

10. INFORMATION, PR & COMMUNICATIONS REPORTS

NAME: Mike Cooke
OFFICE: Chairman Information, PR + Communications Committee
DATE: 12 November 2009

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:

In co-operation with Lion Ian Haffner, tried to get as many Clubs as possible to participate in "Lions Sight Day" and to feed information back to me to see how much is actually done in the District and to see if a good article could be produced.

Feedback indicates that the notice of the event was rather short. For future reference World Sight Day is always held on the second Thursday in October.

Details of "Lions in Sight" have been circulated to all Clubs with the hope that notice is good and as the events are likely to fall in line with something that we all do anyway perhaps better feedback will be achieved.

OBJECTIVES:

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

NAME: Mike Jobbins
OFFICE: Registrar
DATE: 12 November 2009

DECISIONS REQUIRED:

None as such, but Cabinet's response to my "Objectives" would be welcomed before proceeding further.

ACTIONS SINCE LAST REPORT:

My job is much less time consuming now with the great majority of Clubs well acclimatised to electronic reporting although website use and reaction to my follow up on late Reports still falls short in a few instances.

MMR Statistics currently indicate a small net gain, summarised as follows:-

Total Membership	1077	New, Reinstated and Transfer-In Members	31
		Dropped and Transfer-Out Members	22

My regular circulation of MMR Statistics and Database Changes continues and it would help me greatly if all Zone Chairmen in particular could habitually check them out and encourage defaulting clubs to do better.

OBJECTIVES:

Business as usual, although it has to be said that the job is no longer challenging or time consuming these days. In fact, I feel a good case can be argued for merging what's left of it in time for next fiscal year.

DISTRICT 105M MEMBERSHIP STATISTICS - Zones 2009/10															Net
Club	Zone	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Change
Aldridge & District	A	16	17	17	17	17	17								1
Bilston & Willenhall	A	11	11	10	10	10	10								-1
Codsall	A	7	7	7	7	7	7								0
Dudley	A	8	8	8	8	8	8								0
Kingswinford & Stourbridge	A	22	22	23	23	23	23								1
Walsall	A	14	14	15	15	15	15								1
Wolverhampton	A	5	5	6	6	6	6								1
Birmingham Chinatown	B	17	17	18	18	18	18								1
Birmingham Edgbaston	B	8	8	8	9	9	9								1
Birmingham Handsworth	B	23	23	23	23	23	23								0
Birmingham Handsworth Ladies	B	17	17	17	17	17	17								0
Birmingham Moseley & Kings Heath	B	16	16	16	16	16	16								0
Birmingham Northfield/Kings Norton	B	13	13	13	13	13	13								0
Sandwell	B	24	24	24	24	24	24								0
Birmingham Acocks Green	C	21	21	22	21	21	21								0
Birmingham Sheldon	C	19	19	17	17	19	19								0
Knowle & Dorridge	C	25	25	25	25	27	27								2
Shirley	C	25	23	23	23	23	23								-2
Solihull	C	27	30	29	30	30	29								2
Balsall Common	D	39	37	37	37	37	37								-2
Birmingham Erdington	D	6	6	6	4	4	4								-2
Birmingham Exhibition	D	22	22	22	22	22	22								0
Castle Bromwich & District	D	14	14	14	14	14	14								0
Marston Green & District	D	18	18	18	18	18	18								0
Sutton Coldfield	D	6	6	6	6	6	6								0
Evesham Vale	E	13	13	13	13	13	13								0
Kenilworth	E	41	40	41	41	42	42								1
Shakespeare	E	23	23	23	23	23	23								0
Shakespeare (Alcester) Branch	E	0	0	2	7	7	7								7
Southam & District	E	24	24	25	25	25	25								1
Stour Valley	E	16	17	17	17	17	17								1
Warwick	E	26	25	25	25	25	25								-1
Wellesbourne & District	E	27	26	26	26	26	26								-1
Bromsgrove	F	20	21	21	21	19	19								-1
Droitwich	F	20	21	21	21	21	21								1
Kidderminster & District	F	14	11	11	11	11	11								-3
Malvern Hills	F	29	29	29	29	29	29								0
Redditch	F	22	21	21	21	21	21								-1
Worcester	F	24	24	24	24	24	24								0
Barwell & Earl Shilton	G	26	26	26	26	26	26								0
Bedworth	G	13	13	13	13	13	13								0
Coventry (status quo)	G	1	1	1	1	1	1								0
Coventry Godiva	G	30	30	30	30	30	30								0
Coventry Leofric	G	37	35	35	35	35	35								-2
Hinckley & Burbage	G	9	9	9	9	9	9								0
Nuneaton	G	19	19	20	20	20	20								1
Rugby Rokeby	G	20	20	20	20	20	20								0
Northampton	H	9	8	8	8	8	8								-1
Northampton 80	H	16	16	16	15	15	15								-1
Northampton 80 (Brixworth) Branch	H	7	7	7	7	7	7								0
Rushden & District	H	10	10	10	9	9	9								-1
Towcester & District	H	21	21	21	21	21	21								0
Wellingborough & District	H	12	13	13	13	13	13								1
Bushby	I	17	17	17	17	17	17								0
Corby & District	I	12	12	12	12	12	12								0
Kettering & District	I	24	24	26	25	25	25								1
Lutterworth	I	11	11	11	11	12	12								1
Market Harborough	I	17	17	17	17	17	17								0
Market Harborough (2005) Branch	I	5	5	5	8	8	8								3
Rowell	I	12	12	12	12	12	12								0
Thurnby	I	18	18	18	18	18	18								0
Totals as at 12 November 2009		1068	1062	1070	1074	1078	1077								9
<i>Estimated - MMR's not yet submitted</i>															

