

## YOUR MAGAZINE

**W**E ARE NOW INTO OUR 19th year and this is as good a time as any to have a look at ourselves.

Towards the end of 1979 a group of people from these villages considered that a local magazine was needed. Some of them are still around and can say with pride "I helped lay the foundation of that magazine". They decided to have a go.

Funds were needed. Three Parish Councils and two firms donated a total of £50, but this sum was rapidly augmented by some energetic and confident individuals who sold subscriptions and advertising space for a magazine that had been conceived but not printed. After appeals, articles were forthcoming and a lady was recruited to type the waxes for duplication. Mrs. Cotsell, provided the art work for the front cover which we still use today.

Ingenuity produced a stapling system with which to assemble the magazine from the duplicated pages of the copy together with the advertisements. The assembly of the magazine which took place in the Village Hall six times a year became known as 'The Collation'. It needed about twenty people, all volunteers.

They worked in two teams, one each side of a long table, building the magazine from the cover and then page by page to the stapling table where those with strong hands punched two staples into each magazine which was then passed on to be folded and packed in tens. As time progressed a more sophisticated stapler was introduced, designed of course, by one of our number.

Collation continued until we adopted new Xerox computer printing from floppy disk, when a machine not only printed the

magazine but collated and trimmed the final copies, thus doing away with manual collation.

To some there was great regret at the discontinuation of our Collation. It had become a social event for so many people who chatted the whole time. The only rewards were a cup of tea and a biscuit, provided in turn by the ladies. It was fun.

Returning to the early years, by the second volume, commencing in March 1981, advertising began to move from typescript towards design, much of it created by members of the magazine committee.

Also in the second volume we started to use the seasonal decoration on the back cover and also a Christmas design for both sides, all of which was produced by Mrs. Iredale and given to us free of charge.

We have had a production department from the beginning. It started with the hard worked ladies who did the the typing, those who conceived the original design and then progression to the use of a computer. Then some years later we introduced the polish of laser printing.

Steadily great improvement has been made in the general appearance of the magazine, in layout readability, reproduction of photographs and the impact of advertising. With this we have always enjoyed the co-operation of our printers.

We give thanks that we have a superb production department but we still need typists to prepare the handwritten articles. Printed offerings can now be scanned for the computer and copy received on disk is also very helpful.

We pay the printer very promptly

– it keeps our costs down. We buy small items necessary to run the show but other than that there are few expenses as all work is voluntary.

We all have to thank so many people.

There are those that conceived the magazine and got it going.

The distributors, most of them ladies, who have canvassed subscribers, collected their annual subscriptions and delivered each issue of the magazine.

Our advertisers, many of them still with us from the beginning, who have shown great loyalty.

The shops, pubs and others who sell our magazine over the counter without profit – they pay 20p for every magazine, most of them up front.

Those in the past who helped us at Collation. Without their help it would have been necessary to sell the magazine at a much higher price.

Also to the many others who have assisted in so many ways too numerous to mention.

And then last but by no means least we have to give great credit to those who have edited the magazine and to all the contributors, especially those who write regularly, including our policeman.

For copy we rely in the main on the material that comes through the letter box. It is your magazine and it is your articles and information that are required and are always essential.

Over the years we prospered steadily. In the early days there were years when we failed to break even but we are sure those days will not return.

In recent months we received bonus shares from a building society. They have been sold and we now have funds that are surplus to our present requirements.

As thanks to the many people who have helped us over the years we have decided to help their villages. All of our village halls need money and these we have decided to assist.

Let us introduce you to paragraph 19 of our Constitution which reads:

“In the event of cessation of publication of the magazine, the Committee has the power to decide on the disposal of property and any reserves of money provided it is applied to the benefit of the communities that were served by the magazine, the disposition being in the proportion of the total sales of the magazine in those communities during the three complete financial years immediately preceding cessation of publication”.

We have decided to invoke the principle of this paragraph in the distribution of the funds available.

The percentage for the total sales of Volume 16, 17 and 18, excluding postal subscriptions were as follows:

Ascott	12.1%	£250
Fifield	5.3%	£110
Milton	34.0%	£700
Shipton	48.6%	£1,000
Total	100.0%	£2,060

We further agreed that the amount would be given to the village halls in those villages, and this has been done.

We ask that those villages which have benefited will thank all their people who have generously given of their time and effort to make it possible for these gifts to be made by “The Wychwood”.

The Committee.