



# LIONS IS IN YOUR HANDS

## District 201C1 Bulletin

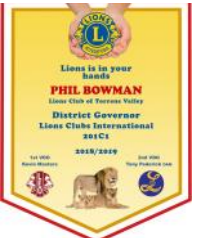


DG Phil

# THE PHIL REPORT

## News from the District

And beyond



APRIL 2019

### DISTRICT MEMBERSHIP STATUS

MEMBERS AS AT 1/7/2018	NEW MEMBERS SINCE 1/7/2018	DECEASED AND DROPPED MEMBERS SINCE 1/7/2018	DISTRICT MEMBERS AS AT 28/2/2019
1204	101	97	1208

Please note: the figures given last month were incorrect

Hi Guys

We are part way through March and hopefully your clubs have chosen the new team for 2019/2020.

Please ensure your incoming team registers for the "Incoming Officers Training Forums" that will be held around the District.

Sunday 28 April, in Elizabeth  
Sunday 19 May in Crystal Brook  
Sunday 16 June in Port Lincoln

**MORE DETAILS ARE ON PAGE 5 OF  
THIS BULLETIN**

It is most important that incoming officers attend the forums to catch up on new ways that we do things, particularly this year for the Club Secretary.

Our Disaster Relief Team has again been hard at work distributing IGA Vouchers to C1 and C2 affected farmers and their families.

We have some families who are doing it really tough, so if your clubs can "top up" the funds we currently have, we would really appreciate it. Still plenty to do as the weather continues to play havoc with the land, and the farmers are feeling the pinch.

Looks like our Coober Pedy Club may not be closing, as I hear that some locals are interested in keeping it going.

I'll keep you in the loop.

We had a great weekend in Clare on 16 and 17 February, when we re-certified and certified members as Certified Guiding Lions.

On the Sunday we held our Cabinet Meeting which concluded at a late 4.00pm, but we had plenty to discuss. Thanks so much to Yvonne Bradford and the Clare Lions members for providing lunch and morning tea on both days together with a social get together on the Saturday evening.

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By Lions Club of.....

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**Register now to attend the 67th MD201 National Convention in GEELONG**  
[Click here to access Registration form](#) (then RIGHT click **DOWNLOAD**)  
**Save the Document on your computer. Change the file name. then fill out the form and follow the instructions.**





### DG MESSAGE CONTINUED (Cont)

The Skin Cancer Screening Unit is continuing its great work screening in towns throughout both Districts. Don't forget to contact the team and reserve your date for your town. At the same time set up a Lions Display including the Membership Drive Trailer that is available FOC to clubs.

Earth Day is April 22! Lions celebrate Environmental Awareness throughout the entire month of April with projects ranging from local recycling programs to ensuring that communities around the world have access to clean water. Lions are working hard to keep the earth clean and green. Show your support of this important global cause with the dynamic products from the Lions Store!

Our numbers have started to increase which is sensational news. Thanks to the Lions Club of the City of Adelaide who continue to add members as does The Lions Club of Clare and District with another Club Branch added. This time it's a home gardening group for the aged and infirmed. Why not see what group you have in your area that might like to become a Club Branch.

We are now ack over the 1200 mark which is sensational news, in fact as of today 21 of March we 1208.

Great work to all concerned.

Don't forget that we have the MD Convention coming up in early May in Geelong Victoria, come and see what happens and meet up with your old friends.

And finally the Youth of the Year State Final will be held in the Berri Town Hall on Saturday 13 April from 1.45pm.

Come on up and cheer for the C1 finalists.

*DG Phil*

### MAWSON LAKES CLEAN UP DAY

Mawson Lakes has its biggest Clean Up Day yet!

On Sunday March 3 we had a massive turnout to our Mawson Lakes Clean Up Day organised by the Mawson Lakes Lions Club Branch with the support of sponsors including local cafe Indulge Dawn Till Dusk, local State MP Michael Brown MP, Member for Playford, our local Council and Bunnings Parafield.

This was also run in conjunction with national Lions Awareness Day - promoting the great projects our local lions clubs do for our community.

Our Mawson Lakes Lions Club Branch is looking at a possibly establishing regular clean up days and other environmental projects.