NAME: Simon Moss
OFFICE: Webmaster & IT Coordinator
DATE: 13 November 2009

DECISIONS REQUIRED: None

ACTIONS SINCE LAST REPORT:

Continued to circulate notices around the district and to keep the website up to date. Helped with presentation to Autumn Forum.

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: 13th November

DECISIONS REQUIRED: None

ACTIONS SINCE LAST REPORT:

Have requested via Webmaster for articles to be submitted to me for publication in the Midland News.

Some great articles so far received.

A recent article by Lion President Helen White from Bromsgrove describing her experiences of the Youth Exchange Scheme – the article is to be published in the LION magazine and Helen has been invited to speak at the MD convention in Leeds.

So a reminder to all Lions it is well worth submitting articles into Midland News – they may get an even wider audience.

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: 15.11.2009

DECISIONS REQUIRED:

The lion's story DVD

With reference to the new Lions video 'The Lions story' (narrated by Penelope Keith). I believe that this is probably the best video that we have produced because it makes us look at ourselves from

the outside in. It is probably the first one that we have produced that could be orientated towards new members...

I would like to expand upon this. A lot of Lions clubs, may have footage of their own events or activities on video. I have made enquiries and it would not be very difficult or expensive to convert this video footage onto a DVD, which could be used alongside this new video.

JUSTIFICATION FOR DECISION:

In the first instance it may be possible to download this from the website. However, it took me nearly an hour to find it. I do not believe other lions members would have the patience to search for it for that length of time.

A large number of Lions members, who I have spoken to recently, do not have access to the internet. There is a 'buddy' system with some clubs (another Lions club member accepts and sends E-mails or accesses the websites on behalf of another)

If a lot of the clubs had their own individual footage on their own DVD, they may be more inclined to promote it and show it to the public at their own events.

This could also be used as an excellent PR tool to send to local businesses to gain support and funding. This is something that I have done quite successfully for my own club and for other clubs in the district.

There would be no initial cost to the district. I would approach local clubs and if I had at least ten who were willing to go ahead, then the cost would be met by those clubs. This would be approximately £25 per club for a 'master copy'. They could then reproduce these themselves at a cost of around twenty pence per copy.

