

NEWS JOURNAL

Media Pack





The NewsJournal has a simple main ethos - to celebrate the many great achievements that are being made every day in Mansfield, Ashfield and Warsop.

We want to highlight the fine work in our schools, businesses, councils, hospitals and much more as well as giving a platform to the many charities and volunteers across the area.

The good things happening in our communities - both by groups and individuals - are all too often under-reported or lost in the banner headlines of bad news.

There are many media outlets in the area holding decision-makers to account and casting a critical eye.

The NewsJournal wants to redress that balance and feels that the positive side of life deserves as much exposure.

The idea is nothing new. Then BBC news broadcaster Martyn Lewis first championed giving 'good news' equal coverage back in the 1990s, suggesting that people wanted to hear the positive side of stories as well as the bad.

The NewsJournal has taken up this baton to put a smile on the face of newspaper readers and highlight all that is terrific about the people of Mansfield, Ashfield and Warsop.

Tim Morriss



Constructive journalism of the kind being adopted by this newspaper is really starting to take off.

It involves a commitment to reporting a much more balanced news agenda; to hold up a proper mirror to communities where achievements rank at least as high as failure; covering not just what is going wrong, but what people of determination and energy are doing to try to put them right.

Communities like yours are rich in this normally under-reported content - in the voluntary sector alone, nine out of every ten registered charities have no paid staff, but are run entirely by volunteers who have identified issues or problems in their local area and got together with friends or neighbours to tackle them head on. To report on their efforts and often considerable headline-making achievements should be a key part of our journalism. It is part of growing change of attitude in newsrooms around the world (including, believe it or not, the BBC), where it is called "Solutions-Driven" or "Solutions-Focused Journalism". It certainly does not mean sacrificing any journalistic principles; it simply requires a change of emphasis - not for every story, but certainly for many. After all, you cannot report a potential solution to a problem unless you include a description of the problem itself. So it's a win-win. Newspapers can still run negative headlines when required, but the reader is not left with a permanent feeling that the world is going down a plughole.

That is what you are about at the News Journal, the Mansfield North News and The Sherwood. So more power to your elbow in deciding to give the communities you serve a more fair and responsible kind of journalism".

Sir Martyn Lewis

Former BBC & ITN journalist & newscaster.
(and campaigner for Constructive Journalism)

Mansfield, Ashfield and Warsop

News Journal

the GOOD news local paper

April 2017

Tel: 01623 707017

FREE





Post Office is on the move

MANSFIELD's Post Office has moved into the new premises in the newly opened premises in Bebbak of North. The new premises are a brilliant example of what can be achieved in the range of premises available in the area and we are pleased for the Post Office to be a part of our community.

It is worth noting that the Post Office's new premises will be the most accessible and convenient through this area.

From Left: Rose-Jane, Area Director of The Children's Society; Project Worker Peter Brier; Chloe Adams and Matthew Beckett, representative of The Children's Society.



FROM LEFT: Tracy Batts, Chair Batts, Kevin Shumacher, Sue Walker (Hortons manager), Sarah Shumacher and Paul Goumbar.

Inspirational teen

A MANSFIELD teenager called on her own initiative to offer her help to a local charity. She was named as 'Child of the Year' in 2016, was presented with the Children's Society award and has been named as 'Child of the Year' in 2017. She has been named as 'Child of the Year' in 2017. She has been named as 'Child of the Year' in 2017. She has been named as 'Child of the Year' in 2017.

High School Rocks prize

INSPIRED by the success of the 'High School Rocks' prize, Mansfield High School has announced that it will be holding a 'High School Rocks' prize for the year 2017. The prize is open to all year 10 and 11 students who have achieved a grade of A or above in any subject in the year.

Lovely jubbly...

A COMEDY group were entertained by a group of people who were invited to the school for a 'High School Rocks' prize. The group were entertained by a group of people who were invited to the school for a 'High School Rocks' prize.

13 courageous young people are celebrated

INSPIRATIONAL youngsters who have been named as 'Child of the Year' in 2017. They were named as 'Child of the Year' in 2017. They were named as 'Child of the Year' in 2017. They were named as 'Child of the Year' in 2017.

