

## IPSO Annual Report 2015

### Introduction

ACT Publishing Ltd is a small privately owned Trade & Technical horticultural publishing organisation founded by in 1984.

Three monthly trade publications are produced primarily for the UK horticulture market, namely; "The Commercial Greenhouse Grower" established in 1995 with a circulation directed to protected growers of food crops and ornamental plants. "The Vegetable Farmer" est. 1990, directed to commercial growers of field vegetables, and "The Fruit Grower" est. 1984, directed to commercial growers of soft fruit, tree fruits and vines. All three titles are principally distributed to a UK readership on a paid subscription basis, although there is also a proportion of overseas circulation involved with all three titles.

Each title has an experienced manager who is responsible for commissioning editorial from qualified journalists, generating appropriate advertising and overseeing production of each monthly issue. The responsible manager for The Fruit Grower is Chris Tanton (since 2001) The Vegetable Farmer, Joe Champneys (since 1990) and Commercial Greenhouse Grower, John Downy (since 20??)

Total staff as at 2015 comprises four full time plus six part-time members.

### Editorial

All editorial is provided by journalists who are specialists within their specific horticultural & agricultural fields. The majority are members of The Guild of Agricultural Journalists, NUJ and/or have particular academic qualifications that enable them to provide technical material that resonates with a knowledgeable readership.

Complaints regarding editorial issues are extremely rare and usually regard mis-spelling of names, dates, photograph captions and such like rather than objections as to content. Should a reader have any issue with content we are happy to be informed by telephone, email or post. The matter is then referred to the journalist involved. In the event of the journalist informing our Publisher and title manager that an error has been agreed, ACT Publishing would under most circumstances publish an apology and correction in the next available issue.

We expect commissioned journalists to operate within the guidelines of the writer organisations that they may belong to, and offer financial help for any training offered by those organisations.

Journalists are provided with ACT Publishing's "Guidelines for Editorial Contributors" which reiterates the need for journalists to check with sources to eliminate factual errors and consider any legal implications that could be raised within the material to be published.

### Compliance

There have been no known instances of complaints against ACT Publishing Ltd which have been ruled on by IPSO's complaints committee.

## **ACT Publishing - Guidelines for Editorial Staff & Contributors.**

Using so many different contributors to our publications, means that Articles, Reports and News Stories are often sent to us in a variety of formats and styles.

We thought therefore that it would be helpful to put down some guidelines for contributors.

1. Firstly, please ensure that you have read through and checked carefully what you are submitting, before sending it to us. On occasion we do receive items which clearly haven't been read through or checked – which we then need to correct. Of course no one is perfect, and the odd error is bound to creep through, but we'd very much appreciate you carefully checking everything you send us.
2. If you are writing an article on a farm/nursery or company visit or have interviewed someone at some length for their views or technical information, please let the person/people involved see a copy so that they can check it for factual errors.
3. Please let us have your submission by the agreed deadline date or beforehand if it's ready. We don't mind if you send it in early and it can often be helpful for advertising sales.
4. Once an article has been submitted we assume it is the final draft – and has been checked and corrected and is ready for publishing. Although sometimes it can't be avoided we'd rather not receive a long list of corrections or additions after submission.
5. Please include a list of captions (including any necessary credits) at the end of the article – not separately in lots of different e-mails or as tags on Jpeg files. Please ensure that the captions read correctly and that any people shown in photos are named.
6. Please send photos as separate Jpeg files – not as part of a Word document.
7. Please always bear in mind the legal implications of what you are writing. We don't want to be sued.
8. Please credit your sources, especially if you are reproducing or quoting from a story from another publisher/magazine website.
9. Please don't include lots of formatting in your document.

Thank you for your continued support and co-operation.