

£525 PRIZES BOOST ACE AWARDS!

Sunrise Software "ready to wholeheartedly sponsor this worthy event"



A substantial sponsorship boost has given a strong backing to the ACE Church Magazine Awards 2005. £525 in prize money has been pledged by Sunrise Software, a subsidiary of Wesley Owen, the UK's largest Christian retailer.

£100 vouchers will be presented to each of the churches behind the winners of the three main Awards: ACE In-house Church Magazine Award; ACE Church Magazine Outreach Award; and the ACE Free Issue Church Magazine Award.

Nine further £25 vouchers will be presented to selected Diploma winners to be decided by the judges.

David Hargrave, Sunrise Managing Director, told *The ACE*, "We, Sunrise Software, as part of the Wesley Owen family, are ready to wholeheartedly sponsor this worthy event.

We are excited and pleased to be asked and to have this opportunity to be involved. As key supporters of several Christian charities abroad, we wish to offer our support to the ACE Awards as part of our sponsorship commitment."

ACE Chairman Sydney Bryson finds it difficult to contain his pleasure! "Like London winning the Olympics Bid, ACE is equally chuffed to welcome Sunrise Software as the main sponsor for its new, ambitious ACE Church Magazine Awards 2005.

GO ON - HAVE A GO!

Billed as "not so much a competition but a recognition of achievement", the ACE Church Magazine Awards 2005 are designed to confirm that we church editors are not alone with our hard won experiences.

Most of us have been plucked out of the security of our congregations, sometimes with little or no experience about writing for publication, never mind the fast-changing technicalities of publishing. Even so, you are heroes, striving to please your readers. It can be a lonely job, with little or no support from church 'managements'.

The ACE Awards are designed to show that we are all in the same boat. However humble in style and presentation we might think our own personal effort is, by participation we can have an opportunity to take stock on 'how we are doing' and, more importantly, to learn by seeing other examples where we can improve.

The list of Diplomas may look formidable, but the important thing is that they will not be presented as one overall criterion for you to take part. Each individual Diploma will be presented for the named specific achievement as recommended by the judges. In other words, to highlight where you are on the right lines.

So if your magazine entry has a good photographic example, but perhaps is not so hot with its cover design, then the judges may only nominate you for a photography Diploma. Whatever impresses the judges could lead to a Diploma coming your way,

STOP PRESS - STOP PRESS - STOP PRESS

ARE YOU A FAITH WRITER!

Christian

A special double award is being offered to the writer of 'The most thoughtful article on faith, bearing in mind the care required in reaching magazine readers outside our church walls'. We are looking for sharp, incisive writing that communicates the Christian faith to those outside the Church in straightforward, 'non-jargon' language.

The prize will support the John King Trophy, an antique scallop shell, a symbol of pilgrimage, originally presented by John King's widow.

A £25 cash prize, together with a year's free subscription (valued at £35), is being offered by *Christian Herald*, the UK's only interdenominational weekly newspaper. The article may possibly be printed in a future issue of the paper published by CPO (Christian Publishing & Outreach), Canterbury Road, Worthing, BN13 1BW. The paper's readership is currently around 30000 weekly.

be it for typography, writing, design or whatever from the list.

Entries are already coming in, but we need many more to make the Awards something for us to be proud of. We are sure the sponsorship prize money will do much to persuade others to enter.

"But be warned, the closing date for entries is on Wednesday 31 August, so get cracking!"

Spare entry forms are available from Lesley Barrett.

From the Chairman

A NEW DAWN?

Your ACE Board of management is continuing to carry out its assessment of where ACE is not going, where it should be going and how to get there.

We know that our website needs a revamp. Because of a recent appointment as a senior warden to his church, Philip Leach has indicated that he wishes to 'retire' as our ACE Webmaster. The Board has accepted Philip's request with an expression of appreciation for his web work over the past years.

We are pleased indeed to welcome our new Webmaster, Steve Watkins, a church magazine editor from Buckingham. A young energetic fellow, Steve is of the modern generation of computer whiz kids. So we look forward to a revitalization of the ACE Website!



