

Publicity Report for WCOG AGM – Jane Hunter

I don't think I am officially the publicity officer, but I had been writing newspaper reports for some time and agreed to take over the production of the newsletter when Roger 'retired', almost a year ago.

As you can imagine, finding content for the newsletter and newspaper has had its challenges during a period when there was no official orienteering allowed.

During the full lockdown, the newspaper reports were limited to the success of Joe Sunley in the online lockdown events, but I was able to keep up with a weekly newsletter, thanks to many contributions from club members.

I do feel that the weekly newsletter is an important resource to share information with the members and has been particularly useful to maintain that 'club' feeling during lockdown.

Although, you are always left wondering how many people actually read it!

Now that events have started up again, I have started sending the regular weekly reports to the Times and Star and the Keswick Reminder who remain supportive.

The T & S often cut reports short and omit photographs in the newspaper but then report the whole article online which is good as this can then be shared on FB.

I am not responsible for FB posts but I think the general page and the members' page is a very useful resource and especially useful for engaging juniors.

I think that keeping the club and events in the news is important and can and does help to attract new members which is vital for the club.

Jane - 28 09 2020