

PR Report – Roger Clark

30th April 2015

I joined the Committee for a one year term of office but soon after the Committee Member for PR resigned and the President asked me to change to that role and stay in office for three years.

In conjunction with Graham Barber it was decided that role was a strategic one to drive the Membership numbers and, at the same time, bring in a younger element.

Marketing collateral was developed which was easily deployed through various channels. Libraries were targeted within a ten mile radius of Winchester. Promotional material was sent to Peter Symonds and Southampton University for onward communication.

The Winchester Discovery Magazine and the Hants web-site were always a priority and served the Society better than other media outlets that had traditionally been used.

The Exhibition was exploited to gain a email database of interested parties. Charities benefitted from our help and our Prints were displayed in Winchester Hospital after Jill North had kindly negotiated space.

Social Media is now in vogue and I am extremely grateful to Jason Reeves for promoting both Photography and our Society through our Facebook page.

I hope my successor will think about the way forward from hereon now the Membership is at full capacity.