Margaret

The Board is obviously saddened that Andrea Jackson has decided to vacate the Membership Secretary's chair. However, we welcome Margaret Wood to take her place.

Such movements are part and parcel of the growing pains of a relatively young organisation such as ours. As we progress, we learn to improve and adjust to meet changing requirements in membership and general administration.

But we can only adjust and grow with the support of our members. We do encourage each one of you to become involved, however restricted it might be within your own busy church involvement. Remember, we need each other.

Stephen
Chairman

Postscript Added to all this, could it be that with the support of our new found sponsors for the 2005 Awards, ACE is at a new dawn?

Magazine Outreach

"The Church Magazine should be your church's best publicity." That's one point of view but it's rather a narrow point of view. How about "The Church Magazine should be your community's best publicity"? That's rather different and it will help you to sell your magazine in the community.

How do you move from being an inward looking church magazine to an outward looking community magazine? Let's be quite honest and say that you do not need to drop the church content. You may need to edit in a slightly different way because not all your new readers will know who "Fred" is. You may need to present some of it in a different way, for instance do you really need a double page spread to present a list of the Services, could you change how you do it and get it into one.

What happens in your community? Sport, roadworks, bus and train services, local authority meetings, amateur theatricals, police support in the community, a couple celebrates their Golden Wedding, a new club is started. Have a look through the local paper - it will give you ideas for articles that will interest your readers. But you can be specific in reaching out to your own community. After all, it is your niche market!

Diary Dates

31 August 2005 - Last date for entries for Awards 2005 to be received

3 September - Board Meeting

11 October - Gloucester Group meeting

20 October - Cheltenham Group meeting

29 October 2005 - Board Meeting

29 November - Awards Presentation and EGM

Handbooks

The Member's Handbook has been distributed to all members who have paid this year's subscription. Have you received yours? If not, please let us know and we will send one out to you as quickly as we can. Contact Margaret Wood, our new Membership Secretary.

London Olympics

Writing this only a few days after the announcement was made that London had won the bid for the 2012 Olympics, I can't help but admire this achievement, whilst also pondering why the city had to sustain the tragic bombings the following day. The two just don't go together. But then that so often happens in life.

As editors of Church Magazines we should always be looking for stories that help us to reach out not just to our



congregations but to our communities as a whole. After all that is what encourages people to take the Church Magazine

and in so doing not only push up our circulations but also to bring at least a little of the Church into their homes.

The Olympics is an event that we can all join in. Look for stories in your own locality. Do you have athletes who might be considered for joining the English or indeed any other national team? Do you have people who might be helping to organise the Olympics? Or who might be helping with such activities as helping the crowds to find their places in the stadia? Or are you organising groups to go and see the Olympics? They are all opportunities for stories.

Picture it!

The Best Use of Photographs will be one of the diplomas to be offered in the ACE Awards 2005 challenge. Not only do illustrations help to break-up page layouts, they can also feature members of your congregation - bring them alive! They can illustrate



Above - Original photograph.
Below - As used in *The ACE*

Prize giving at 2003 AGM



Above - Original photograph.
Below - As used in *The ACE*

Gloucester cathedral - 2004 Conference

Both pictures are good examples of how much easier things can be using a computer. Learning the skills is worthwhile!

Beryl Carrington, MBE



Beryl Carrington was born on 1 July 1918 and died on 11 March 2005. She joined the Herts Advertiser at the age of sixteen as only the second woman reporter since the newspaper's foundation in 1855. Her father, Edward Carrington had been editor since 1896 and retired in 1947.

Beryl hosted several ACE Committee meetings in its crucially formative year: "If it had not been for Beryl's unfailing kindly directness in 2001 when she was a Committee Member of our Association I do not believe the Association would have survived".

Beryl received her MBE in 1995 for services to local journalism, lifelong work with the Red Cross and many unsung ways of encouraging and supporting people in local journalism. She died in the house in St Albans where she had been born and lived all her life.

Michael Jamieson

The first time I met ACE was at Beryl's house. I can still picture a charming woman with a wonderful sense of humour showing me into a room with a simply massive table around which we all sat for the meeting. I seem to recall some good coffee too! I was sad to hear of her passing as I am sure will others of our early Members - a bit of ACE history! - Ed

News from Local Groups

Gloucester Goodies

The June meeting of the Gloucester Group was packed with useful contacts and information. The theme was 'Design and layout' but before that we had two visitors.