### NEWS FROM WHYALLA CLUB

In October, members gathered at Lion Malcolm and Maureen Roberts' residence to commence the annual Lions Christmas Cake icing and decorating. The Club use the 1.5kg cake and decorated 66 full, 94 half and 82 quarter cakes for sale at the Westland Shopping Centre from middle of November through to Christmas day or when sold out. This year the Club sold more cakes than ever before.

December was extremely busy with selling Christmas Cakes together with catering for the After Pageant Fair (carried over from November when it was **rained out**) and organising the annual Carols in the Park with the Whyalla MtLaura Lions Club. The Carols draws a crowd of around 5,000 people and the Carols committee donate around \$4,000- to local charities from proceeds of the evening. Our Club still found time to enjoy a Christmas Dinner at Roopena Football Club with members and volunteers that have helped during the year.

We set up our catering van in Ada Ryan Gardens for the Australia Day Celebrations and donated the profits to 2

young Whyalla girls that have been chosen in the South Australian

Calisthenics team to compete in the National Titles in Perth in June.

March saw the Club roll up their sleeves and attend our annual Clean Up Australia Day event on Arthur Glennie Drive. We do this together with the youth from the Whyalla Scout Group and Whyalla Girls Guides. There was 48 people attended and we managed to fill the Hippo Bin in just over the hour. Lions Club provided participants with free drinks following the event.





### INFORMATION TAKEN FROM CHAIRMAN ZONE 8 NEWSLETTER TO ZONE 8 CLUBS

#### Orroroo & District Lions Club

Gillian and I had the pleasure of visiting Orroroo Lions in early December. Our hosts, President Duncan Anderson and Secretary Gayle Anderson (the local publicans) wel-



comed us with a drink or two followed by a quick run down the road to check out their new Lions Donut Van. Wow, fitted out with all mod cons and a magnificent fund raiser mainly during the footy season.

Back to the Pub for dinner followed by their meeting. It was good to catch up with people like Nadine O’Dea who I hadn’t seen in about 15 years. Oh how time flies.....

The local hospital is in desperate need of a phone back up service when the power goes out. They have generators for the normal power supply, but when it goes down, the town phones, including mobiles do also. The cost - \$3,500. The motion was put, seconded and carried un-amiably within a few minutes. I’m sure that the members won’t mind me saying, but this donation represented about a third of their Activities Account balance. A great sign of a Club with great purpose. So often I’ve seen Clubs form sub-committees to consider such donations and by the time a decision is made, the need is all but over.

#### Crystal Brook Club Branch

Many Lions Clubs are very good at either service work or fundraising and it’s rare to find one that does both very successfully. Well, Crystal Brook Lions Club Branch has only 4 members, so a lot of service work is out of the question, particularly when two of the members run the Crystal Brook Post Office full-time around 18 hours a day, 5 days a week. But the Club certainly knows how to raise money. As Club Treasurer, I recently banked nearly \$1,000 from Cakes sales, over \$1,000 in donut sales from the last 3 weeks alone. Also received nearly \$300.00 from the Show Society for manning one of the gates on Show day in August. We just need a few more members to lighten the load on the rest of us! The Lions Club of Rocky River continue to support us in many ways, for which we are very grateful.



#### Jamestown Lions Club

I was pleased to attend the Jamestown Lions Club meeting on the 14<sup>th</sup> November at the Combined Service Clubs Clubrooms. The Club is as busy as ever.....

From a new storage shed, to Carols by Candlelight, Drought relief involvement with the local CWA, the Christmas Pageant, their machinery auction on 13<sup>th</sup> February, their household furniture, vehicles, pot plants et on 17<sup>th</sup> March, solar panels for the Combined Service Clubrooms, their White Ribbon breakfast on 23<sup>rd</sup> November, the list goes on and on. I’m told that Julie Mattner’s cat Dusty is not for sale!!!

From their Website:

*“Lions believe in the power of ordinary Australians to create strong, caring and compassionate communities, by working together. Lions help those with a disability, back up our emergency services, and are 100% committed to solving community problems”.*

*“Volunteering in Lions Clubs provides diverse opportunities in club leadership, training, membership development, youth projects, or in a range of practical projects as diverse as emergency relief, tree planting, catering, fundraising, running community events. Every club is different and offers members not only the chance to help out, but to become involved in shaping and guiding the club in the longer term. It’s not all work though. Lions Clubs are fun and social. Lions build life-long friendships through their membership and participation. Available for men and women, young and old”.*

#### I couldn’t have said any better myself!!!

Welcome to new member Lion Julie Mattner and congratulations to Club Treasurer Leanne Beyer for introducing her. Congratulations to all and keep up the great work.

