

## Communications

I am old fashioned: I like to write using pencil and paper. This is how this article began its journey. Then, if necessary I will type the article. I think better that way. However, there are those who do all their work on a computer.

I prefer to hold a real book in my hand, physically turn the pages whilst others are becoming keen on eBooks and downloaded novels.

There are so many different ways of communicating in our world now days: text, email, twitter, face book, magazines, books, newspapers, television, laptops, iphones etc. In the Parish we have various ways of communicating: Impact, the Weekly News Sheet, the Web Site, the Annual Diary of Events, Heaven@11email and face book friends of Heaven @ 11, posters, leaflets and word of mouth. Have I missed any? So, for some time now a little bit of thought has gone into whether we are being effective in our communications with both our regular church attendees and those on the fringes. There has also been some thought about cost and value for money in the methods we use.

As our most expensive means of outreach, the magazine has come under particular scrutiny.

Both parishes had their own magazines prior to formally coming together in January 2005 when the new format, Impact, was launched.

Over time content of the magazine has changed. Despite one or two regular contributors and especially Alan Tucker who always has something to put forward, the amount of material available to the editor relating to the Parish has become less and less.

Anna Marina, our current editor has decided that it is time for her to pass on the baton. And we thank her for all her hard work.

I mentioned earlier that the magazine was our most costly outreach: costly both in terms of money and in people hours. It takes a long time to get all the information together, type it up and set it out. It then needs printing, collating and binding. And although we have machines to help us – need I say more – they are brilliant when they work smoothly – but when they decide to play up !!!!

We are committed, on behalf of our advertisers, to a certain distribution number, and there is a lot of waste at the end of the month in the recycling bins. Also there is a struggle to find distributors.

One or two very kindly donate towards the cost of the magazine by paying the suggested cover price. But the bulk of the income comes from the company who arrange the advertisers for us. They also arrange the artwork so that all that we have to do is to set the finished item in the magazine for the year. You might have noticed that they change in September every year. We are then paid a percentage of what they charge the advertisers.

Unfortunately, we have not been paid for 2008/2009 and are yet to receive anything for the current year. The matter is in hand to try and rectify the situation.

However the PCC felt that it was not right for us to continue to produce the magazine in its current form: incurring losses.

So, Dear Reader, we are seeking your thoughts and views, not only on the magazine, but our communications in general.

Maybe we dispense with a magazine altogether and rely on other types of communication for our outreach to worshippers and the local community. Perhaps we go to a newspaper format. There could be many other ideas. I am sure you all have views and opinions and helpful suggestions to make on the subject. Don't just mutter and grump to yourself or to a few friends. Take up pen and paper or grab the computer and contact me. You can even speak to me direct.

- Email: [rosalyn@stainesparish.org](mailto:rosalyn@stainesparish.org)
- Write, care of the Parish Office, St Peter's Church Hall, Laleham Road, Staines, TW18 2DX.
- Ring me on 457159.
- Track me down in church or when you see me out and about.

We are planning a Group to look at the issue. If you feel that you have time to be a regular member of the group or could contribute on an ad hoc basis using your professional experiences or enthusiasms then again get in touch.

This is a good time to thank everyone who has edited Impact and all those who have contributed in any way with articles, photos and ideas. Also thank you to all who have helped with the printing and collating, bundling up, and distribution. And lastly a thank you to all of you who have read the magazine over the years.

Rosalyn Young