

April Update



Editor's Report

Since last April we have published three 64 page issues of the ASPRA magazine. As per our agreed brief, we went to print in May (full distribution), October and February (members only). All issues seem to have been well received. We are currently encouraging and benefitting from new contributors, including the winners of a short story competition, a cartoonist and a budding historian.

The Spring issue has been fairly well distributed. There are a couple of Reps who haven't picked up but I have received an apology from one.

We are all under differing pressures, so peace and forgiveness all round.

Colin has begun posting essentially non-topical pieces on to Dave for the 'virtual' magazine. I'll try to do the same, when I get a round tuit.

I see no point, at this stage, of trying to keep up with an ever changing scenario. Added to which, we believe TD Print to be closed for the duration of this crisis.

I've found a.n.other source of production but I am not even sure that will be viable over time. There is also the question of loyalty and ethics to the guys who have been so helpful to us over the past four years.

TD Print also hold a great deal of the original pdf versions of the ads we're currently running, some of which they have designed themselves. I don't think we would be behaving very nicely to get another printer up and running with copies of the TD Print artwork.

Equally, who among our advertisers would benefit from advertising in a May issue? Some, we may not survive as on-going businesses.

My own feeling is to come back, when we can, with a bumper issue. Stories of the 'heroes and zeroes' of this world changing episode. James and Emma in the greengrocers — what stars!

Obviously some discussion needed about how a late magazine might affect a late recruitment drive, and what happens to our cash flow in the interim, but...

...if we all get through all of this, what else is really important?

Phil