The purpose of this is to encourage local clubs to take Pr and marketing of themselves and the organisation more seriously.

ACTIONS SINCE LAST REPORT:

Claire's Story.

Recently a colleague drew my attention to a local girl who was blind and needed a computer with voice activation software so that she could complete her homework successfully.

The story that follows concerns a very remarkable young lady who will be known from now on as Claire. Claire is not her actual name. I have changed this to protect her identity.

Claire is a local girl who is blind. She has been blind all of her life, but when I met her I was impressed by the fact that she shows intelligence and has a determination to succeed that is way beyond her eight years.

She lives with her mother, who although she is a single parent, is not entitled to assistance from the local government because she works full time. She lives not far from the Kings Norton area of Birmingham, which is where I actually work.

I knew from my colleague I learnt that the family were pursuing the option of purchasing a Braille net book for Claire. This is something that would be very expensive, so they would appreciate the opportunity of outside help.

Through my colleague I arranged to meet one of her family, and it was arranged that I should meet Claire's grandfather. Before the initial meeting, I made a couple of enquiries. I had heard of some

computer software called 'jaws' that was designed to assist blind people. It was suggested by several people that I knew to contact MR Jim Rowley (a former district Governor of this district, who is also blind).

I called Jim and explained the situation. He explained all about jaws to me and even gave me a demonstration over the telephone on his own computer. He then suggested that I should do two things. One was to contact a company he knew of called 'Sight & sound' that he knew of and had dealt with and the second was to contact John Barnes of Moseley King's heath Lions.

When I made contact with 'sight & sound, I was very impressed. I knew more or less what I wanted after speaking to Jim Rowley, but they offered me a package straight away that was ideal. The deal was for a net book with the Adult version of jaws (there was a children's version of jaws (Dolphin) but this would not be appropriate because she would soon grow out of it. With both guaranteed for three years. The cost of this would be £949.00.

After a successful meeting with Claire's grandfather where I explained the package available. I was able to meet Claire and her mother. As I explained earlier, she showed a maturity, intelligence and determination way beyond her eight years. The family discussed how they could raise the necessary funds for a computer that was a fraction of the cost that they originally expected... However, I managed to persuade them to allow me to complete the task.

John Barnes and I arranged to meet and we planned a themed party night. I suggested that we should call it a 'bad taste party'. This would mean that I could wear my normal clothes and not feel uncomfortable or out of place.

I also contacted Margaret Hendy of Northfield Kings Norton, who also agreed to help. I managed to arrange a function room at my local works social club and a Disc Jockey, free of charge for a Friday evening and we raised £700 on the night. Further donations of £100 from Claire's family, £100 from one of my colleagues and £100 from Moseley Kings Heath lions and we had enough money for the computer.

I spoke to 'sight & Sound again and they agreed to deliver the computer, set it up and give Claire two hours tuition on how to use the computer and also how to touch type. The technician who set up the computer for Claire was also blind. Claire's mother was quite overwhelmed. Not only could Claire now do what any other child could do on her computer, but also to be able to touch type was not a skill that she dared believe that he child would be able to do. The 'dinosaur' of a Braille machine supplied by (something of a bygone age) the local education authority could be sent back.

Meeting the lady from sight & sound who was also blind, but a skilled professional gave her the hope that one day her own child would be able to have a successful career.

It is worth mentioning at this point that this company were absolutely brilliant. They agreed to liaise with the family from day one answering all their questions, were very patient and flexible when Claire's mother had problems trying to arrange a day when she could pull Claire out of School and arrange a day off work, they actually delivered it a week before they received the cheque and even spent an extra hour with Claire teaching her to 'touch type' something that they did not have to do.

Making all the arrangements with the family directly made life a lot easier for me.

(Blind people can learn to 'touch type' on a modern standard key board, because the F, J and the number 5, keys have a raised surface. Blind people can then memorise the surrounding keys and using the three keys with raised profiles, they know where all the other keys are on the keyboard).