#### Port Pirie Lions Club

Port Pirie now has its own Aldi Store and the Lions Club was there to make sure that no one went hungry. It seems that President Lauren (hands on hips) is questioning something, surely not the quality of the food!!!

Gillian and I attended Port Pirie’s last meeting at the BH Club on the 6<sup>th</sup> November. Club meetings will be held in the Club rooms until the New Year, after which the meetings will be at the Port Club rooms.

Their Wheelchair Liberty Swing project seems to be gaining momentum with further applications for Grants being submitted. Variety SA originally declined, however, Chairman Rob Kerin has encouraged the Club to have another go.

The Club’s activities continue to raise incredible funds. These include: monthly Bingo nights, Cheap as Chips, the Annual Smelter’s Picnic, the Christmas Pageant, Carols by Candlelight, Hammill House, CARA, the monthly Producers Market and Australia Day coming up.

Please note that Lion Barry McGree will take over as Club Secretary from the New Year. His contact details are: 0428 321 684/8656 9076, wacko789@outlook.com.



### INTERESTING STORY ABOUT THE SS WARRIMOO



The passenger steamer SS Warrimoo was quietly knifing its way through the waters of the mid-Pacific on its way from Vancouver to Australia. The navigator had just finished working out a star fix and brought the master, Captain John Phillips, the result. The Warrimoo's position was latitude 0 degrees x 31 minutes north and longitude 179 degrees x 30 minutes West.

The date was 30 December 1899. Know what this means? First Mate Payton broke in, we're only a few miles from the intersection of the Equator and the International Date Line.

Captain Phillips was prankish enough to take full advantage of the opportunity for achieving the navigational freak of a lifetime. He called his navigators to the bridge to check and double check the ships position. He changed course slightly so as to bear directly on his mark. Then he adjusted the engine speed. The calm weather and clear night worked in his favour. At midnight the Warrimoo lay on the Equator at exactly the point where it crossed the International Date Line!

The consequences of this bizarre position were many.

- 1.The forward part of the ship was in the Southern Hemisphere and the middle of summer.
- 2.The stern was in the Northern Hemisphere and in the middle of winter.
- 3.The date in the aft part of the ship was 31 December 1899.
- 4.Forward it was 1 January 1900.

*This ship was therefore not only in two different days, two different months, two different seasons and two different years but in two different centuries-all at the same time.*

Story found in newsletter "The Gardens Lifestyle Village" Parafield Gardens and Google

On our 25th anniversary, my husband took me out to dinner. Our teenage daughters said they'd have dessert waiting for us when we returned. After we got home, we saw that the dining room table was beautifully set with china, crystal and candles, and there was a note that read: "Your dessert is in the refrigerator. We are staying with friends, so go ahead and do something we wouldn't do!" My husband turned to me and said, "I suppose we could vacuum."

### AUSTRALIAN ONLINE & TRAVELLERS LIONS CLUB

We provide a unique "Service" Club membership and our primary focus is to retain existing Lions whose Lions Clubs may have closed and would still like to remain Lions. To welcome those Lions who would like to travel for extended periods of time within and outside Australia and still remain a Lions Family Member. To provide an option for those Lions who are unable to attend a mainstream Lions Club because they work away from home, who have health problems, or the nearest Lions Club is just too far away for them to remain Lions.

Our Lions Club goals are in keeping with the humanitarian, community spirited, fun and service mindedness of Lions. Our members are dedicated to



assisting other Lions Clubs in helping to make their communities a better place to live, work and grow.

We currently have members from Western Australia, Queensland, Victoria, South Australia, New South Wales, and New Zealand.