I had made contact recently with Richard Atkins, Faith Producer, BBC Radio Gloucestershire. He asked for editors to send in magazines to him as he can pick up stories from them. Richard is concerned about the standards of church communications in general and has offered his help with our ACE awards. He encouraged all of us to link up with him. One ACE member, Penny Wheeler, had spoken to Richard on the previous Sunday on the radio, when he had admired the cover of her magazine which shows snippets of the contents as tasters.

Hannah Curry, the Diocesan Communications Officer, returned to introduce herself to those she missed at the last group meeting. She told us something about the latest thinking about communications from the diocese to the churches as it affects magazine editors. Again she encouraged us to send her copies of our magazines so she can use them to send out stories to the media.

Then we had a Powerpoint presentation from Tony Price, an ACE member who had produced 'How to Put Together a Community Magazine'. We watched all of it but homed in on the slides which were particularly concerned with our theme. As ever, there was an interchange of experiences and questions and answers.

This was followed by another ACE member, Chris Bowyer, who is a member of the Gloucester Cathedral News team. They had experimented with a new format, double instead of single column on an A5 page. However, it did not last as feedback preferred the old style, which is seen as old fashioned by some 'authorities'.

Now there is room for another debate - do we do 'good' design or produce what our readers prefer?

*Next meeting: Tuesday 11 October at Church House, Gloucester
Lesley B Barrett tel:01452 521062, e-mail: lesleybbarrett@tesco.net*

Websites in Cheltenham

At the June meeting of the Cheltenham Group, members reported on websites of potential to church editors that they had inspected. So great was the interest that they agreed to include "websites" on the agenda for the next few meetings so that further reports could be received.

The next meeting of the Group will be on Thursday 20 October, 2.00 pm at "Beechcroft, Kenelm Drive, Cheltenham when the speaker will be John Lovell, Sub-Editors of the Gloucester Citizen newspaper. It should be well worth going to this one.

Bernard Stradling, tel: 01242 516167, e-mail: b.stradling@ac-editors.co.uk

Hints for Starting New Groups

On the ACE website you will find some useful hints for starting new Local Groups. We would like to see Local Groups established right across the UK. So why not have a go! We'll do our best to help. You can start by asking our Membership Secretary for details of other members living near you.

The views of any contributors to this newsletter may not necessarily be those of the Association for Church Editors nor can the Association accept any responsibilities in connection with any companies or organisations mentioned.

Copy date for the next issue will be 25 September 2005



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Paid-up Members receive a Password to the 'Members Only' section and this is advised by letter when your subscription has been paid.

ACE AWARDS - EXTRA!

Almost £1,000 is now being offered by four Christian-based companies in prize money in support of the ACE Church Magazine Awards 2005.

The latest kind contribution has come from Reprotect Office Solutions Ltd, Nottingham, whose Churches and Charities Division is a regular exhibitor at the Christian Resources exhibition.

In recognition of the many magazines produced in church offices with restricted budgets and limited circulations, they are presenting £100 vouchers to the three publications who show signs of initiative and flair in content and quality of print.

COVER DESIGNS TOO

The best of the two Diplomas for Simple Cover Design and Cover Design for Impact, respectively, will each receive £50 vouchers donated by Senik Print, Coventry, who regularly print a number of church magazines.

These, together with Sunrise Software, the main sponsors, and Christian Herald, bring the amount of sponsored prize money to £980 in total. Says Sydney Bryson, Chairman, "We are indeed truly grateful to our sponsors for their wonderful support".

OPEN TO YOU ALL

So, the scene is set for a rush of entries to come in this August - closing date is 31 August 2005.

We challenge all members, and new members, alike to enter their publication in the spirit of finding out from others how we can each introduce new ideas into our magazines.

By doing so, we will make the ACE Awards Presentations Day at Regent Hall, Oxford Street, London on Tuesday 29 November 2005 a day to remember - see you all there!

