



Atworth Village Magazine

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**The Atworth
Village Magazine**
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This picture shows Atworth Youth Club members gathered around their new pool table. It was purchased with the help of donations from the White Hart pub, and the Atworth WI. Thanks are due to Dawn Rossi for the photograph. More AYC news inside. If you have a favourite photograph or painting of which you have the copyright, and which you'd like to see on the cover of the magazine, do please send it to the editor.

Atworth village on the web (events/associations/businesses):
www.atworth.org.uk

Guide to Editing and Publishing

the Atworth Village Magazine

Kenneth Spencer,

Editor and Publisher, August 2006 - September 2012

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The Atworth Village Magazine

A. Introduction and Background

The Atworth Village magazine is a publication serving the Village and Parish of Atworth in Wiltshire. It was founded in 1977 by Esme Lambert and the late Elsie Gravestock, with Jennifer Barton. For a short time the magazine was entitled simply "*The Atworth Magazine*", but after a competition for a sub-title, Esme Lambert's suggestion of "*Yer 'Tiz*" was adopted. The name reverted for a short time to the "*Atworth Village Magazine*" during the mid 1990s but was mainly published under its former title.

From about 1995 to 2006, Martin and Lynne Beta published, edited, and managed the magazine, performing all of the central tasks between them. Martin announced in April 2006 that they would discontinue publication from August of that year, and asked for persons willing to take on the task to come forward. And so in September 2006, avoiding a break in publication, Kenneth Spencer took on the responsibility of editing, producing and publishing a magazine for the village of Atworth. At various times Kenneth has been assisted with the distribution process by Julia Kirwan and Don Coote but that rôle is currently carried out by his wife, Lynne. Invoicing functions have been performed by Penny Laver, John Carter and Jim Marsden, although Kenneth has often performed this task himself.

The magazine is currently in its 35th annual volume.

When he took over production, Kenneth did not favour the vernacular "*Yer 'Tiz*" and named the new magazine "*The Atworth Village Magazine*", reverting to the title sometimes used in 1995 and at other times. This produced some opposition but was done as part of a policy to increase the weight of the magazine with business advertisers, and to distance it from the vernacular. The financial stability of the magazine has fully justified the decision.

The current print run volume is 580. The magazine is delivered free-of-charge each month to all addresses in Atworth. A team of 17 deliverers performs this task. The circulation volume delivered in this way is currently 531. A limited number of complimentary copies are circulated between Shaw and Whitley in exchange for the "*Connect*" magazine. Also amongst the 531 are 9 hand-delivered subscriptions for £6.00 each year. About 10 postal subscribers also receive the magazine by second class post for £10 each year. About 12 copies in total are also placed in three locations, the White Hart, The Bear Post Office and Smith's Stores in Whitley, where they are on sale for £0.50p each.

The magazine is produced as an A5 booklet, which is saddle stapled. The paper of the inside pages is of good quality, but not glossy. Over the past few years, most of the issues of the magazine have featured a full colour glossy front and back page, with full colour advertisements on the inside front and rear covers.

The rôles of editor and publisher have been always thus far combined in one person, who must accept the legal and financial responsibility for all of the activities of the magazine.

B. The Magazine Content

The publication's copy date was, until 2006, the 10th of the month preceding the cover date. Kenneth relaxed this date a little after taking over, and it has been 12th of the month since then. That is usually adequate time for all of the necessary editing and production processes to take place. The copy date governs every stage of magazine production.

B.1 Types of material published

The magazine accepts three types of material for publication:

B.1.1 *Editorial copy accepted without charge*

There are many reports, monthly or occasionally from in-village and nearby organisations and from some official groups. These include Atworth History Group, Atworth WI, Atworth Art Group, Atworth Autumn Show, Atworth Youth Club, Atworth Neighbourhood Watch, The Benefice of Atworth with Shaw & Whitley, Atworth Independent Church, Community First, Corsham Knitting and Crochet Group, Corsham Choral Society, Golden Fleece Cricket Club, Melksham Choral Society, Melksham Community Area Partnership, The Police Neighbourhood Tasking Group, and Melksham Neighbourhood Policing Team and Staverton Football Club (who play on the Atworth Recreation Ground). There is also a letters page which accepts correspondence from within the village and parish.

There are other occasional contributions from individuals on topics such as "Environmentally Speaking", and on matters affecting residents of the village and parish. Sometimes individuals will write an article about a key event or feature in their present or past life.

These items are sent in monthly, most commonly by email, which is far and away the preferred method. On the 5th of the month, an email reminder is circulated to each of these contributors, inviting their contributions in good time for the copy date. This email can also offer advice about the expected amount of space each article or submission might be allocated. Most organisations will be offered a single column for their regular reports - this represents about 350 words.

Kenneth Spencer had agreed in 2006 that he would provide, on a voluntary basis, a communication link with the community, using the magazine and his website, enabling publication of the Agendae and Minutes of Atworth Parish Council. In November 2011 Kenneth ceased to undertake this voluntary rôle after a complaint he raised with the council regarding discrepancies in its reports was ignored.

B.1.2 *Advertising for which a charge is made*

About half of the magazine space is used for advertising copy. This enables an easy calculation of income and cost, as the magazine is funded at least to 95% from advertising income. Thus, in general, the right hand pages are funded from the income generated by the left hand (advertising) pages.

Advertisements divide predictably: the majority - business promotion, and community and cultural events, and ad-hoc notices of for sale items from residents. Many businesses book a series, often for a full year: such income is important because it provides future financial assurance for the magazine.

The magazine offers various dimensions of advertising space, including full, half, quarter and eighth pages. The half and quarter pages are available dimensioned for horizontal or vertical presentation. In more recent years, the inside front and rear covers have also usually been made available, at a premium, for full or half page full colour advertising.

Advertising space booked as a consecutive series generates a discount, which reflects the reduced effort involved in invoicing and setting up of the copy in the allocated space. Where the series is booked for six months, two changes, and where booked for twelve months, up to four changes, of copy are permitted without incurring further charges.

B.1.3 *Diary Entries*

The back page is reserved for a tabular diary, arranged so that it may be cut out and placed on a domestic notice board.

No charge is made for entries into the diary. However, as the diary page, like the magazine, is often full, preference is given to paying advertisers of local and cultural events first, from the village and parish second, and then to material from those who have not advertised the event in that issue.

