

# Branch Magazine Toolkit

For CAMRA Branches



August 2019

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The CAMRA Press Office is more than happy to assist you with any of this material. Please feel free to contact us on [press@camra.org.uk](mailto:press@camra.org.uk) or on 01727 337 863.

## Introduction

Branch magazines are an essential component to CAMRA's communication. Published on a regular basis, they provide an opportunity to connect the Campaign with your local community.

A 'shop window' for the local branch, each magazine has the potential to convert the casual pub-goer or beer lover into a member and demonstrate the tangible benefits of getting involved.

By the same token, magazines can also do a lot of reputational damage to the Campaign. In 2018 CAMRA made headlines after a questionable crossword puzzle clue sparked national headlines, bringing the organisation as a whole into disrepute.

Branch magazines must therefore adhere to CAMRA's brand values to ensure that they represent the campaign in the most positive light possible.

This toolkit aims to provide clear guidance on your responsibilities as branch magazine editors in terms of the content you produce.

We are always happy to review and provide feedback on individual branch magazines, simply get in touch via [press@camra.org.uk](mailto:press@camra.org.uk) or send a copy over with a note to Katie Wiles at CAMRA, 230 Hatfield Road, St Albans AL1 4LW.

This Guide will be reviewed in 12 months time to ensure it is kept up-to-date for branches.

## Key Guidelines

In order to distribute and promote a magazine under CAMRA's name and branding you **must** adhere to the following guidelines:

- ✓ Adhere to CAMRA's Volunteer Charter
- ✓ Avoid abusive language, defamation or libel
- ✓ Avoid any political bias
- ✓ Respect copyright when reproducing articles or images
- ✓ Use the correct and current CAMRA brand logo and artwork throughout the magazine
- ✓ List at least two branch committee members with their contact details, such as the branch magazine editor and branch website address
- ✓ Include publisher details, copyright information and a disclaimer
- ✓ Include membership advertisement with the correct rates and direct debit details
- ✓ Include details of forthcoming local CAMRA events to encourage participation
- ✓ Submit a copy of your magazine to the British Library Deposit Office at Legal Deposit Office (Serials), The British Library, Boston Spa, Wetherby, LS23 7BY

## **Best Practice Guidelines**

Alongside the key requirements, branch magazine editors should take into consideration our best practice guidelines to make the most of their magazine and ensure it is presented as attractively and professionally as possible.

### Cover artwork

- ✓ Use an attractive front page design with an eye catching lead story
- ✓ Ensure cover information is direct and to the point, avoid clutter
- ✓ Try to inspire the reader – opt for joyous images of people enjoying a pint rather than a derelict pub
- ✓ Use bright and attractive colours
- ✓ Include a 'free' banner on the top of the page
- ✓ Make it clear that it is a CAMRA publication

### Layout & Design

- ✓ Keep headlines and titles large and clear
- ✓ Use clear headers, breaks and images to keep the reader interested and engaged
- ✓ Ensure margin size, borders, colour palette and fonts are consistent
- ✓ Ensure that images are laid out correctly
- ✓ Leave white space around images, headlines and ads to avoid pages looking too busy
- ✓ Keep colours bright or light and always use a white or light background
- ✓ Choose an appealing colour combination

### Using images

- ✓ Keep images interspersed to avoid big blocks of text
- ✓ Use high-quality images that won't become pixelated when printed
- ✓ Include captions to explain who is in photos of people
- ✓ Use up-to-date artwork
- ✓ Keep photo sizes consistent

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- ✓ If you put a background images behind text ensure that the text is still legible
- ✓ Take special care when choosing images for the front cover

## Written content

- ✓ Contain well balanced, interesting articles that span a variety of topics
- ✓ Include a table of contents page for the readers' navigation and a 'notes from the editor' article on the first page
- ✓ Keep articles short and to the point, well-balanced and varied across a range of topics
- ✓ Ensure content is interesting - consider interviewing a local pub or brewer or announce a new festival to show engagement and activation in the local community
- ✓ Highlight positive campaigning and community involvement
- ✓ Showcase CAMRA as a welcoming, diverse, inclusive, sociable and fun organisation
- ✓ Keep articles in accordance with our campaigns and national policies
- ✓ Include enough articles to keep the magazine substantial
- ✓ Consider a mix of features, news pieces, editorials and interviews
- ✓ Ensure editorial integrity - i.e. editorial copy shouldn't be paid for and if it is as a result of advertisement, it must be marked as sponsored or advertorial copy
- ✓ Explain CAMRA acronyms

## Promoting your branch

- ✓ Include the branch website address and social media handles
- ✓ Include a branch diary with information on local public transport

## Including advertisement

- ✓ Keep paid advertisements relevant to the readership (in terms of demographic/interests)
- ✓ Space adverts out through the copy

## Editing

Before your magazine goes to print, you should always ask another person to proof read the copy. It can be difficult to pick up errors yourself and minor mistakes can make the magazine appear sloppy and unprofessional.

