

### **Report of Publicity Officer – 2019/2020 season**

Our first concert in October 2019 was extremely well received and supported as we welcomed Catherine McCardel to play the Bruch violin concerto. I was pleased that both the Lowestoft Journal and Waveney Advertiser afforded her a large photograph and write up. Likewise, with our concert in January, we were given plenty of publicity space for Natalie Bechmann. Both soloists were pleased to receive copies of this publicity too. Included amongst the various publicity outlets are schools but unfortunately the take up of young people at concerts is minimal.

In my quest to attract a wider audience, I was planning to produce a brief questionnaire to establish where publicity should be targeted. This would have been handed out to audience members had we performed a concert in May.

I thank Allan Emery for continuing to place road side signs on the approach roads into Lowestoft and also the members and friends who place out posters and distribute our annual leaflets

Following the enforced decision to cancel the May concert and the committee's later decision to cancel the October 2020 concert, it was decided not to produce the usual flyer in which we advertise our seasons' concerts. Instead we have started producing a newsletter in which we are trying to reach our regular audience members with the help of existing players, patrons and friends, our website and good old Facebook!

Cecilia Metherell