B.2 The policy on chargeable material

Sometimes an organisation or an individual may send in copy which the editor regards as chargeable, but where the contributor may not have made that consideration. In that situation it is advisable to have a simple clear policy so that the decision is unequivocal. The policy as operated is:

"Where material submitted for publication relates to an event or item for which the advertiser either makes a charge, or requires a defined quantity of space in the magazine, or submits a defined layout such as a poster, that item will be charged at the appropriate rates."

This principle is easily justified to a prospective advertiser by explaining that the advertiser can choose the space to be booked in accordance with the expected increase in ticket sales which advertising is expected to generate. As the magazine is not for profit, the policy also applies to charities and community organisations: without advertising income the magazine would not exist. The editor is entitled to make changes to any policy of the magazine, given sufficient notice to those involved.

B.3 The Front Cover

The cover of this document contains an illustration of a recent front cover. The front cover features a different picture each month. A regular appeal is made for front cover submissions, which may be drawings, paintings (which may be in any medium and in colour) or photographs which have some relevance to life in Atworth or its surroundings.

The image submitted must be in the copyright of the person offering the image, and that person must be willing to allow the image *as incorporated in the magazine* to be in the copyright of the magazine. That does not preclude re-use for other purposes by the original copyright owner, but it prevents material in the magazine from being re-used by others without the agreement of the editor.

C. The Magazine Production Cycle

C.1 Laying Out the Content

Each time responsibility for the production of the magazine has been taken on by a new editor and publisher, a new layout has been adopted. That will be the case on this occasion too. It is a good idea to start this process two or three months before it must be done in earnest, possibly with a dry run to see what the finished product will look like. The editor is entitled to make any changes to the layout.

C.1.1 The Title and Front Cover

Owing to the large investment of effort in producing the magazine, a degree of ownership is important. Therefore the editor must feel free to entitle the magazine as she or he feels fit. The title would normally be placed at the head of the front cover.

Currently the title is in **Times New**

Roman Bold 24pt, with the month and volume in **Times New Roman 14pt**. These are in a section which is light-shaded from top to bottom and extends over the upper 25% of the front cover.



The front cover is typically illustrated with a colour image of at least 900 pixels in each dimension. The width of this image is 13.365cm. The height is less critical but approximately occupies the centre half of the cover height, at least 10cm.

The caption of the cover image, which should include an acknowledgement of the contribution, is currently in *Times New Roman Italic 10pt*. The footer currently publicises the village website in **Times New Roman Bold 12pt**. The caption and footer together occupy the lower 25% of the front cover.



C.1.2 The Rear Cover

The rear cover currently carries the Dates for your Diary page. It has a faint underlying colour watermark image of the Clock Tower.

It is laid out as a table whose header row carries the words "Dates for your Diary" in *Lucida Handwriting 18pt*, with images representing pins as on a board.

Visit the Atworth village web site at www.atworth.org.uk—tell us what you think!

<i>Dates for your Diary</i>			
REGULAR EVENTS			
First Monday	7:30pm	Atworth History Group	October—May in the village hall
Tuesdays	6:30-8:30pm	Atworth Youth Club	at the Youth Centre, Studley Farm Lane
	7:00-8:00pm	Keep Fit £4.00 (Julie Reid 01225 788844)	in the village hall
	7:30-9:30pm	Atworth Art Group	in the church hall
1st Wednesday	7:45-10:00pm	Atworth Country Dancing	in the church hall, Atworth
2nd Wednesday	3:00-4:30pm	Margaret & Mavis' Tea Party	at Shell Court
First Thursday	10:00am-noon	Corsham Knitting & Crochet	room 1, Arts Centre Corsham
Last Sunday	2:00-4:00pm	Atworth Museum (March to October only)	Poplar Farm barn
APRIL 2012			
Monday 2nd	7:30pm	Atworth History Group	in the village hall
		Living with the 20th Century Shakers	with J Parrott
Tuesday 3rd	9:30-10am	Chippenham Mobile Library	at Mead Park

The first section is headed "Regular Events" in *LUCIDA HANDWRITING SMALL CAPS 11PT*. This section contains a left column for the Day and Time of each Regular Event, and a wider right column carries the Event Name or Title, left justified, and its Location, right justified, both in Arial, at 9pt.

Please see the section headed "House Style" for further information on Date and Time style details.

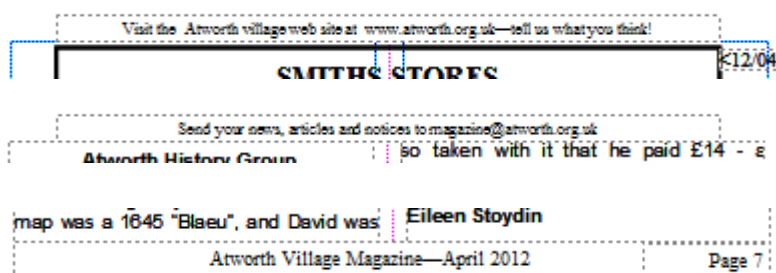
The remainder of the table carries the month in *LUCIDA HANDWRITING SMALL CAPS 11PT*, with a row for each date on which an event occurs. The left column shows the Event Date left justified, and on the next line, the Time, right justified, both in Arial 9pt. The wider right column carries the Event Organiser in **Arial Bold 9pt**, left justified, and the Event Venue right justified in Arial 9pt. A second line is usually allocated to each event, with the Event Name indented by 0.5cm, and the Presenter or Ticket Prices right justified, both in Arial 9pt.

C.1.3 The Inside Pages

Advertising is carried on the left page whenever possible, so as to prevent it from overpowering the editorial content. The exception is the inside rear cover, which lies naturally on the right.

All pages have a layout as follows:

- a right-page header carries the village website address;
- a left-page header carries instructions for submitting content, both in Times New Roman 8pt;
- a page footer contains the magazine title and the month and year and page number all in Times New Roman 10pt;
- all single pages, odd and even, are 14.4cm in width;
- there is a left and right hand margin over the double page spread of 3.4mm;
- there is a gutter margin of 7mm;
- each page is divided into two columns of 3.25cm for textual content;
- there is an inter-column margin of 2.5mm on all pages.



C.1.3.1 Editorial content

Most editorial textual content is presented in the two single column layout, which aids reading by enabling experienced to take in a line at once. There are some occasions, especially when an articles is longer and illustrated, when content may be best presented across both columns. This practice must be assessed on its merit.



