**Publicity Officer’s Report for the year ending 30 June 2021**

My role has become rather larger because of Covid lockdowns. Fortunately, when we have been unable to hold meeting at Ealing Green Church we have had Zoom available to us. It has been a lifeline in keeping the meetings going and well-attended. We originally used Zoom Webinars but as we gained in confidence we moved to Zoom Meetings which are less expensive and allow for a greater sense of audience participation. We would only need to revert to webinars if we had over 100 people registering for a talk, which one can see is not impossible.

It might be of interest to show the numbers of attendees at meetings. These numbers will be larger than the numbers actually attending on Zoom on the night as they count all people who have registered for the talks, which also gives them access to the post-talk recordings.

**8 September** Dr Tehyun Ma, **Chinese Revolution of 1911’ [43]**

**13 October** Prof. Charles Giry-Deloison, **‘Tudor England and Europe, 1485-1603’ (at Twyford High School) [92 Including 40 in Twyford School]**

**10 November** Nicholas Milton, **'Neville Chamberlain's Legacy - Hitler, Munich and the Path to War’ [50]**

**8 December** Dr. Sean Cunningham –‘**The Field of the Cloth of Gold and Henry VIII’s foreign policy’** [65]

**2021**

**12 January** Dr Margarette Lincoln, **‘Mary Lacy, the Female Shipwright’** [44]

**9 February** Prof. Adam Smith, **‘The Battle of Gettysburg: why it mattered’ [93]**

**9 March** Prof. David Edgerton, **‘The Rise and Fall of the British Nation’ [70]**

**13 April** Dr Helen Paul, Lecturer, **‘The South Sea Bubble 1720’ [60]**

**11 May** Dr Iain Stewart, **‘The Dreyfus Affair’ [64]**

As can be seen, Zoom has allowed us to attract a larger audience than in the past. This includes more national members than previously. The fact having such a good programme, with such eminent speakers, makes it easier to attract these numbers.

**The main methods of advertising (in order of probable numbers attracted) are:**

1. Direct emails to local and national members with reminders.
2. Email flyers to schools
3. Ealing Arts Diary- printed and online.
4. Facebook to local groups- Twitter when appropriate

We also pick up registrants through the Historical Association’s publicity via its website and magazines. Also through our own website [www.ealinghistory.org.uk](http://www.ealinghistory.org.uk)

**Philip Woods. Publicity Officer. January 2022**