

Publicity Officer's Report

Tim Osborne

It seems to me that at least part of the work involved in publicity is perhaps most effectively done by the membership as a whole and for that reason it is better that my annual report should appear in the *Journal* for everyone to read rather than be heard by fifty or sixty people who manage to get to the AGM.

You will all by now have received some of the new leaflets for display in libraries, bookshops etc. Many people have joined the Society as a result of seeing these so I cannot stress enough how important it is to get these posted. Should anyone want more leaflets, please just telephone me and ask.

Another effective method of attracting new membership is the insertion of a notice of the Society in reprints and new editions of Henry Williamson's and related works. In the last twelve months Faber has done this in a reprint of *Salar*; Thames Publishing in the new edition of *Spring Returning*; Webb and Bower in the new *Tarka* and I hope also in the proposed illustrated edition of *Salar the Salmon*; and also Holloway Books in the new illustrated edition of *The Story of a Norfolk Farm*. This is very pleasing and my thanks go to all those concerned. My information of forthcoming titles is received from Anne Williamson, in her capacity as manager of the Henry Williamson Literary Estate. However, some titles slip through the net so if any of you know of something please let me know.

Still on the subject of recruitment I am in the throes of trying to encourage libraries throughout the UK to subscribe to the *Journal*. Next month I hope to send out copies of the current *Journal*, with a covering letter, to a hundred main county and academic libraries. I hope to be able to report whatever success I achieve at a later date.

Regarding media coverage I am pleased to tell you that *The Bedford Times* printed a short piece about our Bedfordshire Spring meeting. Unfortunately they did not give an address to write to for prospective new members despite my request that they should. This is typical of the sort of problem I encounter.

As regards the future: next year is the 60th anniversary of the publication of *Tarka* and also happens to be the 10th anniversary of Henry Williamson's death. In addition to this Devon County Council is studying the possibility of setting up a 'Tarka Trail' following or adjacent to Tarka's trails. If this idea does get off the ground - and at the moment it is very much in the air - the Devon County Council propose to open at least part of the trail during 1987 to link with the book Jubilee. If the Society can become involved in this in any way I am sure that it would prove very useful publicity for us.

That just about brings things up to date. Once again I would appeal to all members to be in touch with me should they hear of anything that could be useful to me and please keep up the good work with the leaflets.