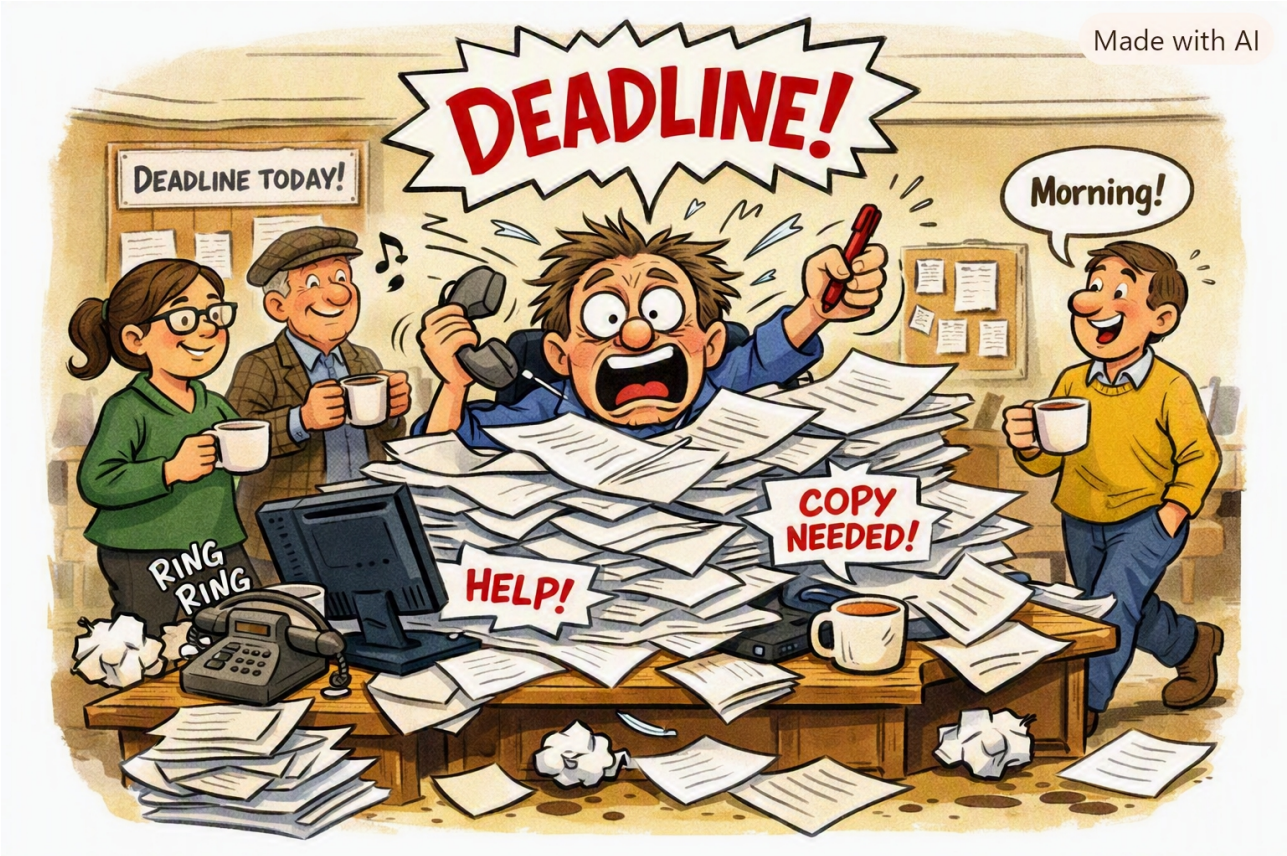
- Remember that your carefully laid out piece is going to be placed on the page in a newspaper column. One simply cannot lay text out in a meaningful way within the confines of a column.
- Please be sure to send text either directly into an email (my preferred way) or a word processing document. e.g. Word, Pages or even Notepad.
- Please do not send text in PDF format or, much worse, as a scanned picture. Items like this may well be rejected.

