

10. INFORMATION, PR & COMMUNICATIONS REPORTS

NAME: Mike Cooke
OFFICE: Chairman Information, PR + Communications Committee
DATE: 14th February 2010

DECISIONS REQUIRED:

To support all the Committee members in enabling them to fulfil their roles to the best of their abilities.

ACTIONS SINCE LAST REPORT:

Details of "Lions in Sight" having been circulated to all Clubs with plenty of notice and with a follow up by Lion Trevor Jones it is hoped that most Clubs will have done something in their own communities.

I have received very little feedback from Clubs regarding what they will be doing which I hope is only a lack of communication and not a lack of action.

My congratulations to Balsall Common and Shirley Lions Clubs for their efforts.

OBJECTIVES:

To continue to assist my Committee members and all fellow Lions with PR and communications as and when required.

NAME: Lion Mike Jobbins
OFFICE: District Registrar
Combined Cabinet & Convention Report

PROGRESS SINCE LAST DISTRICT CONVENTION

Club Reports, (Convention 2009 in brackets)

First and foremost, my thanks to Club Secretaries for their hard work and cooperation. The attached MMR Statistics indicate 56 (59) Active Clubs, (including 3 (2) Branches) with 1068 (1069) Members overall. We have gained 61 (25) but also dropped 61 (58) so the current situation is no change since 30 June.

Gender mix is approx 80% Male & 20% Female and Family Unit Membership is around 7%. Additionally, we have 2 Leo Clubs totalling approx 30 Members.

Shakespeare's Alcester Branch is a very welcome addition, but the Codsall and Coventry Clubs have had to be closed and I have also sadly recorded the passing of 8 Members since last Convention.

MMR submissions continue to be very largely accurate and on time as were the PU-101 (Club Officers 2009/10), but a few were submitted late and/or without email addresses, which caused some problems. These were resolved, but complete and timely PU-101 returns are vital in order to achieve seamless inter-communication into the new fiscal year. Only a few Annual Activity Reports were submitted for 2008/9 and it would be nice to see more for 2009/10, (due end July) as they help LCIHQ achieve a full "picture" worldwide.

Membership Statistics & Database Changes

These continue to be circulated twice a month to MDHQ, the District Governor, Region & Zone Chairmen and other relevant District Officers.

NAME: Simon Moss
OFFICE: Webmaster & IT Coordinator
DATE: 31 January 2010

DECISIONS REQUIRED: None

ACTIONS SINCE LAST REPORT:

Continued to circulate notices around the district and to keep the website up to date.

Thanks to Lion Joy for her help in circulating items while I have been away.

I still need information from many of the cabinet officers to publish on the web site.

OBJECTIVES:

To provide the main channel for efficient communication within the District.

NAME: Joy Haffner
OFFICE: Midland News Editor
DATE: 29th January 2010

DECISIONS REQUIRED:

None

ACTIONS SINCE LAST REPORT:

Good quality articles continue to flow in for publication in the Midland News. Helping to keep fellow Lions informed.

Try to keep reminding clubs to send in articles for Midland News which can result in publication in the LION Magazine.

Continued to operate Midland News as part of the Communications Team and supported the team as and when required.

OBJECTIVES:

To continue to support the Communications Team.

To continue encourage all Lions to submit articles to the Midland News to keep their fellow Lions informed

NAME: Trevor Curtis
OFFICE: Publicity Internal
DATE: 04.02.2010

DECISIONS REQUIRED:

1. Clearance to pursue the project of the promotional DVD (mentioned in November's report). I will approach ten clubs first who will fund the 'proto type'.
2. I have a contact with a company that specialise in computer software for blind people (sight & sound). I have the opening to negotiate a good package for all lions clubs who may wish to purchase computer equipment for blind people.

JUSTIFICATION FOR DECISION:

1. To give clubs a marketing tool to promote themselves to the public and to win support from local businesses. We are 'competing' with charities and organisations that are already one step ahead of us.
2. If I can arrange this package for clubs, this will save them a lot of time and trouble if they are in the same position that I found myself in a couple of months ago.

ACTIONS SINCE LAST REPORT:

In partnership with Dobbies garden world, and with assistance from one member of Kenilworth lions. We assisted in raising £700. For Zoë's place baby hospice.

I have had discussions with ASDA who may be prepared to make a donation of beer and other alcoholic drinks, which could be used to raise funds for charity at fellowship events.

OBJECTIVES:

To win support from local businesses for clubs in the district, I have had some success with this task already with The Disney store ltd.

To encourage a multi club event. I believe our future success will depend on our ability to work together.

Unfortunately, most clubs that have approached so far are not keen on this idea; however, I believe that this is probably our best option to attract media attention to our organisation.

NAME: Lion Trevor Jones
OFFICE: District Press Officer
DATE: 1st February 2010

DECISIONS REQUIRED: Acceptance of this report

ACTIONS SINCE LAST REPORT:

At the request of MERL Chairman Doug I have designed cards for Erdington Lions Clubs leaflet drop.

I have attended and gave help and support to the Lions Black Country Museum Event, This was a very good event and I congratulate the Lions who organised the event and the clubs who made this event work.

Information was sent to all clubs on how to get involved with Lions In Sight, this backed up previous information sent out by Communication Chairman Mike, it is still to be evaluated how successful this event was and how many clubs took part and what the clubs did to take part in the Lions In Sight event

Suggested press release and guidance for clubs on how to get publicity for Lions and how to help the Haiti earthquake was given to District.

On Saturday 30th January, myself and other Lions from around the District attended the first of the Disability Games at Aldersley Leisure Village, my fellow Lions, this was an eye opener and great fun, helping children and young people overcome their own disabilities, to have fun and to prove that being in a wheelchair, having a walking frame or having some other form of disability does not stop a person competing in games, being competitive and having fun and we got some publicity from it.

I encourage all Zone and Regional Chair persons to encourage all clubs, all Lions from around the District to attend the next Disability Games, People taking part in these games will come from all over the District, the games will be held on Sunday 16th May 2010 at the Alexandria Stadium, Perry Barr, This is our chance to do what Lions do best – Helping those less fortunate than ourselves.

For these games we will require banners, be it District banners or club banners, District regalia, welcome banners, pull up banners as we have the opportunity to display them all around the stadium, but most of all we need Lions to support the event, there will be a job for everyone.

The Disability Sports Awards will take place at the Holte Suite, Aston Villa Football Club on Thursday 25th March and again Lions have the opportunity to get good publicity from this event

OBJECTIVES:

To continue to work as part of the communications team to help, support and give guidance to our fellow Lions and to clubs and in turn encourage Lions and clubs to work with their local media, to promote Lions at every opportunity they have.

Continue to look for opportunities and ways to promote our organisation to the media and to exploit the media where possible to Lions advantage.

NAME: Mavis Cooke
OFFICE: District Almoner
DATE: 14th February 2010

DECISIONS REQUIRED:

Continuing support from my fellow Cabinet Officers in keeping me informed of any news, good or bad, which requires a message to be sent from us all.

ACTIONS SINCE LAST REPORT:

Continued to send messages as and when required, 8 cards sent since last Cabinet meeting, with thanks to my fellow Lions for their co-operation in sending me the details.

OBJECTIVES:

To continue to let our fellow Lions and their partners know that we care.