



# THE Bulletin

The magazine for the frozen food industry

## Submission template and guidance for 'member news' and 'new product' editorial

In order to most effectively communicate your news and to maximise the chance of seeing it printed in its entirety, please use the template below and refer to the guidance at the end of this document.

<p><b>Headline</b></p> <p>Please keep as short as possible and capitalise only proper nouns.</p>	
<p><b>Subheader</b></p> <p>Briefly outline the story in a sentence or two. This is a teaser for the story and should make readers want to know more.</p>	
<p><b>Body copy</b></p> <p>Member news – 550 words MAXIMUM</p> <p>New product – 350 words MAXIMUM</p> <p>Please note: articles may be edited according to available space.</p>	
<p><b>Image caption</b></p> <p>Who/what is in the photo? What's the location?</p>	

## Images

If possible, please supply a high-resolution image with your submission. Image files should be named appropriately, to ensure they can be easily matched to the correct editorial, and at least 300dpi (ie print quality).

## House style

Editorial style for The Bulletin should be adhered to:

- Job titles should not be capitalised: Joe Bloggs, managing director ✓  
Joe Bloggs, Managing Director ✗
- Only capitalise proper nouns: New range of potato wedges ✓  
New range of Potato Wedges ✗
- Ensure your website is included at the bottom of the body copy.

## Tips for writing body copy

When writing the main part of your news story, try to cover all the key points in the opening paragraphs. Include quotes further down to strengthen the story, but if using more than one quote ensure they are not repetitive.



## Example of a well-constructed story:

### **Woodstock 50 festival cancelled**

**A three-day festival to mark the 50th anniversary of the Woodstock festival has been cancelled four months before it was due to take place, the main financial backer says.**

Rapper Jay-Z, singer Miley Cyrus and the Killers band had all been booked to play at Woodstock 50 in New York state.

The chief funder said it could not ensure the “health and safety of the artists, partners and attendees”.

The festival organiser “vehemently denied” it had been cancelled: “Woodstock 50 vehemently denies the festival’s cancellation and legal remedy will (be) sought,” the organiser told US local newspaper the Poughkeepsie Journal.

But Japanese PR and advertising giant Dentsu Aegis Network, whose investment arm Amplifi Live is the lead funder for the festival, said it had a clause in its contract with the organisers that gave it the option to cancel the festival.

Reports suggested \$30m (£23.2m) had already been spent on booking the artists. Dentsu declined to comment on the figure but told the BBC that all contractual obligations had been met.

The firm said the decision to cancel the festival had been made after careful consideration.

“As difficult as it is, we believe this is the most prudent decision for all parties involved,” the firm added.

Artists including Dead and Co, Imagine Dragons, The Lumineers, Chance the Rapper, Sturgill Simpson, Halsey and Cage the Elephant had been lined up to play at the three-day event due to take place from 16th to 18th August.

Around 100,000 people were expected to attend. First signs of problems emerged when the festival tickets did not go on sale on 22nd April as planned.

The original August 1969 Woodstock festival, billed as “three days of peace and music,” is regarded as one of the pivotal moments in music history symbolising much of the idealism of the 1960s.

*Snappy headline*

*Brief subheader*

*Most pertinent information at the start of the body copy*

*Relevant quotes that support the story and make different points*

*Supporting information*

*Additional detail*