

Review of PR Committee work against Terms of Reference

The table attempts to map activities against the Committee Terms of Reference. It includes:

- What the Committee currently does (via its website and other activities)
- What other parts of the Council do, relevant to the PR remit
- ‘Opportunities’ – some things that are not currently done, but which might contribute towards the PR remit if they were.

For the purposes of the table, the four clauses of the Terms of Reference are broken down into seven different facets, since most of the clauses relate to a two-way relationship like ‘goodwill and mutual understanding between A and B’, but one clause does not have this symmetry – the public awareness of ringing.

Note the distinction between

- (a) ‘Public awareness of ringing’ and
- (b) ‘Goodwill and mutual understanding between ringers and the non-ringing public(of ringers by public)’.

Facet (a) relates to public knowledge (how bells work, how ringing works, what ringers do, etc) whereas facet (b) relates to how members of the public feel about ringers within the community, and about the impact of ringing on public and private lives.

Cells are coloured to reflect the relevance of each activity to each facet, qualified in some cases by a note. Please note that some of the links are clearer than others.

Key:	Unknown	Direct effect	Indirect effect	No effect
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Things done by PR Committee

Activity	Goodwill and mutual understanding between ringers and the non-ringing public (of ringers by public)	Goodwill and mutual understanding (of public by ringers)	Public awareness of ringing	Goodwill and mutual understanding between the Council and significant non-ringing bodies (of CC by them)	Goodwill and mutual understanding between the Council and ringers at large (of them by CC)	Goodwill and mutual understanding between the Council and ringers at large (of CC by Ringers)	Goodwill and mutual understanding (of ringers by CC)	Comment
----- Website (PR pages) -----								
PR advice						If found useful		Who uses it?
Major events (Jubilee/Olympic)	???			Where involved	?Maybe by engaging	If they know		
Things to Ring for	If used effectively	?? indirectly				If found useful		
News (link to BitN)		Slight?						
Leaflets / posters	If used		Indirectly, if used	?? maybe if used		If found useful		
Presentation material	If used		If used	?? maybe if used		If found useful		
Bells in your care				Clergy, if used		?? if found useful		
Road Shows				? If aware		Providing link made		
----- Other PR services -----								
Learn to Ring	On inquirers		Indirectly			If found useful		Now with TSC
Complaints help	By helping problem	If used	Indirectly	Indirectly		On those using it		
TV programme support	Depends on content		Depends on content	Very indirectly		Only if they know		
RW articles on PR topics	If leading to action					On readers		

Things done by other parts of CC

Activity	Goodwill and mutual understanding between ringers and the non-ringing public		Public awareness of ringing	Goodwill and mutual understanding between the Council and significant non-ringing bodies		Goodwill and mutual understanding between the Council and ringers at large		Comment
	(of ringers by public)	(of public by ringers)		(of CC by them)	(of them by CC)	(of CC by Ringers)	(of ringers by CC)	
EH/CBC meetings				In narrow field – not media	In narrow field – not media	If aware		CC officers + T&B C'ttee
EIG meetings				In narrow field – not media	In narrow field – not media	If aware		TS C'ttee
Visits to societies						By those present		President
Blog	If any find it			? If found & relevant		By those who read	If any feedback	President
Website (other than PR)	If any find it & find it interesting		If any find it & find anything relevant	? If found & relevant		By those who read		PR C'ttee could have more input

Opportunities – Things that could be done

Activity	Goodwill and mutual understanding between ringers and the non-ringing public		Public awareness of ringing	Goodwill and mutual understanding between the Council and significant non-ringing bodies		Goodwill and mutual understanding between the Council and ringers at large		Comment
	(of ringers by public)	(of public by ringers)		(of CC by them)	(of them by CC)	(of CC by Ringers)	(of ringers by CC)	
TV programmes (eg Dr Who)?	Unlikely?		May be limited by context			Providing link made		More proactive than responding
Media briefings?	If it leads to action		Enhanced coverage	Generate interest & awareness	Through engagement			
Press releases	If targeted right		Enhanced coverage	Generate interest & awareness		Providing link made		
Media lists?				??	By increased contact			
Media contact network?				If used effectively	If used effectively	If shared		
'Public facing' CC website?	By those who see it		Enhanced coverage	If relevant & used		Providing link made	If feedback generated	
Closer integration w bellringing.org	?Enhanced coverage		??			Providing link made		
Regular PR presence in RW						By readers	If feedback generated	
Exploit other channels (E-lists, Campanophile, ...)						By users		
Develop PR network with societies	Via their efforts, if it leads to action	Via their efforts, if it leads to action	Via their efforts, if it leads to action					
... more ideas ...	??	??	??	??	??	??	??	