

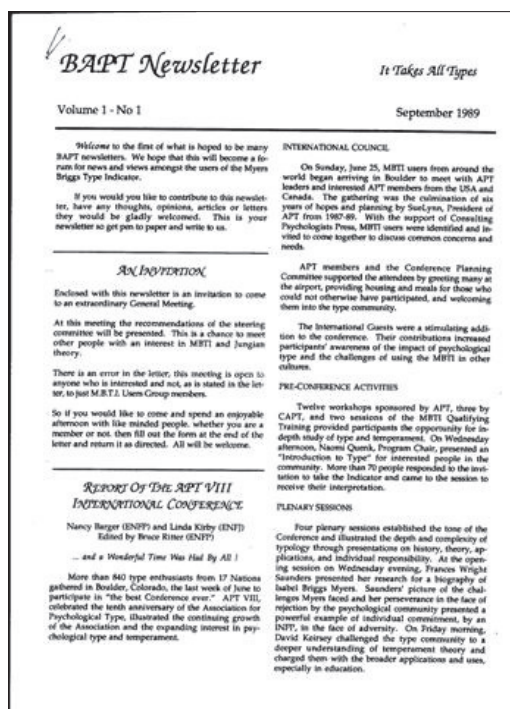
THE DEVELOPMENT OF 'TYPEFACE'

BAPT's Quarterly Magazine

GILL CLACK (ENFJ)

Editor

TypeFace started its life, under the editorship of Tony Ball, as the Newsletter of BAPT, which had been newly formed from the Myers Briggs Users' Group, in 1989. An image of the first issue, Volume 1, Number 1, published in September, 1989, is shown here.



BAPT Newsletter Vol.1, No. 1, 1989

Tony held this post from 1989 to the end of 1990, when he was succeeded by Marilyn Parker Armitage, assisted by Liz Shaw. They produced the next six issues of the Newsletter until August, 1992, when Peter Naylor took over the reins from Volume 3, No. 3. He was a real stalwart of BAPT, guiding the development of the Newsletter for some six years through Volumes 3-7 (23 issues) until October, 1997. During this time it gained its new name of *TypeFace*, BAPT's Quarterly Review, from Volume 7, No. 3, in July, 1996, which it has held to the present day, losing its title of Newsletter. It also got a new smart banner headline to the magazine shown below.



TypeFace Vol. 7, No. 3, 1996

In the early days, the content of the Newsletter focussed mainly on imparting news of events to BAPT members, coupled with discussions on the ethics of how practitioners dealt with clients. Reports were also included of various type conferences and workshops, occasionally lavishly illustrated with photographs.

Peter Naylor expanded the content of *TypeFace* during the 1990s by writing many informative and challenging editorials and articles. And it was under his leadership that articles from other contributors started to appear in *TypeFace*, which was developing from being solely a Newsletter into a magazine. Book reviews were also published, expanding the breadth of content further, and a regular *Noticeboard* was also featured on the back page where type activities around the UK could be advertised. In 1994 the first *Guess the Type* article appeared when Peter Naylor described his Uncle George, a master craftsman and woodworker, and invited members to guess his type preferences. These were revealed in the

next issue. So, Nancy Silcox's current series had its forerunner some 20 years' ago.

The inclusion of articles based on movies first appeared in 1996 with discussion of *The Silence of the Lambs*. Peter Malone has continued this medium for the discussion of type portrayed by characters in films up to the present day in our current *TypeFace*.

In October, 1997, from Vol. 8, No. 3, the editorship of *TypeFace* passed from Peter Naylor to an Editorial Team consisting of Jean Boulton, Caroline Payton and Elizabeth Sayers. In one of their early issues, the first discussion of the future of BAPT appeared and what members wanted from it - a topic that has surfaced from time to time following the ups and downs of the Association over the years, usually stimulated at the AGM. At this time Angelo Spoto was leading a number of Workshops and reports of these appeared regularly in *TypeFace*. Sadly these no longer happen. The BAPT office relocated from Emmaus House to Devon, where Christine Broom provided administrative services. A new web site was also reported, created by Phil Dickinson. Articles expanded in number during this period and the magazine grew to some 16 pages by 1998. Simon Loveday also joined the Editorial Team in the same year and took over the reins as Joint Editor with Caroline Payton in 1999, BAPT's 10th Anniversary. This was when, on Simon's instigation, discussion of other psychological instruments and how they complemented type first took place. In 2000 we got what, as far as I know, is the first article from an overseas type practitioner, John Bathurst from New Zealand, on the possibility of bias creeping into practitioner/client best-fit feedback. This had been extracted from Steve Myers' Prof-Type internet discussion group that was well sup-

ported and thriving at that time. The first piece also appeared that reported on type research currently being undertaken.

In 2000, Simon and Caroline indicated they wanted to step down from the Editorship of *TypeFace* and an advert appeared seeking a successor. By the end of 2001, no-one had come forward so, as I was a member of the BAPT Board at the time, I volunteered to take over and my first issue appeared in the Spring, 2002, with a new layout and a glossy cover.