The basic editorial followed for national CAMRA publications is as follows.

### Editorial Guidelines

- ✓ Numbers one to ten should be written out in full, numbers 11 and upwards should appear in numerical form
- ✓ Headlines and subtitles do not need punctuation at the end. They should also be written in a larger font and are clear above the following article, to ensure that the reader has context straight away
- ✓ Check that there is no double spacing between words
- ✓ Links shouldn't be too long (use www. instead of http://) and there shouldn't be a full stop at the end
- ✓ Check punctuation: e.g. an ellipsis should only be '...' not '.....'
- ✓ If using multiple quotation marks within a sentence, make sure you complete both sets of quotes, e.g. "CAMRA now neutral on 'cask breathers'" not 'CAMRA now neutral on 'cask breathers'
- ✓ Beer styles do not need capitalisation, unless they included in the name of a beer e.g. *Siren Brewery's Broken Dream Breakfast Stout* should have capitalisation, *the selection of bitters and stouts* should not
- ✓ Only capitalise names, places, dates, acronyms (see below)
- ✓ When using acronyms (e.g. POTY, COTY, CBOB), make sure you write out what they stand for the first time you use them: e.g. *CAMRA announced their winner of the Champion Beer of Britain (CBOB)* - after this you can refer to the award as CBOB
- ✓ The names of publications (including your own magazine!) should be italicised
- ✓ Where possible, include a photo with an article
- ✓ Do not reproduce or copy an article from another publication, unless given express permission. If you have had permission, it is good practise to include a short line paying tribute, e.g. *Article first published in <insert publication name and issue number or date here>*
- ✓ Before introducing a quote, outline who has said it and their title e.g. *Alex Metcalfe, CAMRA's Learning and Discovery manager said...*

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- ✓ When quoting someone's speech, use double marks "like this" not single marks 'like this'. If the quote needs to be split into separate paragraphs you should start the new line with " to indicate the quote has continued. You should only use closing quotation marks when the quote has ended.
- ✓ The closing quotation mark should follow the punctuation, as shown in the example above. An exception is if the quote is embedded into the sentence e.g. *Alex continued to explain the importance of pubs in the UK, stating that they are "necessary for communities", among other benefits.*

## Example:

Alex Metcalfe, CAMRA's Learning and Discovery manager commented:

"Our aim in bringing the learning and discovery space to Thanet is to give festival goers the chance to take part in fun and informal activities that can help improve their knowledge of real ale.

"The local CAMRA organisers saw the success in Manchester and wanted to bring this offering to the local people in Thanet. We're delighted to be able to help them make this offering a reality this year, and hope local residents take the opportunity to come along and discover more about the nation's favourite drink."

CAMRA magazines can be self-published by the CAMRA branch or branches or published in conjunction with a third party.

## Self published magazines

Magazines published in this way are solely the responsibility of the CAMRA branch/branches including production of editorial, generating income from advertising, liaising with advertisers including artwork, invoicing and collecting advertising revenue and chasing debts, design and layout and producing the final copy for sending to the printer, whilst ensuring financial viability.

## Working with a third party

Many magazines are published in conjunction with a third party. The third party can reduce volunteer workload by taking on a specialist role such as designing the magazine and/or liaising with advertisers. A formal agreement with the third party is important and it will need to clearly outline the responsibilities of both the CAMRA branch and the third party, while making sure the magazine is financially viable.

The two common models for working with third parties are as follows:

- ✓ Advertising is the responsibility of the third party. In this model, all advertising revenue goes to the third party
- ✓ Advertising is the responsibility of the CAMRA branch or is a joint responsibility between the branch and third party. In this model once the third party has been paid, the balance (surplus or loss) is held by CAMRA.

## Companies currently helping with magazine production

Catshill Design - <https://design.catshill.com>

Matelot Marketing - <http://www.matelotmarketing.co.uk>

To help promote your magazine in the local area, consider the following:

- ✓ Distribute free copies in local pubs, breweries and beer festivals
- ✓ Publish a digital e-version or PDF of the magazine on the branch website
- ✓ Let your followers on social media know the latest issue is out and where to find it – consider creating a hashtag for it and sharing pictures of the cover or teaser articles to entice readers
- ✓ Write to members to let them know the magazine is available – again, this is a good opportunity to share highlights / teaser articles from the edition
- ✓ Invite anyone from the local community who has been interviewed – such as a landlord, brewer or MP – to also share their involvement with their network

## Potential legal risks

As a branch magazine editor, you are responsible for ensuring that the content you produce under CAMRA's brand is truthful, authentic and non-libellous.

