

Appendix C

**Sample Newsletter and Tips for Creating Newsletters from the
Liberal Democrats of Britain**

LIBERAL DEMOCRATS

FOCUS

GETTING THINGS DONE & WORKING FOR YOU

Editor **ANGELA WHITBREAD**

Community Charge

POLL TAX SHOCKER

Outrage over huge rate rise



ELSON WARD

PAY £339

POLL TAX PER PERSON

Can you afford the Tory Tax?

It's official £339.80 per head for ELSON that means 86% of the residents of ELSON will be worse off than under the old rate system..

Many homes will be paying double and even more for the same services. Residents in ELSON are very worried how they are going to pay this unfair tax. We the Liberal Democrats are against this tax, we have maintained for many years a Local Income tax that would enable people the ability to pay in relation to their income. Most of Europe use this form of tax, so lets put pressure on this Tory Government to Ase this Tax.....

SCUPPERED!

At a recent Council meeting, Councillors were asked to consider spending £5,500 towards the purchase of HMS Minerva, a first World War monitor ship. Angela Whitbread expressed her opposition to Ratepayers money being spent on a rusting hulk. As the Tories are keen on private enterprise this is where financing should come from not the Ratepayers. The Poll Tax revenue is for essential services such as Road maintenance, Meals on wheels etc. HMS Minerva has been put on the 'back burner' by the Town hall Tories. Maybe even they considered the Ratepayers would find such a project a little insensitive just one week after the Poll Tax announcements.

Join the Poll Tax Protest

Dear Paddy, Please hand my Poll Tax Protest to Mrs Thatcher in Parliament.

To: Margaret Thatcher MP
I/We object to the introduction of the Poll Tax and urge the Government to think again.

Name _____ Address _____
Name _____ Address _____
Name _____ Address _____

Return to Paddy Ashdown MP Liberal Democrats Against Poll Tax, c/o Angela Whitbread, 'Focus Editor' 97 Seisee Ave Elson.

LIBERAL DEMOCRATS PUT PEOPLE FIRST

● Two unequal column with one main storey and another smaller st.

BRITISH LIBERAL DEMOCRATS

FOCUS

Putting People First



Liberal
Democrats

You can use this space
for the name of your
ward/division,
Councillors or Focus
Editor.

Limits of the Printed Page

News in Brief

Main Story 2/3rd width

2nd Story, or New in Brief.
1/3rd width

Limits of the Printed Page

BRITISH LIBERAL DEMOCRATS

10 Golden Rules

Rule 1. Check the facts. Then check them again. Are they backed up by Council Minutes, Press Reports, etc. Would your information crumble if challenged.

Rule 2. Do not publish anything which you know to be untrue. Even cartoons and satire can cause problems in FOCUS.

Rule 3. Avoid insinuations and innuendo, which may not be immediately apparent.

Rule 4. Let the FACTS speak for themselves. Avoid discussion of motives.

Rule 5. If you can not justify a statement leave it out.

Rule 6. Distinguish between facts and discussion or comment.

Rule 7. Do not make allegations about somebody's personal life, unless they are relevant to their conduct of public affairs, and can prove it.

Rule 8. Do not publish allegations that somebody has been guilty of dishonesty in their public or private lives. If you have evidence of dishonesty report it to the Police. If they secure a conviction, you can report that in FOCUS.

Rule 9. The more local or specific a topic the more easily persons may be able to identify themselves as the subject of your story, so the more care you need to take.

Rule 10. If you think a story may cause you a problem, check it out with a friendly lawyer or ASLDC.

BRITISH LIBERAL DEMOCRATS