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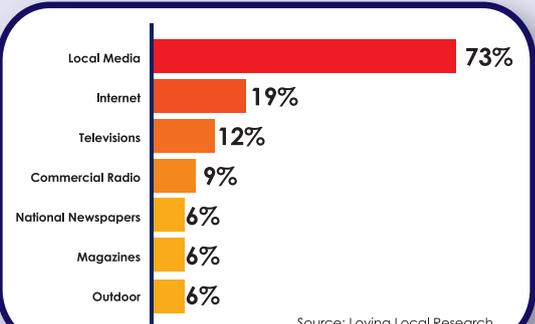
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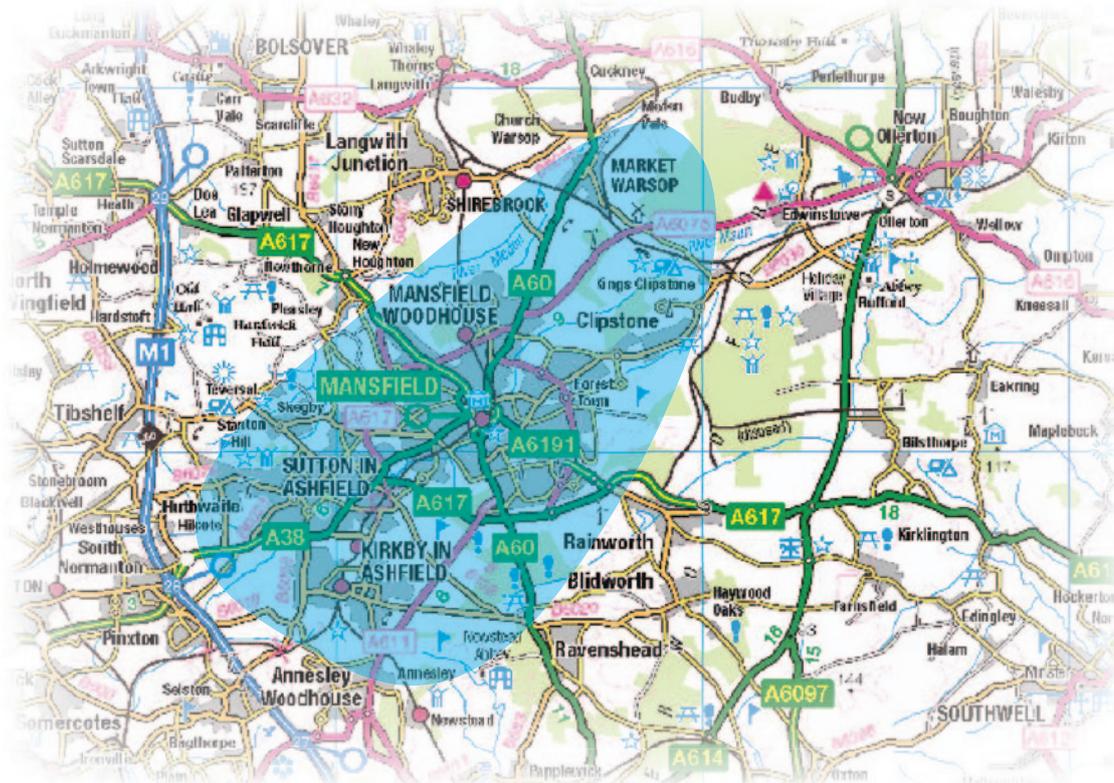
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Local media fuels local pride



News Journal



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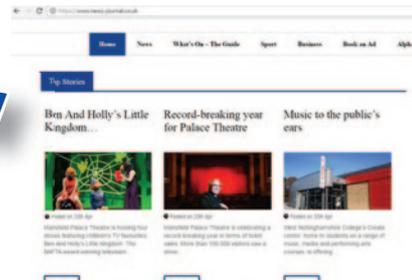


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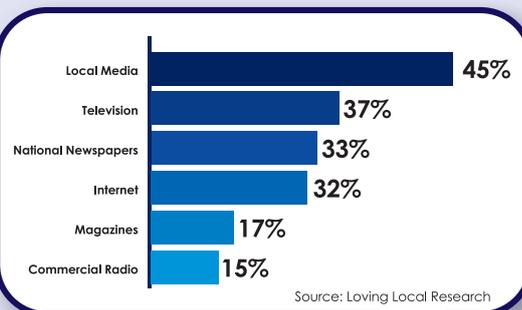


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Source: Loving Local Research

Distribution Coverage

We are printing and distributing 10,000 copies of the News Journal. Not every home will receive a copy. We use responsible distributors who are supervised by an experienced door to door distribution manager, so we are confident about the quality of the door to door delivery. But not everyone will receive a copy. In some cases only parts of a street will be included.

Principal postcode areas that we distribute within are NG17 (Sutton & Kirby), NG18 (Mansfield), NG19 (Mansfield Woodhouse) and NG20 (Warsop)

We have chosen a number of streets across Mansfield & Ashfield to receive the paper and that schedule will be rotated every 3 months so that eventually everyone across the area in the designated streets we have identified will see the paper. In the streets that we rotate away from, local newspapers continue to deliver the NJ to homes where they make daily deliveries and they also stock the NJ on their news shelves.

As an advertiser you are buying into a paper that is being distributed to 10,000 homes. We know that many people are sharing their copy with a neighbour or friend. The quality of the editorial content and the 70gsm white paper means that the NJ is not being seen as just another unwanted item coming through the letterbox.

So we are fulfilling our sales offer, of that we are sure. You can see our audited print and delivery certificate opposite. Audit certificates will also be available for the Mansfield North edition and The Sherwood on an annual basis

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Please reply to the **Mansfield** office

STRICTLY PRIVATE
Mr S Rickersey
SMB Media Partnership LLP
Mansfield Business Centre
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Our Ref: RAS/wr/1808
Your Ref:
Date: 02 February 2017

Dear Sirs

RE: MANSFIELD NEWS JOURNAL

We have reviewed the accounting records of SMB Media Partnership LLP and can confirm that the production and distribution costs incurred show that the Mansfield News Journal printed and distributed 10,000 copies per month throughout the six month period to 30th September 2016. Returns from pick up points averaged 202 per month providing a net average distribution of 9,798 copies per month.

Yours faithfully

[Signature]
BEELEY HAWLEY & CO LTD

Directors: Ray M Collingham BA, FCA • Graham M Beeley MSc, FCA, CTA • Consultant: P Michael Beeley FCA

