

2019 APCM report on the Winkfield Parish News

General situation

The Winkfield Parish News (the 'Parish Mag') produced 10 issues of packed pages in 2018 and is distributed widely in the Parish, as well as being available in St Mary's and St Martin's churches. It creates a profit of about £2000 that is a direct contribution to Church funds. More than 50 editions have now been put together by the current Editors.

Please note that more volunteers are urgently needed for the production, collation and distribution of the magazine. Without further help, the printed magazine is in trouble, and with it the contribution that the magazine makes to our parish. And although the web version of the magazine is undoubtedly useful, the printed magazine is a vital part of communications with our parishioners, well beyond regular worshippers. At present the web version carries no paid advertising.

The deadline for articles and regular features in the editorial section is the 10th of the month before publication. Collation of the artwork usually takes place on the Friday before the last Sunday of the month of production. A draft is usually published 9 days earlier, with the final artwork being sent for printing on the Sunday evening before collation.

The Winkfield Parish News just runs itself at present, being the product of a number of experienced volunteers who get on reliably with the tasks of editing it, and producing it in physical and web form. There is no overall Parish Mag manager.

With the joining up of the three churches into a single parish, the nature of the 'parish mag' may change, but there has been no substantive discussion yet.

On the web: www.fosmw.com/parishmag

The editorial part of the Parish News is hosted without charge by the Friends of St Mary's Winkfield on a page of their website www.fosmw.com/parishmag. The webpage contains all the published editorial sections since 2014.

You can reach the webpage directly, or by going to the Friends site www.fosmw.com and pressing the Paris Mag button at the top of that page.

In the last few months, the parish mag web-page has displayed flyers for local events. The editors would welcome being sent flyers of local events.

The Friends website moved to a new Service Provider at the end of 2018, so meaningful statistics are not currently available for the parish mag web page.

Advertising

Advertising in the magazine is managed by Jonathan Hemsley, who writes:

"Demand for advertising space remained strong in 2018. Enquiries from new advertisers generally replaced those who had withdrawn, resulting in hardly any spare space, and the revenue generated was slightly up on previous years. Advertisers report that a significant number of leads are generated from the magazine, so please do continue to support local businesses!

"Advertisers in the magazine are asked if they would like space in the Christmas concert programme, and several accepted to raise further funds.

"Advertising is very important to the magazine, and our advertisers pay for the publicity that it gives. So please could everybody ensure that all printed copies are taken up, by offering them, when possible, to neighbours, visitors and people who may not attend our church regularly.

"Advertising takes up about 18 pages of the 40 A5 pages in the complete magazine. There are almost 60 advertisers."

Production

Adrian Hoare writes that the Winkfield magazine printing team is now back up to strength, four members, each printing one side of either the advertising pages or the editorial pages.

The pre-collating 'team' of one assembles advertising one week and editorial the next, gamely resisting the efforts of the collating machine to thwart her efforts.

The manual collating, folding, stapling and batching all take place in a few short hours on a Friday morning. This is an opportunity for a little bit of socialising so do consider joining the noble band of helpers. The more there are, the lighter the load upon each.

Collation and Distribution

Margaret Smith reports: "We currently collate staple fold and make up the orders of 1400 magazines 10 times a year, there are 41 orders in total of which 5 orders go to Martins Heron (128) 10 orders to ST Marys (423) 26 orders (835) are collected from ST Martins for distribution .

"With regard to distribution, the Martins Heron area has been re organised and is now fully covered. We do need another one or two volunteers to complete Chavey Down road; in the next couple of months I hope to be able to do that. I print off the delivery slips then I feel I am in control of the operation."

Editorial

The editorial section of the Parish Mag continues at 20 × A5 pages that we still have no difficulty in filling! The general format is fairly stable, with the central pages devoted to 'Services across the Parish', that is, the three Benefice churches.

We start the Editorial with the piece from the Benefice Minister, and end with Children's Corner (now an illustrated bible story). In between, we put details of events and notices and write-ups of the many activities that take place in the Parish – and beyond, with the occasional cartoon.

We publish obituaries, as a service to bereaved families and friends, and this allows our readers to appreciate lives that should be so celebrated. It is up to families and close friends of the bereaved to contact the editors about the possibilities and to send in the text. The editors can give advice.

Often, we draw attention to new initiatives, and also to particular requests or messages of thanks. We frequently carry a page or two of advertising that relates to charity causes of particular interest to people in the Parish (and sometimes refer other would-be advertisers to Jonathan Hemsley.) If we have room, we have a corner called 'Thoughts of all sorts', which contains a rag-bag of articles, prayers, poetry, and other enlightening material.

Photos do not usually come out well in the printed edition, but do well in the online edition.

Year on year, the people who run parish events supply us with articles, and it is this that makes the Parish Mag so much of a community publication.

So we are greatly indebted to the many regular providers of articles from the numerous groups within the Parish, and also to Alison in the Parish Office, faithfully carrying out the chore of supplying all the details of church activities.

We are always delighted to have articles outside the usual scope, In some months, the normal business does not give us room for extras, but do please consider writing a letter or an article. We will usually publish articles with only minor editorial changes (whether we agree with your view or not), but we may ask confirmation of facts, or even correct statement on good evidence.

Our Editorial Policy, can be found by pressing the appropriate button on the following webpage: <http://fosmw.com/parishmag> - and we request contributors to comply with stylistic guidelines.

News Editors

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