

Publicity 2016-2017

CRSC and Strathcona Gardens:

There were numerous updates performed at Strathcona Gardens to freshen up the Club's presence around the building. Such updates were changing the front showcase window for seasonal holidays and recovering the bulletin boards in front of the office. On-going attention to the showcase areas and bulletin boards are required to keep momentum on this item. Lynda has been assisting with these tasks and it is greatly appreciated.

CRSC and External Advertising

Submitted two sets of competition results and Artistry on Ice 2017 Showcase information to the Campbell River Mirror. We received prompt coverage of our first competition results submission but waited 3 weeks or more for the second set of results to be published. Emailed to enquire to the delay and received no response.

Showcase publicity through the paper cost money but the budget for the show was able to cover the fee, The Club qualified for non-profit rates and it was \$175 for 1/8 of a sheet advertising. Frank did an amazing job designing the art work for the advertising. Posters for advertising were also placed throughout local businesses, schools and community centers.

CRSC and Membership

The use of uplifter was implemented fully this year and assisted in promoting membership engagement. Had a real hard time getting the membership to volunteer this year but when the day came everyone pulled together. Need to brainstorm different ideas as to how we can secure more volunteering members for the upcoming season.

Respectfully Yours,

Beverley Schulte
CRSC Publicity