



Wheathampstead Parish Council
The Memorial Hall
Marford Road, Wheathampstead, Herts. AL4 8AY

PREPARING ARTICLES FOR THE PUMP - 2019

Cut-off dates for article submissions for all 2019 editions:

Spring	- Wednesday 16 January
Summer	- Wednesday 3 April
Autumn	- Friday 5 July
Winter	- Friday 27 September

Layout/word count

Your article should be:

- approximately 200 words in length including the title with two photos or graphics or
- approximately 250 words in length including the title with one photo or graphic.

We accept hand-written or typed articles, though the latter is preferable. Please do not try to lay out your article (e.g. in columns) – just send us a simple all-text document, with photos attached separately.

You should supply good quality photos that readers can clearly see when reproduced at 5cm x 4cm (approx. 2" x 1.5") in colour. A good picture is worth 1,000 words.

If you have only a print of a photo, or a sketch, we can try to scan it. However, we cannot guarantee to return it to you in good condition.

The editors reserve the right to cut or modify articles that exceed these guidelines. It may also be necessary to change the title you have chosen.

Please submit your articles and photos to info@wheathampstead-pc.gov.uk. You can also deliver them by hand to address above.

Additional guidance

For maximum impact, articles should be short and broken into several paragraphs.

Make sure that you capture the attention of your readers in the first sentence or two – if people aren't "hooked" by then they will move to the next article. This is even more important if you are advertising an event, recruiting for volunteers or reporting on a successful activity.

Don't worry too much about spelling and punctuation - that's what editors are for!

