

Herald Committee Meeting Minutes

Wednesday 5th December 2018

Present AP AO TB

Distribution

Ask for boxes to be labelled and point out the distribution process to Flexpress. Did come back a day early which was useful.

Finance

Elaine not in attendance.

Advertising

Attfields Farm Shop are going to freshen up their advert. The Parish Council wanted a larger advert, have asked for larger in the January issue. A member of AA committee complained about advert (thinking they were paying for something they had not requested). Clarified with Patsy that it was a free insert.

Current Issue

Patsy and David Jennings commented on the 'new' contributors in this issue. Complaint on closed All Things Countesthorpe FaceBook group run by Woody Ward. Herald now has FaceBook page to support and, hopefully collect content for issues. Only found out about the original post from a relative of committee member. The following is the reply that has been posted.

There has been a post on another village FB group accusing the 'for profit' Herald of lazy journalism. Can we just clarify that since the Herald started in 1971 it has been entirely voluntary. A small group of volunteers collate and edit the contributions for each issue and a further group of volunteers distribute copies to every household in the village. Payment is made from the advertising revenue for the printing of 3,600 copies. In the past financial surpluses have been used to support organisations around the village.

We do now look on public facebook pages for items to include in each issue but are very pleased to receive contributions from villagers.

Look out in the January issue for a great piece on the process of recycling.

Enjoy the festive break.

Next Issue

Have had a good item on recycling already for next issue.

Christmas Meal

Wednesday 9th January at Dine India. Agreed to email around to remind inform committee members.