



ANNUAL GENERAL MEETING
9th July 2008

ANNUAL REPORT OF THE PUBLICITY OFFICER AND SPOKESPERSON (PO&S)

- 1 The duties of the post of PO&S, in summary, comprise:
 - Preparing/issuing press releases
 - Dealing with enquiries from the media
 - Promotional activity for the Society
 - Providing a first stop response on behalf of the Society
 - Attending Cabinet and other Society meetings

- 2 During the last year 14 press releases have been issued and numerous impromptu comments made primarily to "Planning" magazine but also BBC Radio, other local government related magazines and national newspapers. This activity is at a rate of approx. 2 enquiries a week and has often been at the request of the LGA press office. It has resulted in regular references to the Society in the media; as a consequence the Society promotional tag line "the credible voice of local government planning" has been reinforced.

- 3 A promotional flier has been distributed at Society events and sent to prospective members.

- 4 I have also dealt with on-line enquires via the Society website.

- 5 At the last AGM I agreed to continue undertaking the role of PO&S for the ensuing year, in parallel with the position of Website & Communications Manager (W&CM) for POS Enterprises Ltd on behalf of the Society.

- 6 I continue to be of the view that the roles of PO&S and W&CM lend themselves to be undertaken by one and the same person. Unless the Society considers otherwise, I am willing to continue in this dual capacity for 2008/09.

John Silvester