

CoSarc meeting 27th Feb: Press and PR

Our press reports continue to be published every week in the Salisbury Journal, giving the club considerable external profile in line with its high level of performance. The same text is added by Craig W to the club website and facebook page.

It has been helpful occasionally to share with Di Cross the task of writing the reports during the period since the last meeting, and it's good that Jonathan Kershaw was able to do the same on a recent weekend when neither I nor Di were available.

Accidental errors by Journal production staff – the most glaring recent example being the misspelling of Jo Pavey's name in their headline on our awards evening – are an unfortunate but almost inevitable result of overstretched staff working to ever tighter deadlines. Our tolerance pays.

We try always to reflect the full range of the club's activity: unusually, one report last month featured indoor athletics, cross country, a 10k, a marathon and an action photo all compressed to fit a single issue.

In addition to the Journal, the monthly Valley News paper, based in Wilton, also publishes shorter versions of our reports; Spire FM and BBC Wiltshire remain happy to hear from us whenever we can offer suitable items.

After having fun writing the weekly press reports for the past xx years, I propose to cut back the commitment in the coming year to make more time for other things.

If a willing volunteer would like to take on the full 52-weeks-a-year task, that would be good, in which case I'd be happy to be a (very) occasional stand-in/adviser; or an alternative might be to devise a calendar based 'job-share' in which I would withdraw my involvement for perhaps six months (Mar -Oct?) of the year and then to review in 2021.

jr

Feb 20