



OhMyWord!

Guide for Correspondents

OhMyWord! is our branding of the kind of snippets of news, gossip and tittle tattle about the town and the Golf Coast that creates a lively interest in the Home Page, and encourages continuing and regular return visits to the Portal.

OhMyWord! uses the immediacy of this new technology to show-piece an exciting new kind of communication - lively, up-to-the-minute, interesting, sometimes contentious, always relevant to the day to day life in our communities throughout the Golf Coast.

The local press have nothing to fear from *OhMyWord!* We are a different style of information communication – micro-local, focused entirely on ‘Oh my!’ sort of news, and snippets rather than stories or features. Indeed, the local press keep an eye on us for feeds for their own articles.

OhMyWord! does by definition depend on local people being prepared to contribute your own material, in your own style. So we have prepared this Guide for Correspondents so that anyone who has a yen to contribute can do so with complete confidence.

What is it? A new kind of news channel that brings the WOW! factor to the Home page – snippets, gossip, tittle tattle – anything that you think might be of interest to Portal visitors and /or get you some street cred!

Where will it be published? On the Home page in the ‘*OhMyWord!*’ columns.

Who will read it? Potentially everyone in North Berwick and our Golf Coast. As well as the thousands of other folks in Scotland, the UK and all over the world who visit the Portal!

How often will articles change? As often as we have new articles to replace the old – hopefully every day there will be something new in *OhMyWord!!*

Will you publish articles as they are submitted? Yes we will – as long as they make sense, are not defamatory, meet normal standards of decency, and comply with these guidelines.

Will I get paid? No – but you get the satisfaction of contributing to our local community in a high-profile and really worthwhile way. And seeing your name in print if you so wish.

Will I get recognition? You can decide at the outset whether you wish to have your name or a ‘Pen-name’ appended to your articles, or wish to remain completely anonymous. You can also ask for anonymity on a case by case basis if you wish.

How do I get my contributions to you? So that your material goes right to our Content Editor, please use the *OhMyWord!* box at the foot of the Home page, and follow the instructions. Or you can call him on 893310. It couldn’t be simpler.

Who has copyright over my contributions? The Portal will hold copyright over any article we publish.

Can you publish photographs? Certainly – one per article, and we have to re-size to fairly small at that – see Home page. But very welcome indeed – just attach to an email to ohmyword@north-berwick.co.uk. Don’t forget to give the title of the related article in your email so that we don’t get your photo mixed up with someone else’s story!

OK so what’s the Deal? You become an *OhMyWord!* Correspondent, you provide the articles as and when you have something to say; and we publish them as soon as we receive them!

OhMyWord! - that’s really something!

Content Editor

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