

GAVIN PETRIE report to APMJ 2018

It is now nearly 4 years since I took the template of Village News from Julia Reisz and became Editor. I would like to thank the regular contributors, advertisers and Pat Lancaster and her team of distributors for always bringing the News to The Street.

Sheila Parry is proving an extremely good – and technically brilliant – Advertising Manager and a worthy successor to Lou Kadan.

I have had - and continue to have - very positive responses from readers, who like the mix of information, events and humour and occasional illustrations! They also say they enjoy the 'Congratulations/Thank You' columns.

Also, I think it's effective to use spot colour for the Fete, Christmas and special issues.

Space is always at a premium – with only two editorial pages - plus one for the church and one for advertisers.

Fortunately, I have a close relationship with Kay and the website and frequently, re-direct readers to that, for 'the full story' and more information. I think this relationship between the News and the website is extremely important and benefits both parties.

Sadly, as Kay will no doubt explain in her report, the restrictions of the Data Protection Act mean that she will no longer be able to display the full Village News on the website.

However, any news items copied to me, can also be copied to Kay, which will mean that the sender has given permission for that item to be reproduced on the website.

I think that's what it means but I'm sure Kay will put it better!

We had a hiccup last month, as many of you know. An error in the print process meant all emails, on ads and items, were deleted. Southwold Press was profusely apologetic and reprinted immediately.

Thanks to Pat for a second run of delivery.

Thanks, finally, to Jan who, since my retina operations last year has stepped in as Chief Sub. END

Please note the new email is gavin@scribe2.co.uk