

## SENDING OUT THE NEWS

THE MONTHLY DISTRIBUTION and sales of our magazine, with all that is involved in the collection of its subscriptions, is only a part of the work done by the Distribution Section. They handle the despatch of the *Marconi Review*, the scientific quarterly, and also the large quantity of publicity and advertising material which has increased considerably over the last year or so to match the increase in world competition.

In a company like ours, with no consumer product, it is possible to be highly selective in the dissemination of publicity material. The three main vehicles of our controlled circulation are: *Aerial*, the sales quarterly with 9200 readers; *Marconi News*, an information sheet sent to 6800 people; and *Point to Point Telecommunications*, a technical journal

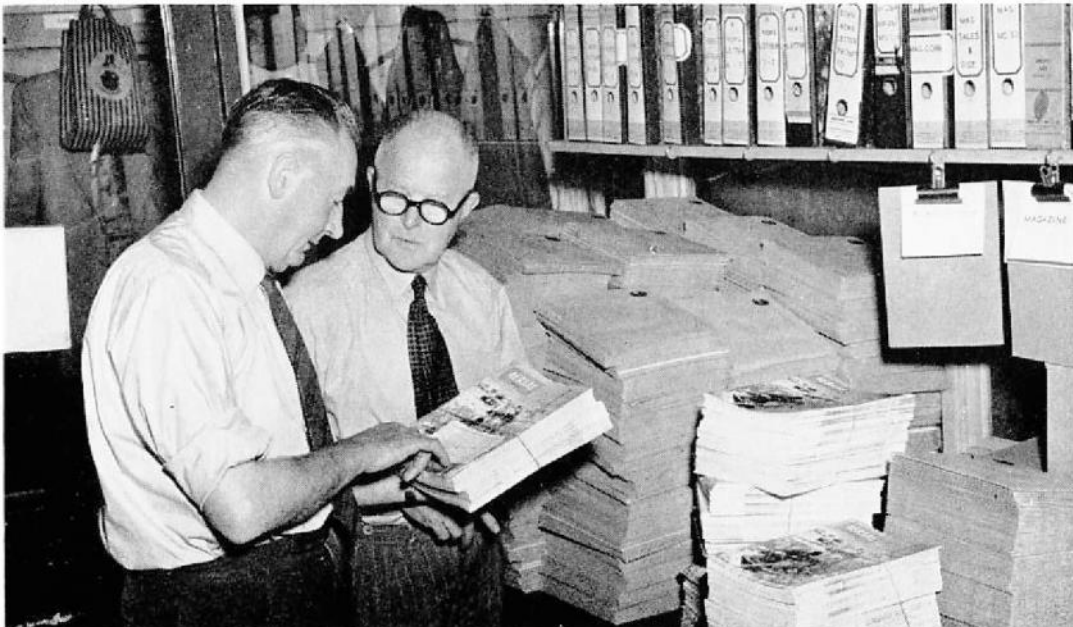


*The feminine element of Distribution: Mrs. Pam Saltmarsh, left, hands over a list of amendments to Mrs. Ena Field who operates the addressograph machine*

for the telecommunication engineer, which has a circulation of 2400 copies.]

All these publications and news-sheets, publicity material and otherwise, are dovetailed into the work schedule of

*Checking a batch of Aerial copies: T. C. Salmon, right, and F. W. Arnold, of Publicity Distribution Section. Mr. Salmon is a Veteran of thirty-nine years' service, for some years Secretary of the Veterans Association. Mr. Arnold came to us in 1954; he was an Inspector in the Essex County Constabulary*



the Distribution Section. *Marconi News* goes out regularly every ten days, and *The Marconi Companies and Their People* also has a rigid date programme. There are over 5000 copies of the magazine to be batched and sent out to all sections of the Works and outstations and to subscribers overseas. The quarterlies and 'PPT' on the other hand, are tied to a month but not to a date, and it can happen that two periodicals come up for distribution together in the same week, with a *Marconi News* at the same time for good measure.

The success of any controlled circulation depends on the accuracy of the distribution lists. There is ceaseless work on these master lists, the checking of every single addressed envelope, the collection

of magazine subscriptions and a sharp vigilance on movements and changes of address. The 2000 names on all the lists are, in fact, in constant process of being kept up to date, and it is rare indeed that Distribution is 'behind the times'. The staff, T. C. Salmon, F. W. Arnold and Mrs. Pamela Saltmarsh, have made themselves interchangeable in the system so that, as they say: 'Any one of us can do any job at any time.' With them Mrs. Ena Field is occupied full-time on the addressograph machine, cutting stencils, and taking thousands of impressions for envelopes and list amendments every month. Altogether some three hundred thousand copies of periodicals and newsletters are handled by the section during the year.

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## COURSES AT WICKEN BONHUNT

*Wicken House at Wicken Bonhunt is a County Residential Youth Centre. Many of our craft, technician and student apprentices have been given the opportunity to go there, and have much enjoyed the midweek short courses of social studies specially arranged for them by the Company. This photograph was taken by A. Watson, an apprentice in Aircraft Test, when he was attending a weekend course on colour photography*