All editorial content is enclosed in text boxes, for ease of manipulation. The formatting of editorial content in text boxes is currently as follows:

- the top of page text boxes are borderless on all four borders;
- text boxes below the top text box have an upper border only at 0.25pt;
- all headings are in **Arial Bold 10pt**, centred;
- all body text is presented in Arial 10pt, fully justified;
- all subheadings are in Arial Underlined 10pt, left justified;
- all footings are in **Arial Bold 10pt**, left justified.

C.1.3.2 Advertising Content

Most advertising content is presented by the advertiser in a PDF document or a JPG image format. These presentations generally preclude amendment by the editor. Where amendment is requested, or where the copy does not comply with the aspect ratio required for the selected advertising space such copy should be returned to the advertiser for amendment, or, if possible a better selection of advertising space dimension needs to be made by the advertiser. Copy in these formats can, however, easily be resized where the aspect ratio is correct.

Copy in JPG format can be dragged onto the page, and adjusted for size and position.

Copy in PDF format is best copied into a buffer using the Adobe Acrobat *Selection* or *Snapshot* tool and pasted into the magazine page.

When using Microsoft Publisher to layout the magazine, copy presented in Word or Publisher format can be surprisingly difficult to copy directly into a magazine page, considering that both are Microsoft products, and that Publisher is being used. In these instances either the text of the copy can be copied and pasted, or a screen snapshot can be made and copied into the magazine page.

It may be useful to use small coded labelling of each advertisement, thus: a12/08 so that its expiry date may be seen at a glance. (<=series date to; a=auto renewal; YY/MM, in Times New Roman 10pt)

C.2 Methods of Production

The magazine is currently produced in Microsoft Publisher version 2007. After completion, the magazine is output into Adobe PDF (Portable Document File) format in maximum resolution, and transferred to CD for delivery to the printer.

The editor must have his or her own computer equipment as none of the facilities used in the production of the magazine have been funded by or from the magazine - the current level of magazine income compared to the cost of the hardware and software would not allow that.

The finished file for the magazine can be up to 50 Megabyte or more, so quite a powerful PC is required, as PCs running Windows do not handle large projects well if underpowered.

C.2.1 PC Hardware Specification

The specification of the PC workstation currently used in magazine production is:

- Intel Core 2 Quad CPU at 3GHz
- 8 Gigabyte RAM
- quality high resolution graphics adapter card
- 1 Terabyte fixed disc
- 2 x DVD-CD-RW drives
- large 24" widescreen high quality LCD monitor.

In addition, a server computer is used so that all files, including magazine files and accounts can be held safely and securely, including the provision of a daily backup performed overnight.

C.2.2 PC Software Specification

The software currently in use for magazine production includes:

- Microsoft Widows Vista Ultimate x64 operating system (workstation)
- Microsoft Windows Server 2003 R2 (server)
- Microsoft Office 2007 Enterprise Suite (Word, Excel, Access, Publisher, PowerPoint)
- AccoSys ACCOUNTS version 7.01122011 with WEB EXTENSIONS © KA Spencer (Software)

The magazine can be produced satisfactorily with only a PC workstation, Microsoft Word and Publisher, but proper backup facilities must then be available on the workstation.

Until January 2012, the use of the Windows 2003 Server with AccoSys ACCOUNTS WEB EXTENSIONS permitted the core team, including the Editor, the Distribution and Invoicing Persons to view all information on advertising bookings, subscriptions, invoices sent and payment receipts, to be examined at home, via their Internet connections. The Invoicing Person was also able to print Invoices and Remittance Receipts for sending out to advertisers and subscribers. Since the Distribution rôle has been taken over by Lynne Spencer, and the editor has been dealing with invoices, this facility is not currently required. If the new Publisher/Editor is assisted by persons who are not in his or her household, such an arrangement, or a suitable alternative, will be clearly advantageous.

C.3 Printing the Magazine

As mentioned in section C.2 above, the editor will take the CD containing the finished magazine to the printer. The CD should include both the original Publisher file, and a file produced in PDF format. A written order stating the Issue Date (year and month), the number of pages (usually 28 but often 32), and the number of copies required (currently 560).

If a proper business process management system is used, this information can be entered into it, and a Purchase Order generated and printed. Later, when a Purchase Invoice is received from the printer, and payment made in response, these two transactions can also be recorded against the Printer's account, thus enabling a proper audit trail to be maintained. More information about this aspect of managing the magazine is given in section E. below.

Currently the printing is carried out by Avon Printing Services Ltd, in Round Ponds in Melksham. On acceptance by the printer, a delivery date must be obtained.

C4. A Timetable for Production

It will be helpful to list a typical timetable for production of the magazine.

Final week of the month prior to copy date (i.e. two months before the cover date):

- contact advertisers whose advertising series ended with the most recent issue
- contact subscribers whose subscriptions ended with the most recent issue
- ask these advertisers and subscribers for an urgent confirmation of an intention to renew, including notification of advertising space, series or copy amendments
- on receipt of confirmation prepare and send out an invoice with a request for payment (either within seven days or by return is most helpful)

During the first 10 days of the month prior to the cover date:

- receive new advertising bookings, send out invoices for payment before copy date
- receive any new subscriptions and send out invoices for payment before copy date
- receive new editorial copy, and send out a reminder to those on the reminder list
- work on laying out the editorial content, advertising copy and the diary page
- select the colour or monochrome cover image and update the cover
- amend all standard dates in the page footers, the cover, and the diary page

By the 12th (copy date) or 13th of the month (may be adjusted for weekends or bank holidays):

- receive all advertising and subscription payments - chase up late payers during next 5 days
- consider removing any non-paid advertising from the magazine and advise the client
- have the magazine complete and proof read
- prepare a CD image of the .PUB and the .PDF file of the magazine and the print order letter
- deliver the CD, along with payment for the previous month magazine to the printer
- obtain a completion date from the MD of the printing company

After 5 working days:

- collect magazines from printer, count the copies and check for problems or errors
- divide in-parish issues by deliverer ready for the Distribution Person
- pass onto the Distribution Person ready for passing on to the Deliverers
- print subscriber labels, and any subscriber printed invoices required and send off
- pass retail outlets their copies and collect any payments received
- chase any unpaid invoices

A complete list of Deliverers can be found on the Magazine pages of the Atworth Village website.

