

Publicity Report prepared for meeting 15 September From Barbara Wilson

Use of AI

I have just done several scans of the website looking for errors and lack of professionalism. You may notice sentences, phrases, spelling, grammar etc altered. There is still some work to be done using the handbook to update club details etc. Most of last years results have been archived. I have endeavoured to make some of the language more durable and not requiring frequent updates. AI felt some of the language was old fashioned and also did not appreciate humour.

Photos can be altered well. Heavy shadows from bowlers hats result in an image not representative of the face. The ADC mens shadows were not heavy but the photo of Maree Bartrum did not have a clear enough image for AI to use for her article.

Sponsors

This was another adventure with AI and combining code with work done outside the website and then imported. The sponsors are all on the footer, they are a little small but difficult to look good on both laptops and mobiles. Mobiles being the problem.

Newsletters

Those showing on the website will be infrequent but useful for historical trace. As bowls season commences there will be more interest in the newsletters. Several emails have gone out through Bowls Hub during the winter.

Newspaper Articles.

One on the ADC mens Fours printed in the Central Otago news and Pauline Seaton was honoured by an article in the ODT on 12 September. A further article was unprinted about Maree Bartrum's success with the Roxburgh Clubs drive for new Members. This was sent the CO News based in Alexandra. I will try with Roxburgh again to the ODT after some of their large fixtures.

Photos

The scenario with Maree Bartrum's photo not being able to be seen clearly because of the shadows by AI shows that we must try to get good photos. Teams looking into the sun and sun behind the camera. If required take photo in the shade. We do not know when we will need the photo for some strong publicity.

Facebook

Down a little bit. About 40K reach for month to September 12th. FB uses AI and doesn't give comparison data easily

Website

Just started using the AI suggestions within the website for the language content. Anyone please offer suggestions