

THE NEW WOODEND STAR EDITORIAL POLICY

1. Scope of the Policy

The Policy applies to all submissions made to The New Woodend Star (TNWS) for publication or distribution.

Submissions may be made by any member of the Woodend/postcode 3442 community, or by any advertiser.

2. Definitions

Business editorials are contributions of a commercial nature that advertisers are invited to submit under certain conditions. Submissions that are of a commercial nature must be accompanied by a booking for advertising (refer to The New Woodend Star booking form for more information).

Submitting, includes emailing, posting, commenting, uploading, linking, sharing or forwarding for publication.

Submissions are items received for publication that may include advertisement copy or artwork, business editorials, community contributions, or material to be distributed, whether as an insert within TNWS or otherwise.

Community contributions are contributions of a non-commercial nature that comply with this editorial policy. Community contributions can include announcements; articles; short creative works; media releases and images; submissions made via TNWS website via a contact form, and/or social media communications.

Social media communications include comments on TNWS's Facebook page, Facebook Messenger messages, and comments on TNWS's Instagram page.

3 Editorial mission

In adopting the motto "by the community, for the community," The New Woodend Star takes its responsibility to the community seriously, aspiring to be an honest and informative source of local news for its readers.

4 Editorial standards

4.1 The New Woodend Star will consider for publication material that:

- 4.1.1 Is timely, newsworthy, and well-written, and clearly communicates in a manner that is relevant to its readership, i.e. relates to, or is deemed to be of direct interest to the community of Woodend and surrounds, i.e. postcode district 3442
- 4.1.2 Stands on its own merits as accurate and correct
- 4.1.3 Is objective and free from political, commercial and personal bias
- 4.1.4 represents a cross-section of our community, presenting material from a variety of voices
- 4.1.5 meets the standards of this Policy

4.2. The New Woodend Star Management Committee will not accept any submission that in the opinion of the Publisher/Committee:

- 4.2.1 contains prohibited or illegal content, or wording that is derogatory, obscene, harsh, objectionable, indecent, abusive, oppressive, or that could intimidate, harass,

damage the reputation of, violate the privacy of, or cause harm to, any person or organisation.

- 4.2.2 contains wording that could be construed as being discriminatory, or that vilifies any group, on any basis, including, but not limited to, a religious, cultural, or ethnic basis.
 - 4.2.3 contains wording that vilifies a member of, or candidate for Federal or State Parliament, local government, or a political party.
 - 4.2.4 contains explicit sexual descriptions or references.
 - 4.2.5 constitutes or could constitute infringement of copyright.
 - 4.2.6 could, in the opinion of the Publisher/Committee, be perceived as having the potential to give rise to action for defamation against the TNWS Management committee or its agents,
 - 4.2.7 makes claims, including health claims, that are unsubstantiated, or, with respect to public health matters, e.g. COVID-19, are in contradiction of government restrictions and directions, or,
 - 4.2.8 in any other way, in the opinion of the Publisher, fails to meet the standards set by this Policy.
- 4.3 In the event that any submission does not, in the opinion of the Publisher/Committee, comply with any provision of this Editorial Policy, or for any other reason, the Publisher/Committee, at its sole discretion, reserves the right to
- 4.3.1 not publish the submission,
 - 4.3.2 return the submission to the submitter to request modifications, and/or
 - 4.3.3 where the material is deemed to be commercial in nature, advise the submitter that the material is commercial and must be accompanied by an advertising booking or be rewritten as a non-commercial news article
 - 4.3.4 to impose corrective modifications or format changes or edits.
- 4.4 The Rotary Club of Woodend Inc. its agents, or TNWS Management Committee or its agents, will not accept liability for any loss, damages or other costs incurred by any submitter in circumstances where an article, advertisement or Business Editorial is not published, whether under any provision of this document or otherwise.
- 4.5 TNWS or its agents at their sole discretion reserve the right to determine the position of any submission in the printed publication.
- 4.6 All material to be published must be received by TNWS no later than 5.00pm on the 15th day of the month preceding publication.
- 4.7 Any person who has a complaint against TNWS must submit the complaint in writing to the Secretary, TNWS Management Committee, PO Box 333, Woodend, Victoria 3442, to enable the Committee to respond to the complaint.

5 Business editorials

- 5.1 Advertisers and prospective advertisers should read this Policy in conjunction with the terms and conditions in The New Woodend Star booking form. 'Business editorials' form part of an offer that TNWS makes to advertisers under the terms and conditions in TNWS booking form.

- 5.2 As they are published as part of an advertising booking, business editorials are not required to comply with the editorial mission laid out in section 3; however, persons wishing to submit business editorials should be aware of these editorial standards, particularly with respect to item 4.2 and item 4.3 of this Policy, regarding what will not be accepted for publication

The following standards apply to business editorials; they must:

- 5.2.3 Include the name and address of the business the editorial relates to Include the name of the person who submits the business editorial and
- 5.2.4 be clearly distinguished from non-commercial editorial material, either with a suitable label.
- 5.2.5 In the event that the Publisher believes that commercial material is not clearly distinguishable from non-commercial material, the Publisher reserves to right to impose edits or formatting or modifications it deems necessary to avoid confusing readers.

6 Use of images (*see Booking form for terms and conditions for the use of images in advertising*)

In submitting an image as part of a community contribution, a contributor warrants:

- 6.1 that they have secured any and all permissions, releases, and/or licenses that apply to publication of the material 10.2 that they assign to TNWS an irrevocable royalty free right to publish it electronically and in print
- 6.2 that they have appended the name of the photographer or copyright owner;
- 6.3 that they have indicated any licensing arrangements that apply to the image (e.g. Creative Commons Attribution Non-Commercial); and
- 6.4 that it is understood that the Publisher/Committee reserves the right to reject an image for publication for any reason, including that its licensing or ownership status cannot be ascertained.

7 Pandemic Infectious disease policy

TNWS reminds contributors to the newspaper of their responsibilities under DHHS / Chief Health Officer restrictions and directions.

The New Woodend Star actively moderates submissions in accordance with this Editorial Policy and it is the responsibility of contributors to ensure material is consistent with health regulations.

We refer readers to reputable and current official health information (e.g. Victorian DHHS and Australian DHS information sources about case numbers, restrictions and lockdowns) before submitting event announcements or similar for publication.

This document was approved by resolution of The New Woodend Star Management Committee on 10th May 2023

Date of next review: May 2024

Please direct any questions or comments to content@newwoodendstar.org.au