### NEW MEMBERS JOINED IN MARCH WELCOME ALL

Club	Member	Sponsor
<b>Balaklava &amp; District Inc</b>		
New	Robert Phillips	Tanya Kraft
New	Kerry Phillips	Tanya Kraft
<b>Burnside Inc</b>		
New	Timothy Jordan	Wally Williams
<b>Charles Sturt Woodville Hindmarsh Inc</b>		
TRF Coober Pedy	Gregory Shaw	Graeme Lowe
<b>City of Adelaide Inc</b>		
New	Dipson Khadka	Andrew Stacey
<b>Clare District Inc</b>		
New	Robert hackett	Rob Royal
New	Glenn Hayes	Rob Royal
New	Ron van Diessen	Yvonne Bradford
New	Matthew Ward	Rob Royal
New	Ryan Wood	Rob Royal
<b>Gilles Plains Inc (Mawson Lakes Branch)</b>		
New	Nicole Evans	Beau Brug
<b>Kadina Inc</b>		
New	Aaron Phillips	Carol Barnes
New	Debra Phillips	Carol Barnes
<b>Lock Inc</b>		
New	Lee Kennedy	Amanda-Jane Hodge
<b>Port Augusta Inc</b>		
New	Debbie Rowbottom	Steve Fawcett
<b>Whyalla Inc</b>		
New	Bradley Metcalf	Glenda Curtin
<b>Whyalla Mount Laura Inc</b>		
Trf	Malcolm McLeod	Why Mt Laura



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## District 201C1 Bulletin



### District Governor Elect - Kevin Masters

Phone: 0448 233 388  
Email: [kma47712@live.com.au](mailto:kma47712@live.com.au)  
[www.201c1.lions.org.au](http://www.201c1.lions.org.au)

*ALL ABOARD TO SERVE*



## \*\*\*Club Leadership Forums\*\*\*

### Preliminary Notice

It's that time of the year again when we will be providing Club Leadership Forums, the details of which are set out below. The Forums are designed to assist the incoming **Club Presidents, Secretaries, Treasurers and Membership Chairmen** in preparation for their year ahead.

Date	Venue	Host Club
Sunday, 28 <sup>th</sup> April 2019	Playford College, 24 Durrington	Lions Club of Elizabeth Playford
Sunday, 19 <sup>th</sup> May 2019	Port Pirie Bowling Club, Mary-Elie Street Port Pirie	Lions Club of Port Pirie
Sunday, 16 <sup>th</sup> June 2019	Lions Hostel, North Shields	Lions Club of Port Lincoln

The Programme will include:

Your District Working for You

The New LCI Website

How Social Media can help your Club

Open Forum

Club President's Forum (simultaneous sessions)

Club Secretary's Forum (

Club Treasurer's Forum (

Club Membership Chairmen Forum (



District Governor Elect Kevin Masters and the Global Leadership Team are keen to make these workshops interesting, motivating and inspiring to all Lions, not only the incoming Presidents, Secretaries, Treasurers and Membership Chairmen.

The Forums will commence at 10:00 for 10:30am and should conclude by around 3:30pm. Morning, afternoon tea and lunch will be available at a reasonable cost.

We have the programme, the presentations and the facilitators, all we need to make these Forums successful is YOU!

Further details will be provided shortly, however, in the meantime, please put the date of your choice of Forums in your diary.

In Lions Service,

Carlene King OAM Global Leadership Team Coordinator

Cabinet Secretary Designate: Yvonne Bradford

District [cabsec.c1@lions.org.au](mailto:cabsec.c1@lions.org.au)

All main correspondence to: PO Box 1015 Clare SA 5354

Cabinet Treasurer Designate: Hayden Edwards

[hayden@haydenedwards.com.au](mailto:hayden@haydenedwards.com.au)





### MINLATON CLUB 50th ANNIVERSARY

President Bruce Short  
and Members of  
The Minlaton and District Lions Club

Cordially invite you and  
your members to their

### 50<sup>th</sup> Charter Anniversary Celebration

# On Sunday 14<sup>th</sup> April

At the Minlaton Bowling Club  
North Tce, Minlaton  
12.00 to 12.30pm  
Cost \$35.00 p/p

RSVP 1<sup>st</sup> April to  
Secretary Tom Martin  
88532183 or 0417 846 910  
[minlatonlionsclub@gmail.com](mailto:minlatonlionsclub@gmail.com)

EFT payment

BSB 105 064 account No:  
27651240

*Please include your name  
when making an EFT payment*

*Please advise Secretary Tom  
Martin for any dietary require-  
ments*

### MESSAGE TO CLUB BULLETIN EDITORS AND SECRETARIES

Something happening in your club?