Remember that the magazine is of limited value if each household does not receive its copy at least a few days before the end of the month - every effort must be made to ensure that this is always the case.

D. Magazine House Style

The Atworth Village magazine is of course a small local rural publication rather than an International journal sent out to people in many countries. Therefore the house style, especially the presentation, and all aspects of the language, is of a traditional and "standard" English style. It could be regarded as fussy or unnecessary, but consistency in style, language, spelling and formatting of dates, times, headings, subheadings ensures that the magazine is always professional, and will make it easier to obtain funds from good advertisers.

Therefore the following principles or style are applied to all incoming contributions:

D.1 Current Style

D.1.1 The Title and Front Cover

Currently the magazine front page title is in **Times New Roman Bold 24pt**, with the month and volume in **Times New Roman** at 14pt. This section is light-shaded from top to bottom extending over the upper 25% of the front cover. The Front Cover Title is shown in Section C.1.1.

The front cover picture is an image of at least 900 pixels in each dimension. The width of this image is 13.365cm. The height is less critical but approximately occupies the centre half of the cover height, at least 10cm. The Front Cover Picture and Caption Styles are described and illustrated in Section C.1.1.

The cover image caption is currently in *Times New Roman Italic 10pt*. The footer is in **Times New Roman Bold 12pt**. The caption and footer together occupy the lower 25% of the front cover.

D.1.2 The Rear Cover

The rear cover Dates for your Diary has a feint underlying watermark image of the Clock Tower.

The diary is a table whose header row is in *Lucida Handwriting 11pt*.

The first section, headed "Regular Events" is in *LUCIDA HANDWRITING SMALL CAPS 11PT*. The left column for the Day and Time of each Regular Event, and a wider right column for the Event Name or Title, left justified, and for its Location, right justified, are both in *Arial 9pt*.

The Rear Cover Style is described and illustrated in Section C.1.2.

Please see the section D.3.3 for further information on Date and Time style details.

The remainder of the table carries the Month in *LUCIDA HANDWRITING SMALL CAPS 11PT*, with a row for each Date on which an event occurs. The left column shows the Event Date left justified, and on the next line, the Time, right justified, both in *Arial 9pt*. The wider right column carries the Event Organiser in **Arial Bold 9pt**, left justified, and the Event Venue right justified in *Arial 9pt*. A second line is usually allocated to each event, with the Event Name indented by 0.5cm, and the Presenter or Ticket Prices right justified, both in *Arial 9pt*.

D.1.3 The Inside Pages

All inside pages carrying editorial content have a layout as follows:

- all single pages, odd and even, are 14.4cm in width;
- there is a left and right hand margin over the double page spread of 3.4mm;
- there is a gutter margin of 7mm;
- each page is divided into two columns of 3.25cm for textual content;
- there is an inter-column margin of 2.5mm on all pages.
- a right-page header in Times New Roman 8pt;
- a left-page header in Times New Roman 8pt;
- a page footer in Times New Roman 10pt;

The Inside Pages Styles are described and illustrated in Section C.1.3.

D.1.3.1 *Editorial content*

All editorial content is enclosed in text boxes, for ease of manipulation. The formatting of editorial content in text boxes is currently as follows:

- the first (top) text box on the page is borderless on all four borders;
- subsequent text boxes below the top text box have an upper border only, at 0.25pt;
- all body text is in Arial, 10pt, fully justified;
- all item headings are in Arial, Bold 10pt, centred;
- all item subheadings are in Arial, Underlined 10pt, left justified;
- all item footings are in Arial, Bold 10pt, left justified.

All editorial content and articles are presented in identical layout, style, font and size so as not to appear to favour any submission.

D.2 Making an Article Fit

Kenneth Spencer has been particularly conscious of the need to make the magazine content flow. It would be easy to allow the publishing software to add a continuation textbox to the end of the magazine when a piece of text was too long for the current space. If this is done, the reader must turn pages to locate the continuation text in order to continue reading. Not only is this inconvenient, but it also discourages the reading of the magazine from cover to cover.

In view of the above, Kenneth Spencer invests a little more time in laying out articles carefully so that space is used optimally, to allow each article to fit on one page or in one column. Only the longer articles are permitted to take space on a succeeding page, and only then on the very next page rather than several pages ahead. Contributors can be encouraged to make this task easier by advising them of the approximate number of words expected from them.

Where an article would extend beyond the column or beyond the page for very few lines or words, judicious editing involving careful re-wording, or re-phrasing, or even a small adjustment in type face size can enable an article to be accommodated more neatly.

D.3 Spelling and Semantics

An editor of a magazine has a responsibility to ensure that readers, especially younger ones, are not inadvertently encouraged to misuse language by careless editorial use of grammar, spelling or syntax. A decision should be made as to these features of language are to be used in the magazine, and then the style should be adhered to rigorously and consistently.

In the magazine as currently published, all spelling is strictly "native English". Unfortunately, widespread use of Microsoft computer software, and failures to set up spelling checkers to use the correct British Lexicon (which in Microsoft software is seriously restricted anyway) have resulted in failure of spelling in native English speakers in recent years.

Thus, all American spelling is currently removed except in the titles of films or other publications, and in proper nouns.

All forms of shortening of words, or omission of case-change (*i* rather than *l*), as often practised in email- or text-messaging, such as *R U L8*, or *i c* should be rewritten in the standard English form.

It may be helpful to mention some common spellings and other abuses and misuses of English that have found their way into quite a lot of English, but which are removed from the magazine:

D.3.1 American use of verbal forms for nouns

<i>American use of the verbal spelling for a noun</i>	<i>corrected to English noun-form spelling</i>
license, advise, practise, defense	licence, advice, practice, defence

Note that the American use of the verbal form for nouns is correct for the verb: it is simply that American use does not differentiate between the noun and the verb.

D.3.2 American spelling of present and past participles

Sometimes contributors will lapse into using American spelling for present and past participles when there is a clear difference between the English and the American practices.

<i>American spelling of a participle</i>	<i>corrected to English spelling</i>
canceled, canceling, labeled, labeling	cancelled, cancelling, labelled, labelling
maveled, (and marvelous)	marvelled, (and marvellous)
traveled, traveling	travelled, travelling

D.3.3 Other spelling issues

Remember that American English does not favour the diphthong: *Esthetic* (Am.), *aesthetic* (En.); *medieval* (Am.), *medieval* (En.), *maneuver* (Am.), *manoeuvre* (En.), and the well known *colour*, *glamour*, *rigour* or *armour* or *mould*. In fact the only exception seems to be *boulder*.