I decided that, rather than waiting for people to submit articles I would, in typically EJ style(!), grab the bull by the horns and recruit a team to support me by either writing or commissioning articles in the different areas of type application. We soon built up this team of Interest Area Co-ordinators and it now covers Careers & Occupations; Diversity & Multi-cultural Issues; Management & OD; Education, Learning & Development; Psychotherapy & Counselling and Religion & Spirituality. Nick Evans, who at that time was Education & Research Co-ordinator on the BAPT Board, agreed to write a regular column *Research Corner* (now *Spotlight on Research*), which he did for a number of years, being followed by Angelina Bennet and now Paul Deakin fulfilling that role. We also started regular *Film Reviews* by Peter Malone and also continued to feature *Book Reviews* by a variety of authors depending upon the subject matter of the book concerned. Nancy Silcox, who joined the team at the same time as me, as Assistant Editor, started writing her series of articles *Guess the Type of Celebrity/Politician* and *Types of ...*, which she continues to do. We also started seeking out articles from type gurus from overseas which proved very successful, with no shortage of people prepared to share their knowledge with us. We also continued to report regularly on conferences and workshops held at home and overseas. The BAPT President also wrote a regular *President's Column* to communicate to the membership the activities of the Board on their behalf to keep them up-to-date. Another innovation was the *Ask BAPT!* column. This invited members to submit questions to a panel of experts consisting of Betsy Kendall, Steve Myers, Rowan Bayne and Leanne Harris, where they would debate issues of topical concern. This was very successful for a number of years but then faded away when the questions dried up.

However, there was now a structure in place to ensure that a stream of regular articles would be forthcoming for publication in *TypeFace*, so we were no longer dependent solely upon unsolicited articles submitted by members that may or may not arrive. By this time the size of the magazine had expanded to between 32-40 pages. Then in late 2004, a new BAPT logo appeared on the banner headline of *TypeFace*, designed by the President of BAPT, David Stilwell (see overleaf).

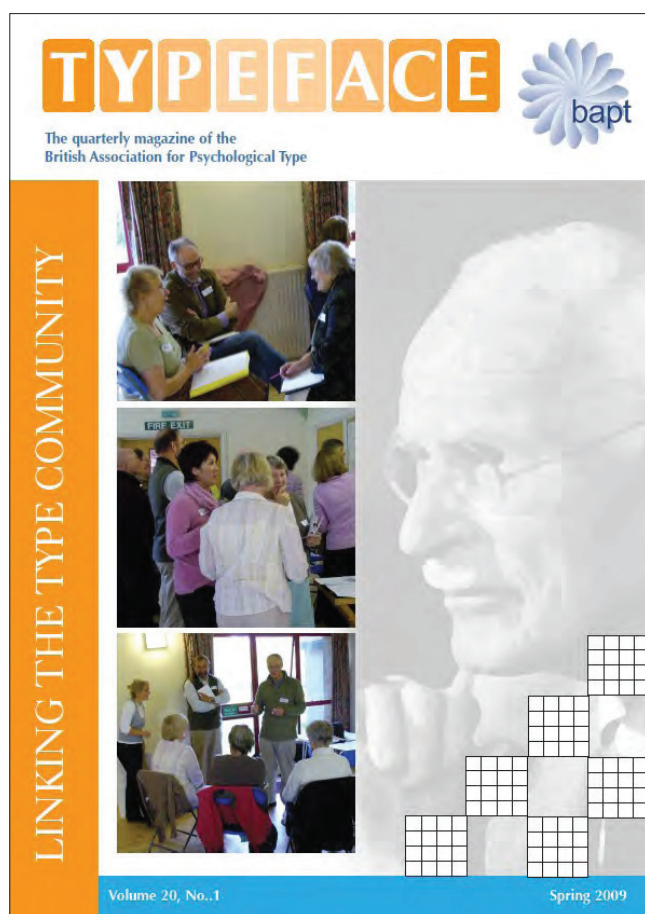
By 2005, APT International had been formed from APT and, in order to place BAPT in the forefront of the type community, we instituted a regular column from the APTi President *News from Across the Pond*. This has continued to the present day and brings us news of what's happening in the wid-