Why not tell us about it.

A short message (300 words) and a photo (no  
larger than 100kb)

Send to District Bulletin Editor Ted Osborn  
[tednelse@bigpond.com](mailto:tednelse@bigpond.com)

### ZONE 8 PIZZA & PASTA DAY

Greetings from Zone 8,

A social Zone 8 lunch was  
held at the Crystal Brook  
RSL on Sunday 3<sup>rd</sup> March.

It was well attended by  
around 40 Lions and non-lions who enjoyed a range of  
pizzas and pasta sauces followed by Panna Cottas and  
Lemon Citrus pots for dessert. The non-lions included  
about 10 local Brookies who came to join in on the fun.



It was a pity that three Clubs in our Zone were not repre-  
sented and didn't even have the manners to respond to  
my invitation. The wife of a very new Rocky River Lions  
member commented to me, "Those who are here are hav-  
ing a great time and those who are not, missed out!"

A fun quiz, with questions (some Lions and some general  
knowledge) penned by Lions Partner Gillian, created much  
laughter and enjoyment with some surprising answers to  
questions many Lions should have had at their fingertips.

A huge thank you to our "kitchen staff", PDG Carlene King,  
Dianne Rashleigh (PDG Lance Leak's partner), IPDG Megan  
Butler and her partner Peter Korndorfer. Lions came from  
Adelaide, Peterborough, Port Pirie, Wallaroo, Rocky River  
as well as Zone Chairman Gavin Roberts and Christine  
from Port Lincoln.

Cost of lunch was a donation to ALF Drought Appeal. I  
haven't tallied up the final funds, however, I believe that a  
donation of around \$300.00 going to the Appeal. Thanks  
to my own Club, Rocky River for its donation of \$100.00.

A huge effort went into making this day a success, which  
was measured by the atmosphere in the hall until the last  
people left at around 5:00pm.

Cheers,

Don Pritchard

Chairman, Zone 8





### **LIONS CLUB OF GILLES PLAINS INC CELEBRATES 40 YEARS OF COMMUNITY SERVICE**

**President Ted Osborn &  
President Elect Deb Poole**

**And the Members & Partners of  
*The Lions Club of Gilles Plains Inc***

**Cordially invite you and your  
members and partners to their**

### **40th Charter Anniversary Celebration And Handover Dinner**

***Tuesday 18th June 2019***

***6.30pm for 7.00pm start***

***To be held at***

**B SOCIAL RESTAURANT**

**246 Fosters Road, OAKDEN, SA, 5086**

**Cost \$30.00 p/p**

**Dress Men Formal or Lounge Suit—  
Ladies after five**

**RSVP to President Ted Osborn and your  
remittance by EFT or cheque by 3rd  
June 2019**

**PO Box 208, Greenacres, SA. 5086**

**Ph 8368 1826 or M 0403 065 357**

**E: gillesplainslionsclub@gmail.com**

**EFT Payment**

**BSB 105-118 account no 044 579 040**

**Please include your name and club  
when making an EFT payment**



While taxiing at London's Gatwick Airport, the crew of a US Air flight departing for Ft. Lauderdale made a wrong turn and came nose to nose with a United 727. An irate female ground controller lashed out at the US Air crew, screaming: "US Air 2771, where the hell are you going? I told you to turn right onto Charlie taxiway! You turned right on Delta! Stop right there.

Continuing her rage to the embarrassed crew, she was now shouting hysterically: "God! Now you've screwed up! You can expect instructions in about half an hour, and I want you to go exactly where I tell you, when I tell you, and how I tell you! You got that, US Air 2771?" The humbled crew responded: "Yes, ma'am."

Naturally, the ground control communications frequency fell terribly silent after the verbal bashing of US Air 2771. Nobody wanted to chance engaging the irate ground controller in her current state of mind. Tension in every cockpit out around Gatwick was definitely running high. Just then an unknown pilot broke the silence and keyed his microphone, asking: "Wasn't I married to you once?"