Remember that our connections with the French language necessitate *fibre*, *centre*, *sabre*, *timbre*.

Differences between English and American spelling occur where English doubles the final consonant of the infinitive when forming a participle: *Biased* (Am.), *biassed* (En.); *focused* (Am.), *focussed* (En.).

Plainly, semantics and pronunciation are liable to confusion if the final consonant in an infinitive is not handled correctly. Consider *diner* and *dinner*, *fused* and *fussed*, or *mated* and *matted*.

D.3.4 Dates and Times

The formatting of dates may be a matter of personal preference, and may be dependent upon whether the editor counts dates of a month as ordinal (the order of dates) or cardinal (the quantity of days). As a date of a month is plainly a matter of rank or order, it may be argued that dates should be ordinal because they are concerned with order rather than quantity. Thus the correct format for a date in the UK is 25th December 2012, not 25 December 2012, notwithstanding the American claims (arising from the so-called *Chicago Manual of Style*) to the contrary.

In the UK, it is common practice to represent time using a full stop as a separator. Unfortunately, this clashes with the scientific representation of decimal time. Notwithstanding the fact that this clash may be rare, it is better to use the colon (:) as the separator, as this correctly implies the reference to hour, minute and second. Thus, in a strict scientific or mathematical sense, 12.30 is 12 o'clock plus somewhat less than one third of an hour, which is actually 18 minutes past, not 30 minutes past! Half past twelve in decimal time is actually represented by 12.50 (i.e. 12 point five hours). Thus, the correct representation of half past twelve is 12:30 not 12.30. The format of time using the colon is known as ISO representation of time. For the reason given, all times in the magazine are shown in ISO format.

D.3.5 Titles and Quotations

A title of a motion picture or a published work of literature or music is shown in italics: *Much Ado About Nothing*.

A quotation is italicised and in double quotation marks: "*Mr Arbuthnot welcomed everyone to his lecture*".

D.3.6 Writing Style

Speech has lost some of its elegance in recent decades, and inevitably some of that loss has spread to writing. The use of the kind of English found in many email messages, and even more in text messages, where the usual rules of grammar are ignored, is hardly acceptable in any publication which is concerned about its standards. Thus any copy containing such usages should be corrected.

However, inelegance can be a little more insidious. Consider: "*It looked like we'd have to take a taxi*" is inelegant and hardly correct even though it may be quite widely used. Such a sentence should be changed to: "*It looked as though we'd have to take a taxi*".

Likewise, "*She hadn't written that letter yet*" contains a subtle error which causes a stress of tense in the sentence. It should be corrected to: "*She hadn't yet written that letter at the time*".

As many abuses and misuses of English have arrived from across the Atlantic Ocean, examination of <http://www.englishforamericans.zzl.org> may be found useful.

The editor is free to determine any aspect of style. However special attention must be paid to consistency, and it is therefore advisable to adhere to standards and rules which are mutually compatible and reproducible across the whole magazine.

E. Managing the Finance: Bookings, Invoices and Payments

There are very important aspects of publishing the magazine that are not concerned with the editing rôle, but rather with ensuring that the magazine, as a micro-business, is properly managed. This work must be done carefully, or subscribers will lose their copies, and advertisements will fail to appear or invoices will not be sent out.

Currently the magazine is managed using AccoSys ACCOUNTS, which is capable of looking after every aspect of magazine information requirements. Whoever takes on responsibility for producing the magazine will need a similar facility. Furthermore, if the Distribution or Invoicing rôles are taken on by a separate individual or individuals, it becomes necessary ideally to share information so that, for example when the editor accepts an advertisement for publication, the invoicing person can view that booking, and print exactly the correct invoice for the space and series required.

E.1 Business Information Requirements

The operation of the magazine requires that proper business records are maintained. This information must be kept in a secure and reliable system which preferably integrates the information with the business processes of the magazine. There are several independent classes of information which must be kept, and these link together in the business transactions which the magazine undertakes.

E.1.1 Organisations

Organisations are your customers (advertisers, subscribers) and suppliers. A set of information must be kept about each organisation - name, address(es), contact names, telecommunications details (fixed telephone(s), mobile telephone(s), email address(es)). (Image is of Carson Tyres)

Telecom type	Add type	Contact	Value	Date from	Date to	Note
Telephone			01225 709335		24/10/2009	
Mobile phone			07595 827276		24/10/2009	
Email		Carson, D	"David Carson" david@carson		24/10/2009	
*					04/04/2012	

E.1.2 Commodities

Commodities are the products and services which the magazine sells (advertising, subscriptions, retail copies), and which you buy (printing services, stamps, etc). Your business package should allow banded price discounting (e.g. for 1-5, 6-11 and for 12+ consecutive issues). The software should calculate the appropriate price automatically. (Image shows discount bandings of Full Page advertising)

In	At	Min	Max	Curr	Sell at	VAT%	Price	Date from	Date to	Note
▶	£	19.00	12	£	19.00	0.00	19.00	01/11/2009		
	£	19.50	6	11	£	19.50	19.50	01/11/2009		
	£	20.00	1	5	£	20.00	20.00	01/11/2009		
	£	18.00	12	£	18.00	0.00	18.00	01/11/2008	30/10/2009	
	£	18.25	6	11	£	18.25	18.25	01/11/2008	30/10/2009	
	£	18.50	1	5	£	18.50	18.50	01/11/2008	30/10/2009	

E.1.3 Transactions

A transaction is any business interaction between the magazine, an organisation or individual, and one or more commodities. Thus when a customer books advertising space, that is a transaction involving the magazine, the advertiser and the space booking in the required magazine issue(s).

One transaction leads to another: a Booking leads to a Sales Invoice; a Sales Invoice leads to a Sales Payment. Such Related Transactions are linked in sequence and can be easily navigated. Every transaction must be recorded.