Pictures: Pictures are more than welcomed! But please send in unedited images (i.e. as they come off the camera) at full size and attached to the email. If you have been sent the image from someone else make sure they have sent it to you full size. It should be at least

1MB in size. Most email clients will try and reduce the size of pictures which made them faster to send (in the old days!). Unfortunately this ruins them for print purposes. **If you have multiple images to send in, you may have to do this in multiple emails. Always include an Email Subject to help avoid the dreaded 'Spam Filter' and always identify individuals in the photo for captioning.**

The inclusion of any submitted picture is an editorial decision based on space available, picture subject and picture quality. If you are not sure about anything, please ask. My starting point is to always try and be as helpful as I can!

Don't forget the deadline. I hate to say no but sometimes I have no choice.



(This is not an actual representation of the Editor's workstation. I only wish I could get mine this organised.)

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Advertising Your Club & Charitable Special Events

A humorous(?) guide – with a serious message – the right way to use the Watton & Wayland Times to promote your club or your **fund raising** or **charitable** event . . .

Of all the processes associated with producing the paper, an organisation advertising itself or an event is the one thing that causes most difficulties for the Editor. It can put him in a bad mood. Some have said it is difficult to know when he is in a good mood, since he has a naturally miserable face. But honestly, he is usually a happy, easy going chap.

If you feel you want try poking a bear with a sore head, then may I suggest a good way of doing that would be to fold up an inkjet printout of a poster with lots of tiny text on it and push it through the letterbox of Adcocks! Another way would be to send a poor quality scan of the poster that someone has produced and leave it at that.

Electronic artwork of a good quality poster is less irritating, but cramming too much information in makes them unreadable at the size they can be reproduced at without cost.

Please don't do that.

Why not? Well, were I to publish a paper with pages just covered in posters, that would not be an entertaining read. And space on the page is very expensive. There always was, and will be, a strict limit on the size of free adverts for clubs and charitable events, which is 6cm by 9cm. That was, and is, because that size advert costs businesses up to £40, so I will be introducing some additional rules for charitable event advertising.

What do I need to do to keep the Editor smiling?

First and foremost, write an article of up to say, five hundred(ish) words about the who, what, why, when and where of the club or event. Pictures are also welcome, but do read carefully the paragraph about pictures on page one. Articles (and pictures if space allows) will **always** be included free of charge; they are what make the paper a good read. Include a poster in your email as well, and IF I have space, I will consider printing it subject to the next paragraph, providing you have submitted an article with all the information in.

If your organisation or club is **entirely charitable**, and you want me to print a block advert of 6cm by 9cm, be it a poster or whatever, then I will do my best to include free of charge. If you want a bigger advert printed, talk to the Editor and he will try and help as much as he can.

PLEASE note that requests for inclusion in two consecutive editions may be refused. By all means ask, but also please specify which is your preferred month to be included in the event that space is limited.

Version 6 August 2026 Revision of Pictures and Deadline explanations.
This document may be modified over time as unaddressed problems arise. Please ask for latest copy from time to time.
The most current version will be online to download at wwtimes.co.uk

Non, & Partly Charitable Event Adverts

This page concerns events such as fetes, shows or markets where 100% of the profits do **NOT** go to charity.

This is even more difficult problem because businesses that advertise are the people who pay for the production of the paper, and if I use their support to help others make money, perhaps from their usual customers, then that is clearly going to give the paper a very short life, and that is because even I wouldn't pay to help others 'poach' my customers!

Worse still, it is not as simple as the above implies, because sometimes there is a clear community benefit even though there is no obvious 'charitable' benefit.

In consequence such events are treated on a case by case basis by the Editor, weighing up a number of factors, not all of which will be obvious to the organiser wondering why the miserable so and so, said 'no'. It is difficult to make decisions to cover all eventualities.

But the rule of thumb is that if participants make a profit and there is no charitable benefit from an event then advertising is **not** free but charged at normal costs.

If an event does make a contribution to a named Charity, then the organisers MAY be asked to tell the Editor what percentage of any profit goes to that Charity and what percentage goes to performer, organisers or stall holders. Advertising cost will be adjusted accordingly.

Free ads are limited in size to 6cm by 9cm and it is worth noting that a commercial advert of this size is £35 pounds per month.

I hope you understand the reasoning behind all of the above. It is based on the bitter experience of running a paper for nearly 30 years now, and having it fail twice because it simply could not support itself in times of financial stress.

A mistake I do not intend to repeat.