

Chronicle Fatigue

As the *Eye* reported, the Conservative Party spent August cramming letterboxes across the nation with party propaganda designed to resemble local newspapers, under convincing-looking mastheads reading “*Constituency X Reporter*” or “*Constituency Y Chronicle*”.

- 5 Oops! The latter titles included the *Wolverhampton Chronicle*, *Dudley Chronicle* and *Sandwell Chronicle*, all distributed in the area where local publisher the Midland News Association (MNA) owns trademarks to such titles, and publishes its own genuine *Chronicle Week* series of newspapers. Last week the Tory party had to issue a grovelling apology,
- 10 pointing out that “MNA Media has never been and continues not to be associated with the Conservative Party... We understand the confusion this may have caused, and we sympathise with the reputational damage this could cause an independent media outlet with nearly 150 years’ service to your local community”. By way of reparation, it made donations
- 15 to several local charities of the company’s choice.

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