

## **Report of Publicity Officer – 2022/2023 season**

The newsletter is now produced four times a year; three follow each concert and a late summer one is produced in preparation for the October concert.

The Lowestoft Journal published all three reports I submitted for each concert with the bonus of a photograph of two of the three soloists. In May, Archant, who publish the Lowestoft Journal, announced that any future advert we placed would have to go in the Classifieds, which deal with tradesmen – so not ideal for us. So, the committee agreed that we would trial a larger quarter-page advert in the main run of the paper, which should be in this weeks' paper.

The larger A3-sized temporary road sign adverts appear to have worked okay and at least two of our January audience were at the concert having seen the road signs.

I would like to thank Allan Emery for his efforts in placing out the signs before each concert and to Carol Skinner and Chris Greenhill who are given the bulk of posters to distribute around Lowestoft and Beccles; and, of course, the outlets who display the posters for us.

Cecilia Metherell