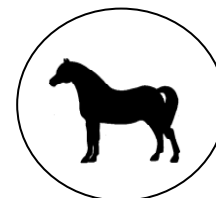


# The Welsh Pony and Cob Society Cymdeithas y Merlod a'r Cobiau Cymreig



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## Editorial Policy

The Welsh Pony and Cob Society produce products for members, for general sale or free distribution every year. These are the Journal, an autumn magazine, a spring newsletter, a calendar and a pack of Christmas cards. Additional items are produced, for example a stud book and indexes, as and when required. Historically the content for the Journal, magazine and newsletter has been submitted by Council trustees, members and staff. In the spring the Journal and Newsletter are mailed out together, in the autumn the magazine is the sole product mailed to members.

The Society wishes to maintain a high standard across all products but in particular in the Journal, the Yearbook of the Society and of the Breed, which is acknowledged as being a unique part of the Society and an ongoing historical document.

## Content

The Society recognises that historically it has repeated content across products. For 2017 the Society agrees the following content for each product (when produced).

Articles*	Journal only but with one lead article for the magazine, usually topical - archived articles from the journal maybe used for the magazine.
Association Show Results/Reports	Magazine and website/Facebook
Association Annual Summary	Journal (or main show in absence of summary)
Overseas Show Results/Reports	Magazine and website/Facebook
Overseas Annual Summary	Journal (or main show in absence of summary)
International Show Reports	Journal only
Driven Show Reports	Magazine and website/Facebook
British Driving Show Report	Journal only
Silver Medal Reports	Journal only (as of 2017)
Royal Welsh Report	Magazine (short form), website/Facebook (short form) Journal (full version)
Royal Welsh Judge Reports	Journal only
CEO Report	Magazine and newsletter
Chair Report	Magazine and newsletter
Honorary Officer Reports	Magazine and newsletter
Committee Reports	Magazine and newsletter
Presidents Message	Journal
Obituaries	Journal

\* An article is defined as an essay of historical importance. It is recognised that the magazine and newsletter will require fillers as and when required.

## Roles and Responsibilities

The roles and responsibilities are defined as:

### Chief Executive Officer

- Communicating effectively with all stakeholders
- Monitoring the product within constraints of timescale and cost
- Liaising with the production editor as to the finished product
- Liaising with the printers as to the completion and delivery of the product

### Trustee Commissioning Panel (2017 Journal only)

- Commissioning articles
- Choosing photographs that represent the best of the Breed
- Confirming copyright and consent for use of materials including photographs
- Enforcing editorial control over all submitted copy
- Proofing submitted copy
- Submitting articles to production editor

### Office Commissioning Panel (Journal and Magazine)

- Commissioning, collating and forwarding all association and overseas year summaries, show results and associated photographs
- Collating and forwarding advert orders to the production editor
- Confirming copyright and consent for use of materials including photographs
- Enforcing editorial control over all submitted copy
- Proofing submitted copy
- Submitting to production editor

### Production Editor

- Page setting
- Design and layout of adverts
- Preparation and delivery of proofs
- Forwarding of final proof to printers within timescale

### Proofing Panel

- Proof the text within quality standards, editorial policy and timescale

### Trustee/Staff Approval Panel

- Ensuring end product is of required quality
- Approval and sign off of product for printing

### Production Process

- **Pre-planning Meeting** - All contributors plan what is going into the product and identify where it is coming from and by when. Timescale, cost and quality are built into the planning process from the start
- **Commissioning Stage** - Commissioners contact sources and agree content, context and dead-lines.
- **Collation of Submissions** - Commissioners forward content to Production Editor.
- **Submission to Production Editor** - Submitted in batches to the Production Editor who places the materials within the agreed product template and provides a colour proof within timescale, cost and quality.
- **Proofing**
- **Approval and Sign Off** - Consisting of two trustees, the CEO and the Resourcing Manager who approve the final product for printing. (NB this stage is usually at a point when delay to the product will result in a delay to the mail-out therefore quality must be built into the process from the start)

- **Receipt of delivery by the Society office**
- **Mail-out of the product by the Society office**
- **Lessons Learnt** - Wash up meeting of all participants to learn the lessons and to document improvements to the process for next time.
- **Review and update of policies and procedures**

### **Quality Control Techniques**

- Random sampling
- Bench-marking against previous products
- Focus groups
- Questionnaires and surveys

### **Editorial Guidelines to Submitters**

- All submitted content is subject to editorial control
- All submitted content to comply with Society policies and procedures, for example Media Relations and Data Protection
- All submissions must be made in electronic form
- All photographs must be submitted as high resolution jpeg files
- All photographs must contain the name of the animal in the file name
- All photos for the prizewinner section must be supplied as hard copy following electronic submission
- All photographs must include name of the photographer for credit and be accompanied by an authorisation for publication from the photographer
- All copy must include the title of the article in the file name
- E-mail subject lines must contain the name of the product and the title of the submission
- All copy to be submitted to [editor@wpcs.uk.com](mailto:editor@wpcs.uk.com)
- Any materials submitted after the publicised deadlines will only be used at the Editor's discretion