The items which must be recorded include, in the Transaction Header are:

The screenshot shows a software interface for recording transactions. At the top, there are buttons for 'Transaction document', 'Receipt', 'Print', 'View', 'Make+Link a Successor', 'Sales despatch', 'Auto', 'Audit', and 'Find'. Below these are fields for 'TranID: 001568', 'Ref: SPAY/1566', 'Cost centre: Main cost centre', 'Our contact: Spencer Mr KA', 'Organisation: RJA Plumbing', 'Address: 6b New Broughton Road, MELKS', 'Contact: Mr P Alford', 'Dated: 22/02/2012', 'Amount: £ 39.00', 'VAT: £ 0.00', and 'Total: £ 39.00'. There are also fields for 'Link Predecessor' and 'Linked Successor'. Below the header is a table of transaction lines.

Line	Commodity	Department	Quan	Amount	VAT	Total	Comment
1	Advertising - quarter page	Sales - advertising, n	6	39.00	0.00	0.00	
2	Issue 2012/03	Sales - advertising, n	1	0.00	0.00	0.00	
3	Issue 2012/04	Sales - advertising, n	1	0.00	0.00	0.00	
4	Issue 2012/05	Sales - advertising, n	1	0.00	0.00	0.00	
5	Issue 2012/06	Sales - advertising, n	1	0.00	0.00	0.00	
6	Issue 2012/07	Sales - advertising, n	1	0.00	0.00	0.00	
7	Issue 2012/08	Sales - advertising, n	1	0.00	0.00	0.00	
*			0	0.00	0.00	0.00	

- the organisation (e.g. the advertiser);
- the transaction type (e.g. sales invoice) and Status (booked/invoiced/paid etc);
- a transaction reference (e.g. order or cheque number) and date.

And in a set of Transaction Lines:

- the commodity involved (e.g. size of the advertising space), one per line;
- the quantity (e.g. number of issues) and price;
- the series of issues in which it is booked;
- the additional cost for colour if so booked.

The above process will generate a Booking and a Sales Invoice, which the Invoicing person may print and send off, (by email is preferred owing to postage costs) recording the date of sending. When a payment is received, the Invoicing person may then record:

- the date of payment;
- the amount and a payment reference (e.g. BACS reference or cheque number).

The payment is recorded in a Sales Payment transaction, so that when an Advertiser's account is settled the editor and Invoicing person can see that this is the case.

A similar arrangement is required for Subscriber activity, so that for each subscriber, full contact details are recorded and the magazine issues of the subscription are known. Likewise, the Distribution person can generate an invoice to send out to the subscriber along with the first issue of the subscription.

Thus, a flexible software package will be required to perform the following functions:

- maintain contact and other details of all organisations with whom the magazine does business. These include advertisers, subscribers, suppliers, deliverers;
- maintain the details of commodities (goods and services) to be supplied by the magazine, with prices and other details;
- record all transactions involving each organisation, including orders, invoices, and payments and donations;
- transactions must record exactly what was included in the order, and when, and the costs;
- it must be possible to maintain and examine the accounts of all organisations;
- business documents including orders, invoices, receipts and remittances must be printable.

E.2 Business Documents

Whichever software package is chosen, it must be capable of being set up to produce Business Documents that reflect the magazine requirements. Thus, a Sales Invoice to an advertiser must be able to show the issues booked, and the overall number of issues and of which size. Sales Invoice, Sales Payment Receipt, Purchase Order and Purchase Remittance are the minimum requirements.

E.2.1 Sample Business Documents

Atworth Village Magazine
8 Clock Tower View, Atworth, MELKSHAM, SN12 8LJ, Wiltshire

Facsimile: 0870 705 2500 Telephone: 01225 707101
Email: magazine@atworth.org.uk Website: http://www.atworth.org.uk

To: F.A.O. Mr P Alford
PJA Plumbing
610 New Broughton Road
MELKSHAM SN12 8BS
Wiltshire

Comments: <2012/08 Please note that to be assured of your space you are advised to make payment by return.

Sales Invoice

Account code: SHAR/C0001 Page: 1 of 1 Invoice Totals are on the final page.
Your order reference: 100057 - 16/08/2011 Invoice reference: SIN/11540
Order date: 16/08/2011 Invoice date: 08/02/2012

Terms: Please note: Please pay on receipt of this Invoice to be sure of your advertisement or subscription.
No VAT is payable on this Invoice.

Payment: Please make cheques payable to: **Atworth Village Magazine** A/c no: 03436648
BACS Bank: Lloyds TSB Melksham Branch: TROWBRIDGE Sort code: 30-98-75

Item	Quantity	Cost	VAT	Subtotal
Advertising - quarter page	6	£ 39.00	0.00	39.00
Issue 2012/03 (Sales - advertising, magazine)	1	£ 0.00	0.00	0.00
Issue 2012/04 (Sales - advertising, magazine)	1	£ 0.00	0.00	0.00
Issue 2012/05 (Sales - advertising, magazine)	1	£ 0.00	0.00	0.00
Issue 2012/06 (Sales - advertising, magazine)	1	£ 0.00	0.00	0.00
Issue 2012/07 (Sales - advertising, magazine)	1	£ 0.00	0.00	0.00
Issue 2012/08 (Sales - advertising, magazine)	1	£ 0.00	0.00	0.00

Total: £ 39.00 0.00
Total due on this Invoice: 39.00

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Illustration of a Sales Invoice for Advertising

Atworth Village Magazine
8 Clock Tower View, Atworth, MELKSHAM, SN12 8LJ, Wiltshire

Facsimile: 0870 705 2500 Telephone: 01225 707101
Email: magazine@atworth.org.uk Website: http://www.atworth.org.uk

To: F.A.O.
Sharon Rich
20 Hazebury Hill
Box
CORSHAM SN13 8LB
Wiltshire

Comments: <2013/02 Re booked for one yr as per telephone conversation. We would be grateful for payment by the end of this month so that we can be sure of your booking. Many thanks.

Sales Payment Receipt

Account code: SHAR/C0001 Your document reference: 000005
Receipt reference: SPAY/1561 Order/invoice reference: SIN/11545
Date: 19/02/2012

Item	Quantity	Cost	VAT	Subtotal
Advertising - quarter page	12	£ 72.00	0.00	72.00
Issue 2012/03	1	£ 0.00	0.00	0.00
Issue 2012/04	1	£ 0.00	0.00	0.00
Issue 2012/05	1	£ 0.00	0.00	0.00
Issue 2012/06	1	£ 0.00	0.00	0.00
Issue 2012/07	1	£ 0.00	0.00	0.00
Issue 2012/08	1	£ 0.00	0.00	0.00
Issue 2012/09	1	£ 0.00	0.00	0.00
Issue 2012/10	1	£ 0.00	0.00	0.00
Issue 2012/11	1	£ 0.00	0.00	0.00
Issue 2012/12	1	£ 0.00	0.00	0.00
Issue 2013/01	1	£ 0.00	0.00	0.00
Issue 2013/02	1	£ 0.00	0.00	0.00

Total: £ 72.00 0.00
Total this receipt: £ 72.00

Payment received and acknowledged with thanks.

