

Minutes of the Public Relations & Communications Committee, 17th July 2013

1. **Present:**
M Ward (Chair) R Hendy (minutes) T Pomeroy, B Dobinson, M Esdale, R Doyle.
2. **Apologies:**
G Goodban, A Forrest.
3. **Introduction from Chairman:**
The Immediate Past and Current Presidents wanted more 'publicity' for the Club and the PR&C committee's rôle is to foster this.

BD asked HOW we could address two areas - publicity to Members and publicity to the Public, showing events which we want them to support and showcasing what we have done.

It's becoming increasingly difficult to place news items in the local papers. Readership is falling and many will cease trading within 5-10 years. The Chairman believes the future is with Social Media such as Facebook and Twitter. The Top Choir Kent competition was publicized almost exclusively by Facebook and received thousands of hits. RH queried the age-distribution of Facebook users but all ages were logging on. ME said biggest age-group using Twitter is 45-55.

MW stressed that this Committee was NOT policy-making but opinion-forming.
4. **Website Issues (RH)**
RH was happy to receive photos from one or two stalwart contributors but begged to receive TEXT as well. He proposed appointing a rapporteur for each and every event, who would write and submit just a few paragraphs for the website.
5. **Use of website Event Manager (MW/RH)**
Some members were already using EMS to Unbook: Reminder emails should start any day now.
6. **Templates for committee agendas and minutes (ME)**
ME is constructing templates which will make it easy for minutes secretaries to report in a standardized fashion and suggest what needs highlighting each month. ME asked if we could write our own PHP procedures for the website. MW will find out. **ACTION: MW**
7. **Training for those needing to upload material / enter new events (RH/MW/ME)**
8. **Any other business**
All were tasked to go away and consider how best to **publicise** the Club. **ACTION: ALL**
9. Date of next meeting: Weds 25th September 19:15

Meeting ended at 19:55