



REPORTS TO CCT COUNCIL – Tuesday 21st May 2013

Publicity Committee

The Publicity Committee has met twice since the last Council meeting:

- Thursday 25th April : regular business meeting.
- Tuesday 7th May : follow-up meeting re. membership recruitment (PTO).

The first of these discussed all the usual items of business; newsletter, website, book sales and plans for the next mail-out on 6th June.

The latter discussed the ideas put forward by *Outwrite* (a PR company who are new Corporate Members) – reproduced below:

Chester Civic Trust PR ideas

Key messages & objectives:

- ³⁵₁₇ Achieve wider, accurate understanding among the wider public of the objectives and activities of the Trust
- ³⁵₁₇ Build, achieve interest and engagement with Trust activities
- ³⁵₁₇ Promote Chester Civic Trust events
- ³⁵₁₇ Attract and target new, younger members – the next generationship
- ³⁵₁₇ Highlight the Trust's progressive, supportive attitude towards the future development of Chester.

Promotional ideas and activities Outwrite can assist with

- ³⁵₁₇ Devise, establish and conduct a campaign and coverage to promote Civic Day plans and public meeting on June 22
- ³⁵₁₇ Investigate feature to counter 'The Planners' TV programme, eg – following a "Meet the real planners" concept
- ³⁵₁₇ Establish communication channels. Prepare guidance for members about writing letters for "Letters to the Editors" of Chester Chronicle and Chester Standard
- ³⁵₁₇ Greater achieve further PR coverage for new CCT book
- ³⁵₁₇ Suggest setting up and advise designated CCT member how to deal with incoming press/publicity enquiries, who can liaise with Outwrite on achieving key messages and objectives

Online development promotion of CCT

- ³⁵₁₇ Establish Facebook page
- ³⁵₁₇ Develop basic online strategy for CCT members to implement and ensure executive members of CCT understand and follow online strategy
- ³⁵₁₇ Discuss use of Pinterest for CCT
- ³⁵₁₇ Outwrite can provider Offer one hours' tuition for up to two CCT members who will take charge of online endeavours

21 May 2013