

**This document has been produced to provide a reference for authors and editors of the AEPMA newsletter, with the aim of providing a consistent and professional-looking publication.**

It also aims to manage potential risks by setting some basic content rules.

### **Title and aims**

The newsletter is titled 'AEPMA Newsletter'.

The aims of the newsletter are, in order of priority:

1. To communicate with members and provide email updates – the newsletter is the main regular communication with members.
2. To further AEPMA's objectives by providing a platform for the presentation of specific programs.
3. To promote AEPMA to all stakeholders

### **Article guidelines.**

- Articles should be one page of text or less (500 words). This may be varied for articles likely to be very interesting to members, or longer articles may be published on the website, with a 'teaser' in the newsletter.
- Articles can include photographs clear diagrams or tables.
- Where possible, the author or origins of the article should be stated either at the start or end of an article.
- No politics.
- No religion.
- No contentious opinion pieces.
- Nothing offensive.
- Advertorials, although no competitor products are to be commented on.
- Articles should be relevant to AEPMA and its members. This is normal practice for member newsletters of organisations. Articles should be received by the National Office by 28<sup>th</sup> of each month
- Articles should be truthful and honest, based on best knowledge at the time of writing
- The editor/s may make minor editorial changes to material to fit into the newsletter layout but should not change the intent or meaning of the article without the prior approval of the author. Where feasible within the publishing deadlines, authors should be given an opportunity to review an edited article before publication. An exception is where spelling or grammatical errors are corrected in the final proofreading process, which is usually carried out just before publication.

### **Regular columns and other inclusions**

- President's message / National Office update / Conferences & Events
- Branch updates / AGMS / Meetings
- Content from Stakeholders & "pest related news articles"
- These notes are provided for the person preparing the actual newsletter and can be ignored by authors.

- Images, should be placed to the left of any text and should be resized to 150.
- Flowing text to the left or right of images should be avoided.