### **A STORY ABOUT THREE RABBITS**

So three rabbits Foot, Foot-Foot, and Foot-Foot-Foot grew up together and were the best of friends. They did everything together until one day Foot took ill. So Foot-Foot and Foot-Foot-Foot took Foot to the doctor. The doctor examined Foot and then tells Foot-Foot and Foot-Foot-Foot the bad news that Foot doesn't have long to live, but to make him as comfortable as possible. So Foot-Foot and Foot-Foot-Foot take Foot home and make him as comfortable as possible until one day Foot dies. Foot-Foot and Foot-Foot-Foot mourn, but they go on with their lives until one day Foot-Foot becomes ill. So Foot-Foot-Foot takes Foot-Foot to the same doctor that Foot-Foot and Foot-Foot-Foot took Foot to when Foot took ill. The doctor examines Foot-Foot and tells Foot-Foot-Foot that unfortunately Foot-Foot has the same thing Foot had and doesn't have long to live, but that Foot-Foot-Foot should try to make him as comfortable as possible. So Foot-Foot-Foot takes Foot-Foot home and tries to make him as comfortable as possible, but one day Foot-Foot passes away. Foot-Foot-Foot is exceedingly sad, but manages to go on with his life until one day Foot-Foot-Foot becomes ill. So Foot-Foot-Foot goes to the same doctor that Foot-Foot and Foot-Foot-Foot took Foot to and that Foot-Foot-Foot took Foot-Foot to when Foot and Foot-Foot took ill. The doctor examines Foot-Foot-Foot and tells him the bad news that he doesn't have long and that he's going to die. At that point Foot-Foot-Foot turns to the doctor and say "That's impossible, I've already got three feet in the grave"



# Do you have and Event coming up? Have you booked The PR Trailer?



Does your Club wish to book the PR Trailer?

Contact PDG Dean Noll

Email: [danddnoll@bigpond.com](mailto:danddnoll@bigpond.com)

Phone: 0458 616 009

Or Lion Peter Korndorfer

Email: [korndogg1866@gmail.com](mailto:korndogg1866@gmail.com)

Phone: 0402 483 059

Remember to plan and book early.

You will need to organise a date and time to pick up the Trailer from Gawler.

Trailer is to be picked up and dropped off during the week as Trailer storage area is not accessible over the Weekend.



Trailer comes with all the PR material you need, but you are welcome to utilise your Clubs own material so long as you return Trailer to how you picked it up.

**Trailer will need to be signed for.**





### CLARE DISTRICT CLUB ENVIRONMENTAL PROJECT



## Support for Lions recycle drive

INTEREST was high for Clare Lions Club's recycling drive on Saturday morning.

Crowds began forming at around 8.50am, 10 minutes before the event was due to start.

The numbers continued to grow, showing that the Clare community supported the

move to reduce plastic waste.

Event organiser and Clare Lions Club Green Team member Pat Williams said he felt a sense of relief.

"We had not even finished setting up and we were approached, that lady ended up staying for twenty minutes," he said.

"From that moment onwards until around 11.30 it was just a bit of a blur. We had a good number of people turn up and it was a really good response."

12 people expressed an interest in being a part of an environmental group to help continue the effort.

Picture shows : **COMMUNITY SUPPORT** : Clare Lions Club Green Team member David Clarke chats with a member of the community at the recent recycle drive

### NEW MEMBER FOR MAWSON LAKES BRANCH

Congratulations to new member Nicole inducted this morning (2nd March) at our Brunch Meeting Nicole and the Mawson Lakes Club Branch of Gilles Plains.

Nicole is a local resident, business owner and talented marketing expert. She has already expressed interest in our Public Relations!