I believe that an article in the local and even the national magazine would be of enormous benefit to other clubs, who may have been faced with a similar situation.

The story may not end here. Firstly in effect, four Lions clubs came together to change the life for the better for a very unique little girl. Something that I think t we can build on for the future.

Also I have been in touch again with the family recently and Claire is doing very well with her computer. In the words of Claire's mother "it is as if she has used it all her life". I have discussed with Claire's family the possibility of helping me with some fund raising for an outward bound centre for blind children in early spring next year.

It is possible that they would even allow some publicity With Claire. The idea would be, that Claire wanted to raise some funds for an outward bound centre to which she attends and her family approached the local lions clubs for help to organise something. I believe this kind of publicity (if they agree to go ahead) would be excellent PR for us, and I am sure most newspapers would take an interest.

The second course of action that I have been involved with is the Balsall Common Lions Black Country Museum fellowship night. I have approached several local clubs and I have attended meetings. I have managed to acquire £300.00 for the trust fund set up for the two boys who were recently orphaned and I should be able to confirm the sales of at least eight tickets.

I have had a meeting again with 'The Disney Store'. They have confirmed that they will continue to support the Lions organisation. This is an arrangement that I made with Disney over four years ago. PDG Alan James has agreed to collect, store and distribute the Disney products for local clubs that have use of it.

I have to advise that we cannot sell this material. To do so would jeopardise the arrangement.

OBJECTIVES:

My objectives remain to encourage local clubs to work together and even share events. I believe we can be much more successful if we begin to 'pool' our resources

We could then move forward and be more successful as an organisation.

NAME: Lion Trevor Jones
OFFICE: District Press Officer
DATE: 28th November 09

DECISIONS REQUIRED: Acceptance of this report

ACTIONS SINCE LAST REPORT:

I have attended the meeting for the Black Country Museum event and will be working with the organisers to make this a successful event.

I have attended a meeting with regional development manager of the English Federation of Disability Sports, this was a very informative and progressive meeting with good PR prospects for Lions if they were to support the games, there could also be follow on events that could be beneficial to Lions, I offer my support and backing for these events.

I have attended Autumn Forum and as part of the communications team gave a talk on PR / Press, I would like to thank our Chairman Mike Cooke and also Lion Simon our web master on the work they did in helping to put the teams presentation together, also congratulations to District Governor Femi and his team for an enjoyable and informative Autumn Forum.

Whilst at Forum I had the DGs permission to sell some Christmas cards that had been advertised in the Lion, the sale of these cards went very well with all cards being sold and lots of interested Lions

who asked about purchasing more packs of cards, these cards make a good PR tool for Lions to send to their local media and to groups and organisations they have worked with during the year.

I have also managed to get Lions some good promotion on local radio at different times of the day. World Sight Day, on the whole this event was poorly organised and very much a none starter, but congratulations to the clubs that did manage to put something together at very short notice. Lions are our own worse enemies as we continually miss the opportunity to promote Lions and the work we do due to poor organisation and forward planning, if we want Lions and Clubs to be involved we have to give them plenty of notice preferably months and not weeks.

Also in order to increase awareness and promotion of Lions in the public eye and the media we need to insist on bigger and better publicity of our logo and the name Lions on all literature, posters and items of clothing that is a part of everything Lions are involved with and also promote who our patron is and in turn ask our patron to promote Lions more.

All Regional and Zone Chairpersons have been sent forms asking for Mayoral / Alderman information from clubs in their area, this information is required by the DG so could I please ask those Zone Chairpersons who have not yet completed these forms to do so ASAP and then return them to me so I am able to compile a list of area / club information for DG Femi

Clubs should be aware that it has come to my attention and in turn the Districts attention that a person who has now left Lions has been going around pretending to be a serving Lion and taking this pretence to local community groups, if any person comes to know about any such activity can they please inform me and the District Governor, thank you.

OBJECTIVES:

To continue to work as part of the communications team to help, support and promote Lions to our fellow Lions and to clubs and in turn encourage them 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: 12 November 2009

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 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.