

## **D72 PRM's report**

**30/3/2019**

### **Facebook**

Facebook boosting of open meetings has had a good response from clubs, especially in the Wellington region, but limited advertising in the Canterbury and Otago/Southland areas. I suggest going forward into next year that this option is more widely advertised by Division and Area Directors so that more clubs can take advantage of this service provided by District.

Learning how to boost properly has been a challenge and I would like to thank Kendall Eade for her feedback about this as I wouldn't have known of the issues if she had not fed it back to me.

Facebook advertising will start for the District 72 conference shortly and will run until the event in May.

### **Advertising**

A news release for Lark Doley's visit for the district conference is being prepared for release in the next week. I wish to acknowledge the help I am receiving from D70 PRM Anna Farr. Anna, who does public relations in her work life, has offered to help edit the press releases so that they are more professional and hopefully better received by news media organisations.

I decided to hold off the news release because of the Christchurch tragedy as I felt it wouldn't get any traction in the news media in the wake of the tragedy.

### **Billboards**

I have distributed the Billboards to the Division C clubs. These have been well received by the clubs for advertising purposes.

### **Newsletter**

The Monthly District newsletter is being well received by members and the use of hyper links to shorten the length of the newsletter has been very well received.

I would like to see Divisions using it better for advertising upcoming events such as Division conferences and Workshops in the future.

We have been achieving our goal of having the newsletter out by the 1<sup>st</sup> of every month.

### **Change over**

PQD Carol Mitchell has asked all district officers to prepare handover documents to better prepare incoming officers so that their learning curve at the start of the year is not as steep, which I am currently preparing.

This report has been prepared by:

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2018-2019 D72 PRM