



The History of BCG

“Impact – BCG’s Newsletter”

“Impact” was BCG’s newsletter. “Impact” was first published in January 1965. Max Everett, the Club Secretary at that time, was also the first editor. The specific role of “The Honorary Editor of the Club Magazine” as a formal executive committee position was part of constitutional changes passed at a special meeting on the 10th June 1968. There were many editors over the years. Most notable in the editorial ranks was a ten years stint from 1969 to 1979 by A. (Tony) Jones. Tony’s editorial nom de plume was Tom Katt. The choice of the name Impact is interesting. Max Everett explained it this way *“We could not use “The Camera” or “The Lens” as they were already used by other clubs. “The Shutter” didn’t click for us. “The Viewfinder”, “The Tripod”, “The Bellows” and “The Gadget Bag” were considered but all were rejected. We finally discarded physical objects completely and entered the realms of the abstract. “Impact” was a most used word in photographic criticism. The most carefully composed picture will get nowhere without impact. This applies equally to journalism. The most carefully composed journal will not hold the interest of its readers without impact. It was then clear. We would call our newsletter “Impact”.*

The aim of Impact was to provide members with club news and activities, to provide BCG members the opportunity to publish articles for fellow members as well as provide a bit of gossip. There was also the opportunity for buy and sell advertisements. A popular and regular inclusion in Impact was the tabling of the monthly competition scores. The early issues of Impact were produced by typing the original copy and then a template of a typed copy was put through a Fordigraph Duplicator to produce multiple copies. BCG members received their copy of Impact in the mail. The PMG (Postmaster-General) had granted bulk postage rates to BCG. Spin off costs associated with the mailing of Impact included dedicated Impact envelopes. The records show 500 envelopes being purchased for \$10. The annual cost of Impact had reached \$27.10 by 1969, \$33.13 by 1972 and crippling \$93.67 by 1973. The increasing cost of postage was the prime cause. BCG committee was concerned. It was debated whether the club should continue with Impact. Impact did continue. Actions taken included raising from 50 cents to \$1 the money set aside from members annual fees for Impact. As well, tea money was increased from 5 cents to 10 cents as a way of subsidising costs. It was decided that the posting of Impact to unfinancial members would cease. Ultimately, nearly all mailouts ceased and most members picked up their copy of Impact at the club meetings. Generous BCG members came to the rescue to subsidise Impact by having Impact copied at zero cost to the club.

The era of computers, the web and email heralded changes. By the early 2000’s, Impact was mix of electronic and hard copies. The last hard copy was published in March 2007. Some copies of Impact can be viewed and downloaded at this link [Impact Newsletter](#)

OUR PRESIDENT'S MESSAGE

A HAPPY NEW YEAR, EVERYONE!
This greeting will come to you from the pages of the Club's new form of publication. Recently we have restricted circulars to items of importance and some urgency. It is now intended to publish this journal bi-monthly, and your co-operation is requested. You can help by submitting to the editor items likely to interest other members.

I suppose by now you have made your New Year Resolutions or are about to do so. I hope they include one to take more pictures in 1965, and also to submit more for the monthly competitions. We would like also to see some shots which feature an unconventional approach, so put your thinking caps on.

I hope to see each and every one of you at our meeting on 11th. January.

J. AMOS
PRESIDENT

A message from BCG President, Jim Amos, in the first edition of Impact – January 1965.