

## Newsletter

The newsletter remains an important publication for villagers as a source of information, events and highlights of village activities such as the Race of the Bogmen. Currently it is a 36pp A5 publication in black and white, containing a combination of regular advertisers and contributors such as the Gardening Club and GiFT. New advertisers are offered free editorial to help maximise their exposure. I use the opening page/s to often report Parish Council activity and feedback as well as informing on any issues such as vandalism or littering. Feedback is very positive from both readers and advertisers; if an advertiser doesn't have artwork, I offer a free basic service to fulfil. Finborough related articles will always have priority but there is often a mix of other local news and promotions from surrounding villages and Stowmarket. As editor, I try to ensure the newsletter remains apolitical or contentious. The editorial cut off remains the 15<sup>th</sup> of the month, allowing time for artworking and proof reading, which is kindly undertaken by Vicky, and then printed by Stowmarket Copycentre who often turn around the same day as receipt. I distribute 400 copies amongst a fantastic group of 8 volunteers plus 2 extra on the bench, who cover holidays etc, each then delivers to every property in the village. A copy of the PDF artwork is also posted to the Parish web site. Often I am asked about printing in colour but at the moment we are aiming for cost neutral with income from advertisers and I don't feel it is an additional cost required at this stage.