TYPEFACE	
THE • BAPT • QUARTERLY • REVIEW	
Linking the type community	
EDITORIAL	
<p>Welcome to the first issue of 'TypeFace' under the new editorial team. As I mentioned in my letter to members in January, I want to see the Newsletter develop so that it will be attractive to all members of our type community in the UK and also in Europe. My aim is for it to appeal to all preferences and to those who are new to 'type' as well as others who have been using it for some time. This will build on the excellent work undertaken by Simon Loveday and Caroline Payton, the previous editorial team, for which we thank them most sincerely.</p>	<p>In this issue there is an introduction to our new Board of Trustees, elected at the last AGM, so you know who has taken responsibility for developing the different areas of our activity. Please contact them if you have ideas or want to help. Sandy Oosthuysen (Health Care) and Elizabeth Sayers (Religion & Spirituality) have also volunteered to co-ordinate contributions for 'TypeFace' in their Interest Areas and also look forward to hearing from you.</p>
<p>Also included are two reports of the last Conference held in October, one written from the perspective of a delegate, Nancy Silcox, and the second by the organiser, Alan Hodgson. Feedback via evaluation forms completed by delegates at the time indicated that they enjoyed it! Arrangements for the next Conference to be held in May this year are already under way and we are delighted that Dr Gordon Lawrence from the Center for Applications of Psychological Type (CAPT) in Florida will be running a workshop on the Saturday and Dr Betsy Kendall, Executive Director for Europe, at Oxford Psychologists Press will be presenting on the Sunday. It should be a most rewarding experience and we hope you will join us. Further details are on Page 15. It is also hoped to arrange a pre-conference Workshop on the Friday. We are also looking ahead to the Conference in May 2003 and we invite members to come forward to form a Committee to organise this event.</p>	<p>On a more light-hearted note, we invite you to 'Guess the type of the politician/celebrity' a column to be run in each issue by Nancy Silcox, which this time features Tony Blair. Send your views to Nancy and the results will be published next time.</p>
<p>Finally, in 'Noticeboard' future events planned by BAPT and other members are advertised.</p>	<p>I am really looking forward to developing 'TypeFace' in the future and am very grateful to Nancy Silcox for agreeing to help me as Assistant Editor.</p>
<p>We are delighted to include articles from both the UK and overseas in</p>	<p>GILL CLACK (ENFJ) Editor</p>
<p>Volume 13, No. 1</p>	<p>Spring 2002</p>

TypeFace Vol.13, No. 1, 2002

er community. Similarly when the European APT was formed from a federation of type associations in Europe, we started a *Letter from Europe* column which, sadly, has now lapsed. From time to time I have invited members to write in so we could start a *Letters Page* but this is an initiative that unfortunately has failed – maybe people are just too busy these days to spend time writing to *TypeFace*?

We have also published some shorter pieces during the period of my Editorship, i.e. *Mottos* of the different types; *Cat Types*; *Type Prayers* and, more seriously, *Words of Wisdom from the Master* consisting of quotations from Carl Jung. Also recent acquisitions to the BAPT Library, set up by Nick Evans during the 2000s in the BAPT Office at Cheltenham, are regularly reported so members can avail themselves of this lending facility.



TypeFace Vol.20, No. 1, 2009

In 2009, we made a great change! *TypeFace* went into colour for the first time for the front and back pages, and a new front cover was designed for us by a professional firm, who also took on the layout and printing of the magazine. Previously, it had been done by one of my former work colleagues in his spare time. This gave the magazine a whole new look. We also during this period started taking advertising to try to bring in a little revenue to support the financial outlay in producing the magazine. We continued to advertise type conferences and workshops held both in the UK and overseas for no charge.

The internet was also starting to impact on *TypeFace* and the first article relating to this was published in 2010 on *The New*

Type Community by Vicky Jo Varner. She discussed the impact of the Internet on the practice of type on a global scale, particularly the availability of numerous un-validated on-line questionnaires claiming to identify type preferences.

A year later we started to get articles about the neuroscience of personality as the work of Dario Nardi started to spread across the world. He wrote a series of articles for *TypeFace* from 2012-13 describing his findings and will be presenting at our Conference in Greenwich. His ground breaking work is starting to provide the scientific fact to support what, up till now, has been Jung's theory based on his case studies.

In 2011, another huge development took place. *TypeFace* went digital and was produced in-house at BAPT, with Angelina Bennet doing the graphic design layout as an unpaid volunteer. This meant that members could opt to receive a PDF of the magazine only or have a printed copy as well on payment of the cost of producing it, thereby reducing the cost of producing the magazine to virtually nil. By creating a PDF that was of a size that could be uploaded to the web site and sent around the world via email meant that there was then scope for sharing it with other APT members across the globe and APTi in the US, AusAPT in Australia and the New Zealand APT, all now receive a copy which they can place on their web sites for access on a members' only basis. Similarly, BAPT now receives their magazines which are uploaded onto our own web site.

We now have another new logo, designed by Chris Rigden, representing the digital age of communication which also appears on the new BAPT web site and this can be seen on the front cover of this issue.

It is certainly true that many of the changes in *TypeFace* over recent years would not have been possible without the explosion of developments in digital technology. This allowed us to move large files of material around the world via email with ease and produce the magazine cheaply.

And finally, of course, *TypeFace* would not have existed over the last 25 years without the tremendous army of unpaid volunteers who have written for us regularly and willingly, and also the experts in type around the world who are also only too willing to share their knowledge. We thank them all.

GILL CLACK

Editor *TypeFace*

[**Note:** I would like to thank, in particular, Sally Campbell (Former President of BAPT and one of its founders) for sharing her knowledge of the earlier years and sending me some copies of the early Newsletters.]