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Illustration of a Sales Payment Receipt for Advertising

E.3 Business Analysis

A good business management package will also permit analysis of any or all sales and purchases by any or all organisations.

Thus a breakdown of income from the various advertising dimensions, eighth page, quarter page, half page and full page can enable maximum income to be generated from the sizes that are on offer.

Furthermore, breakdowns in detail and in summary of the business generated from individual advertisers, or spent with suppliers, will ensure that a proper picture of the finances of the magazine can readily be obtained.

E.3.1 Sample Business Analysis

Examples of these reports are shown below:

Atworth Village Magazine		
8 Clock Tower View, Atworth, MELKSHAM, SN12 8LJ, Wiltshire		
Facsimile	01225 707161	
Email:	magazine@atworth.org.uk	Website: http://www.atworth.org.uk
Commodity Business Report		
COMMODITY Code: ADVMLPAGE	Name: Advertising - half page	
Period: 01/09/2010 - 31/09/2011		
Organisation	Sales 0	Sales 2
Atworth Village Hall	12	£ 120.00
Atworth Parish Council	1	£ 11.00
Churchfields School PFA	1	£ 11.00
Crilly Cooks	1	£ 11.00
The Fragrant Room	1	£ 11.00
Friends of Great Chisfield	1	£ 11.00
Hairy's Hair Salon	24	£ 240.00
Kavonagh	12	£ 120.00
Melksham Choral Society	1	£ 11.00
Opera Sals	1	£ 11.00
Pam Burton	1	£ 11.00
Pearl James Flooring	12	£ 120.00
Pearl Jennings	10	£ 100.00
Shawns van Ardienne	5	£ 55.00
Sharon Rich	5	£ 55.00
Silver Threads (hairdresser)	1	£ 11.00
Snapdragons Nursery	17	£ 161.00
Suzanne Hayes	1	£ 11.00
Tea & Sympathy	5	£ 55.00
Tecnicka	12	£ 120.00
Top Grass Lugs	5	£ 55.00
VAD Services	12	£ 120.00
VIP Fitness Studio	3	£ 33.00
Wiltshire Marketing Ltd	4	£ 44.00
The White Hart	24	£ 240.00
Total Sales:	154	£ 1,922.00

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A Commodity Business Activity Report

Statement of Account: Sales summary					
Terms: All payments are due on receipt of the account.			No VAT is payable on this account.		
Payment: Please make cheques payable		Atworth Village Magazine		A/c no: 03436648	
BACS Bank: Lloyds TSB, Melksham		Branch: TROWBRIDGE		Sort 30-98-75	
Transaction type	Tran ref	Date	Status	Charged	Received
Bromham Stitches					
Sales Invoice	SINV/499	17/09/2008	Paid	£ (8.50)	0.00
Sales payment	SPAY/504	27/09/2008	Paid	£	8.50
Bromham Stitches sub-total:				£ (8.50)	8.50
				Sales Balance (bracketted) =	0.00
Bryan Sheppard					
Sales Invoice	SINV/1169	15/12/2010	Paid	£ (7.00)	0.00
Sales payment	SPAY/1186	20/12/2010	Paid	£	7.00
Bryan Sheppard sub-total:				£ (7.00)	7.00
				Sales Balance (bracketted) =	0.00
Bubblespeak Media					
Sales Invoice	SINV/252	19/06/2007	Paid	£ (33.00)	0.00
Sales payment	SPAY/264	19/07/2007	Paid	£	33.00
Bubblespeak Media sub-total:				£ (33.00)	33.00
				Sales Balance (bracketted) =	0.00
Butterfly Alpaca					
Sales Invoice	SINV/124	12/11/2006	Paid	£ (8.50)	0.00
Sales payment	SPAY/177	16/02/2007	Paid	£	8.50
Sales Invoice	SINV/276	28/08/2007	Paid	£ (4.50)	0.00
Sales payment	SPAY/299	14/10/2007	Paid	£	4.50
Butterfly Alpaca sub-total:				£ (13.00)	13.00
				Sales Balance (bracketted) =	0.00
Carson Tyre & Autocare Ltd					
Sales Invoice	SINV/826	24/10/2009	Paid	£ (60.00)	0.00
Sales payment	SPAY/936	29/10/2009	Paid	£	60.00
Sales Invoice	SINV/1097	26/10/2010	Paid	£ (72.00)	0.00
Sales payment	SPAY/1111	04/11/2010	Paid	£	72.00
Sales Invoice	SINV/1286	06/04/2011	Paid	£ (39.00)	0.00
Sales payment	SPAY/1301	11/04/2011	Paid	£	39.00
Sales Invoice	SINV/1447	13/10/2011	Paid	£ (72.00)	0.00
Sales payment	SPAY/1466	25/10/2011	Paid	£	72.00
Carson Tyre & Autocare Ltd sub-total:				£ (243.00)	243.00
				Sales Balance (bracketted) =	0.00
Chippenham Natural Health Centre					
Sales Invoice	SINV/444	20/05/2008	Paid	£ (8.50)	0.00
Sales payment	SPAY/476	30/06/2008	Paid	£	8.50
Chippenham Natural Health Centre sub-total:				£ (8.50)	8.50
				Sales Balance (bracketted) =	0.00

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Organisations' Business Activity Summary

E.4 Illustrative Costs of Advertising Space (as published in the August 2012 magazine)

Size ↓	Issues →	single - 5	6	12 or more
full-page		£22.00 each	£21.50 each	£21.00 each
half-page		£12.00 each	£ 11.50 each	£ 11.00 each
quarter-page		£ 8.00 each	£ 7.50 each	£ 7.00 each
eighth-page		£ 6.00 each	£ 5.50 each	£ 5.00 each

Colour Supplementary Charge (Add to above Advertising Space Charges)

Size (on inside front or inside back cover)	Price (supplement per issue)
full page	£ 25.00 (supp)
half page	£ 14.00 (supp)
quarter page	£ 9.00 (supp)
centre pull-out 4 x A5 pages	£140.00 (total)

F. Income and Expenditure

In order that the magazine is in a stable financial state, it is preferred that there shall be a small excess of income over expenditure. This has proved possible in the six years that Kenneth Spencer has managed the magazine. However, it requires care in management, and a careful eye on all costs.