Legally speaking, CAMRA is recognised as a single organisation. While it may not seem worth taking legal action against an individual branch with very limited funds, legal infringements (including copyright and libel) could expose the entire Campaign to potentially ruinous legal costs and financial penalties.

It is therefore very important that branch magazine volunteers familiarise themselves with copyright and libel to avoid potential pitfalls.

### Copyright

Copyright infringement occurs when a publication reproduces work without seeking permission or negotiating payment for the use of that work. Severe financial penalties can be levied for copyright infringement.

Just about everything is copyrighted. Anything which has been "created" automatically attracts copyright and the creator does not need to register for copyright or make any indication work is copyrighted in order to benefit from the protection of the law.

This includes material available on the internet. Just because something has been posted online, or appears in a search, does not mean it is in the public domain and free of copyright. It is safest to assume that you cannot use anything you find online, unless permission is sought from the copyright owner for its use, or the material is clearly identified as royalty-free or has explicit permission for use by others. Preferably use a link to the content instead.

Similarly, branch volunteers often give up their time or skill to provide photos, artwork/logos and written work for branch activities, such as branch magazines or websites. Bear in mind that they, not the branch, holds the copyright. They may choose to withdraw permission to use the work they have created - especially if a member has fallen out with a branch! It would be advisable to seek written permission for ongoing usage of copyrighted work from any volunteer who supplies it for branch activities.

As a volunteer for your local branch, you have access to a wealth of images in the online media library available [here](#) – password is c@mr@d@m. All images in the library are copyright-free and therefore available to share with the media.

#### Example:

A branch used the "I Love NY" logo in its festival branding. This attracted the attention of the legal firm representing the City of New York which contacted the branch. The firm threatened legal action against the branch unless they paid tens of thousands of pounds in royalties.

While we successfully negotiated an agreement for the use of the logo, this still ended up costing CAMRA hundreds of pounds.

## What to do if you infringe someone's copyright

- ✓ Acknowledge receipt of any communications - ignoring it doesn't make it go away
- ✓ Don't make any statements or acknowledgements of responsibility which could potentially be used against you - inform them that you're investigating the issue and will get back to them
- ✓ Contact the CAMRA communications team on [press@camra.org.uk](mailto:press@camra.org.uk) who can give you advice on negotiating a settlement

## Libel

Libel occurs when someone publishes a defamatory statement about another identifiable person.

Defamation is a slightly woolly concept often argued in court, but essentially it's publishing something which would cause an ordinary person to think less of the person the statement is about.

Identification is one of the largest pitfalls when it comes to defamation and often unintended defamation can occur when someone is trying hard to avoid creating a libel risk, such as when someone makes a defamatory statement such as "the licensee of the Orange Lion has been embezzling money from his pub company." If enough people know who the licensee is, then the defendant could still claim he has been identified and defamed.

Like copyright, publishing defamatory material does not just put the branch at risk of action, it potentially risks the whole of CAMRA, its finances and reputation. As branch magazine editor, you must ensure you are familiar with defamation and the risks associated with libel action. Processes should be in place to proof read and check magazines and web content for risky materials.

As with copyright, if you have any issues concerning libel, get in contact with CAMRA's communication team as soon as possible on [press@camra.org.uk](mailto:press@camra.org.uk)

## What to do if you produce something libellous

- ✓ Acknowledge receipt of any communications
- ✓ Do not make any admission of fault, or offer of recompense
- ✓ Inform them that you will investigate and get back to them
- ✓ Contact the CAMRA communications team for advice

## British library legal deposit

As a publisher, you are legally required to provide a copy of every worked published in the UK to the British Library. It's existed in English law since 1662 and includes both digital and print publications.

A copy of every branch magazine published should be sent to: Legal Deposit Office, The British Library, Boston Spa, Wetherby, West Yorkshire LS23 7BY

For more background and information, please visit: <https://www.bl.uk/legal-deposit/about-legal-deposit>

## **Additional Resources**

For further information or support, please contact [press@camra.org.uk](mailto:press@camra.org.uk)

There are additional resources available in the Volunteers' Area of the website, which includes:

[Code of Conduct](#)

[Membership Charter](#)

[Data Protection Policy](#)

[Complaints Procedure](#)

[Brand Guidelines](#)

If you are also responsible for Press & Publicity or Social Media for your branch, please also refer to the associated toolkits for those roles.

[Press & Publicity](#)

[Social Media](#)