# SOP 3 - Publishing of the Irish Woodturners Guild Journal.

## Objective

To provide the Guild, The Executive Committee, the chapters and individual members with a means of communication. To publish an issue of the Irish Woodturners Guild Journal for distribution to IWG members, with 3 periodical issues each year.

## Sourcing the editorial material.

Editorial articles are sourced from any IWG members, non IWG members, companies involved in the trade and the public who have articles that are of interest to the members of the IWG. The decision to publish or not publish any item is primarily the responsibility of the Editor, although the Executive Committee of the IWG may direct that any item may be included in any issue.

## Sourcing advertising materials.

Advertising materials fall into two categories:

1. *Non-commercial advertising:*

Non-commercial advertising is advertising from members, e.g., members selling or seeking tools or equipment. Such classified type advertisements are placed in the Journal free of charge to the members of the IWG. Size, form and placement are the decision of the Editor.

1. *Commercial Advertising:*

* Such advertisements are sought from companies or individuals with goods or services for sale.
* Advertising rates are determined and periodically updated by the Journal Editor in conjunction the Advertising Manager and new rates are ratified by the Executive Committee before implementation.
* Contract advertisers are those that agree to take advertising for a number of issues. Such advertisers will receive a 10% discount on the published advertising rates.
* Contract advertisers are contacted approximately one month before the deadline of any issue asking for confirmation or changes on the advertisement.
* Within 30 days of publication, an invoice and a copy of the Journal containing the advertisement is posted to the advertiser.
* Commercial advertisements may also take the form of loose-leaf inserts. In such cases, advertising charges are based on the standard charges plus extra cover insertion and higher postage rates, if any.
* In general, and subject to editorial decisions, advertising content should not exceed 1/3 of the total content of the Journal. It is the joint responsibility of the Editor and Advertising Manager to source and manage all advertisements whether commercial or non-commercial.

## Editorial Content.

It is the aim of the IWG to publish a Journal of the highest possible standards within its means. As such, editorial content should only be of high interest to woodturners and conform to the Guild’s constitutional aims, i.e. “The support and promotion of woodturning in the island of Ireland.” Where applicable, permissions to publish or reprint should be obtained from the respective copyright holder and a record of such correspondence retained.

At the discretion of the Journal Editor, after publication of an article, a thank you letter may be sent to the author accompanied by a complimentary copy of the respective Journal issue if the contributor is a non IWG. member.

## Layout.

The Irish Woodturners Guild takes the form of an A4 sized booklet variable in size from a minimum of 24 pages to a recommended maximum of 64 pages.

* **Typography**. At the discretion of the editor, consideration of the fact that the age of our members and the ease of reading of any article
* **Photography.** Where possible, articles should be accompanied by a clear photographs related to the article. The use of graphics such as clip art should be restricted to the bare minimum and use only where necessary.
* **Layout**. At the discretion of the Journal Editor, conforming to the procedures, software and printing requirements all efforts to guarantee the production of a pleasing, modern and practical publication should be adhered too.

## Mailing.

The Journal Editor requests an up-to-date mailing list from the Honorary Membership Secretary. The Journal Editor then sends this list in proper format (Usually an excel spreadsheet) to the Mail distribution company and organises the corresponding number of Journals copies to be delivered to the mailing company. He then organises the surplus copies to be distributed to the Honorary Treasurer for invoicing of advertisers, the Honorary Membership Secretary for the Welcome Packs, the remaining should be retained by the Journal Editor for:

* special requests,
* thank you, letters,
* lost copies, replacements,
* the archive.

## Copyright.

Copyright for articles and photography which appear in the Journal is held by the author, except in cases where the articles are paid for by the IWG, who then become the copyright holder. Written consent must be sought from the copyright holder for the use of any such material.

## Assets.

Fixed assets, e.g. cameras, software, laptop used for Journal publication and purchased by the IWG are the property of the IWG and are administered by the Journal Editor and executive committee.

## Data protection.

The IWG is bound by the Data Protection Act. Mailing lists are confidential and may not be given to third parties. Commercial companies wishing to send brochures or leaflets to the members can do so by including them either as an advertisement within Journal or as a loose leaf insert. Privacy will also be respected where members request such e.g., publication of letters and other contributions without name and address.

## Complaints Policy.

Complaints are dealt with by the Journal Editor and the Executive Committee and will involve a written response to the complainant outlining the response to and rectification measures (if any) of their complaint. All letters of complaint are brought up as correspondence at the next executive committee meeting.

## Discretion to publish.

The IWG and Journal editor reserves the right to withhold publication of any article, advertisement, or letter they deem unsuitable. It should be noted that where such a decision is made, the IWG reserves the right to keep the discussions deliberations and reasoning for their non-publication private and are under no obligation to disclose these to other members contributors or advertisers.