F.1 Income Sources

The magazine gains income as follows:

- sales of advertising space - this is the major income source and is approx £4,200 pa;
- sales of subscriptions - this has been operating at a slight loss in the past two to three years, because the magazine costs approximately £0.60p per copy, and a subscription of £10.00 per annum does not cover fully postage, envelopes and the magazine. As postal charges will increase shortly, subscription costs will have to increase - income from subscriptions is approx £120.00 pa;
- donations - previously donations were worth approximately £320.00 pa, but the withdrawal of the Parish Council donation of £250.00 pa has reduced donations to approximately £70.00 pa;
- the magazine is available over counters at the White Hart, The Bear Post Office and Smith's Stores Whitley. A donation of at least £0.50p is encouraged. These sales bring in cash of approximately £35.00 pa.

F.2 Purchases and other Expenditure

The magazine expends funds as follows:

- magazine production - printing the 560 copies forms the major component of the magazine expenditure. The cost of each issue is affected by the number of pages (usually 28 or 32) and whether a colour copy is produced (an extra cost of £80 must be expended if a colour cover is to be produced). Printing costs amount to approximately £4,000 pa;
- team expenses - these include paper, envelopes, labels, ink or toner and postage (second class). Expenses which are claimed usually amount to approximately £120.00 pa;
- subscription losses - there is a small loss on subscriptions which must be covered, although this loss is not explicitly visible as subscription copies are not separately accounted;
- website expenses - the magazine makes extensive use of the Atworth Village website, for which no charge has thus far been calculated;
- editorial expenses have not thus far been calculated and paid for the cost of the 6 miles driven each month on magazine business; electricity (for computing); data protection registration charges; computer and software usage and telephone expenses.

F.3 General and Financial Reports

It is customary for the editor/publisher to make a report available at the time of the Annual Parish Meeting. This report usually includes a general activity report on the magazine year, which runs from September to August, as well as a financial statement.

Copies of the previous activity reports are available on the Atworth Village website and a copy of the Financial Report, in the form of an Income and Expenditure Statement is reproduced below.

F.3.1 Income and Expenditure Report

A t w o r t h V i l l a g e M a g a z i n e				
8 Clock Tower View, Atworth, MELKSHAM, SN12 8LJ, Wiltshire				
Facsimile	0870 700 2500	Telephone:	01225 707161	
Email:	magazine@atworth.org.uk	Website:	http://www.atworth.org.uk	
I n c o m e a n d E x p e n d i t u r e				
Date From: 01/09/2010		Date To: 31/08/2011		
Sales and Income	Receipts	VAT	Subtotal	Value
Income - donations	£ 70.00	0.00	70.00	
Sales - advance payments	£ 9.00	0.00	9.00	
Sales - advertising, magazine	£ 4,108.50	0.00	5,708.50	
Sales - discount	£ 10.00	0.00	10.00	
Sales - magazine, cash	£ 33.08	0.00	33.08	
Sales - subscriptions	£ 118.98	0.00	118.98	
Sub total	£ 4,349.56	0.00		4,349.56
Less Costs and	Outgoings	VAT	Subtotal	Value
Cost - communications/post	£ 5.60	1.09	6.69	
Expense - materials	£ 13.06	2.29	15.34	
Expense - miscellaneous zero VAT	£ 170.00	0.00	170.00	
Expense - postage	£ 61.68	0.00	61.68	
Expense - production	£ 3,087.00	0.00	3,087.00	
Sub total	£ 3,337.34	3.38		3,340.71
Purchases, Expenditure,	Expenditure	VAT	Subtotal	Value
Purchases - consumables	£ 31.87	4.65	36.52	
Purchases - miscellaneous	£ 12.66	0.00	12.66	
Sub total	£ 44.53	4.65		49.18
Excess of Income over Expenditure				£ 959.67
printed: Sat 24Mar2012 17:32		AccoSys Accounts © K.A Spencer (Software) 1988-2011		page 1/1

F.4 Banking Arrangements

A business or voluntary organisation bank account will need to be set up. The best option is a free business banking facility such as is provided by the Co-operative Bank or similar.

The availability of fund transfer from the termination of the current magazine arrangements is described in section G.1 below.

G. Conclusion

Production of a magazine for Atworth requires the following skills and attributes. These may be found entirely within the one person, the editor/publisher, or may be brought together in a small core team. However, they are:

- an excellent standard of English, and an ability to check, amend where necessary and layout a wide variety of contributions, including advertising copy and contributions from local organisations;
- an eye for detail, and a sense of style;
- a modern computer, equipped with software for the production of the magazine, and accounting or business management software;
- excellent micro-business management skills;
- excellent computer and software usage skills;
- an ability to work within very key deadlines in the magazine production cycle;
- a willingness to work voluntarily for up to eight days per month on magazine production, and business management.

If you believe that you have these qualities, and if you are willing to invest the time in producing a magazine for Atworth, please contact the current editor/publisher, Kenneth Spencer, as soon as possible. The magazine will become available to a new owner from the end of its current financial year, which is August 2012. Thus the first issue under any new publisher will be September 2012.

G.1 Funding Availability

It is expected that if there is a smooth and continuous transition to a new owner, approximately £1,800 may be available for funding the initial issues. If there is a delay in any takeover, then some advertisers and subscribers will have to be refunded for any missing issues from September 2012, and that will reduce the funds available accordingly. Any funds will be transferred monthly after each issue.

Any such funds transferred to a new editor are not intended for use in purchase of equipment, hardware or software - they are for funding the initial two or three issues after takeover.

G.2 Guarantee of Transfer of Funds

It is a condition of acceptance of responsibility for the magazine, and implicit in that acceptance, that any excess of funds remaining will be transferred to a new future editor. That new editor must agree that in the future, any excess terminal funds remaining at the end of the new editor's tenure will be further transferred to a succeeding editor.

The editor/publisher is not expected to produce the magazine for personal gain, but for the benefit of the Atworth community.