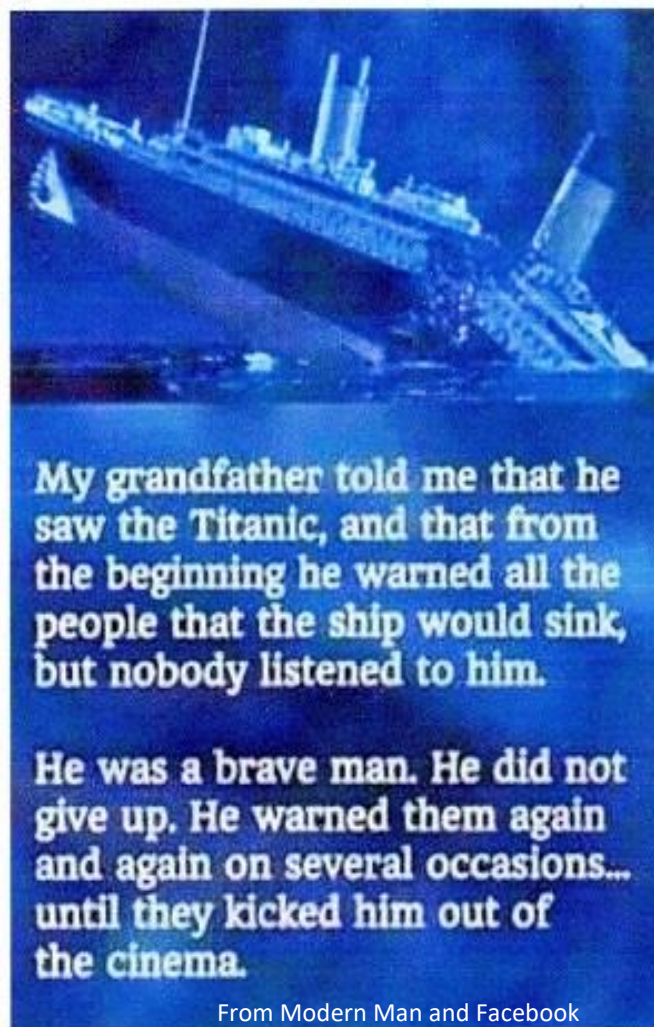
Thank you to Vice President Beau Brug for sponsoring her induction and special guest incoming District Governor Kevin Masters for conducting the induction.

We are very happy and we will be holding a info night soon!

President Lauren Brewer



1st Vice District Governor Kevin Masters, Lion Nicole Evans, and Lion Beau Brug (Nicole's sponsor)



**DATE FOR YOUR DIARY**  
**District Governors Handover**  
**Saturday 13th July**  
**Hosted by Torrens Valley Lions Club**

Friends. They come in different shapes and sizes, different wrappings, Mixtures, blends. But they have one thing in common—They are simply known a FRIENDS!!



### Article 4 of 5 Goals & Objectives in PR Campaigns



Public relations is a valuable area of marketing for small businesses that should try to get as much unpaid for media exposure as possible. Public relations are messages delivered by companies that do not cost to place. This distinguishes PR from advertising, which is paid-for communication through media. Several common goals exist for PR.

#### Promote Goodwill

One of the simplest and most straight-forward objectives of PR campaigns is to enhance your company's goodwill with its market. Goodwill means a generally positive rapport with the communities in which you do business. Having this strong connection helps drive customers to your business and also aids in building long-term loyal relationships with key customers. Getting involved in community activities and participating in charitable programs are common techniques to promote goodwill with the community.

#### Raise Awareness

Another common PR campaign objective is to raise awareness of your brand and products. This can coincide with advertising campaigns with similar objectives. Raising awareness is an important step for new companies or businesses that have not yet established strong recognition in the marketplace. Newspaper articles, featured news stories and participation in community events can all help boost the recognition of a brand within the marketplace.

#### Change Attitudes

Sometimes referred to as attitudinal change objectives, PR campaigns can have a purpose of improving or reshaping customer attitudes about your brand. Companies that struggle with negative perceptions in the market often use public relations to promote a message of community involvement, charitable giving or product benefits for the common good. Public relations can sometimes serve better with this objective because when a company pays to build its image, audiences understand the message and it is less subtle than some PR efforts.

#### Inform

Though information PR objective often coincide with more direct business benefits, many PR efforts have a direct goal of informing audiences. For instance, a consulting company may send out weekly email newsletters to offer free advice to businesses. The hope is that regularly staying in front of customers with messages that are useful will help you maintain top-of-mind awareness. In addition, providing free and useful information can generate positive sentiments from the market.



Please ensure that all articles are submitted no later than 14<sup>th</sup> of each month to Bulletin Editor Ted Osborn Unit 164/32 Homestead Avenue Walkley Heights SA 5098, (H) 08 8368 1826, (M) 0403 065 357 Email [tednelse@bigpond.com](mailto:tednelse@bigpond.com). Pictures to be in .jpeg format and if possible no bigger than 100kb.

Please submit text articles in .doc format for ease of editing and no larger than 350 words.

All opinions expressed in this Bulletin are those of the individuals providing the information and/or the editor and not necessarily represent the views of Lions Clubs International.