**Publicity Officer’s Report for the year ending 30 June 2022**

Coming out of the peak Covid years we have faced problems in trying to establish blended meetings as our preferred option for talks. Speakers prefer to speak to a live audience and are probably Zoom-fatigued. So we have tried during the current season to encourage more people to attend in the church but have made it possible for those registering for talks to receive a recording on the day after the talks. We have moved to Eventbrite online to register those wishing to attend and to reach a larger audience. As the Secretary’s report shows this has had success in bringing in new people but total numbers attending or registering online are down from the giddy heights of the previous years. It seem that we have a hard core attendance at the church of between 20 and 33.

We have an excellent programme of speakers and I have tried my best to use publicity to ensure reasonable size audiences but it is clear that compared with Ealing U3A daytime talks attendances of c.70, holding our meetings in the evening cuts down our potential audience considerably, particularly in the upper age group. It is also a very competitive market now as so many organisations offer history talks online and in person, including the national Historical Association. Details of some of these can be found on our website <http://ealinghistory.org.uk/history-updated/>

**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 monthly
4. Social media- Facebook to local groups- Twitter when appropriate
5. Ealing Today- online ‘Events’
6. Some local posters in libraries etc.

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. December 2022**