

Publicity Matters

Anne Williamson

The Society Leaflet

You will find enclosed with this JOURNAL copies of the new Society leaflet. The need for such an item became very obvious at the exhibition we staged at the Lynton Festival in May 1990, where the Society became openly involved with the general public (as opposed to dedicated HW followers) really for the first time. The very basic handouts that had served the Society well in its early stages when shortage of funds dictated their format, were suddenly rather obviously inadequate for this much higher public profile.

Something was needed to promote our image to the world at large. So the winter months have been devoted to preparing, designing and discussing format and content and in getting it printed, and here is the result.

* NOW THEY NEED TO BE PUT TO WORK *

We are not sending you copies JUST for you to look at and enjoy because they are another link in the HW chain (although we hope that you will). They are for you to take to your local libraries, bookshops, cultural centres, anywhere where they can be displayed and seen by those who are interested in and enjoy HW's writings but who are unaware that there is a Henry Williamson Society.

It would be very useful if each one of you could generate new members in this way; a very simple way for you to repay the hours of interest and pleasure you have had from the writings of our pater familias.

If you know a source where the leaflets would be put to real use, please do not hesitate to contact me for further supplies (address under Editor on p. 2) – but remember that postage costs are very high – to post 100 leaflets costs over £2.

Jonathan Sale Article in *The Weekend Telegraph* 20 April 1991

As John Homan also refers to this under his 'Secretary's Notes' all I will remark on here is that the response this article evoked really proves that there *are* people out there who would become members if only they knew we existed. This was a marvellous piece of publicity for the Society.

Saturday Telegraph 'Walk of the Month' – 6 July 1991

Christopher Somerville (who wrote the book of Literary Walks, some of which were broadcast, and which featured a *Tarka* walk) writes up a walk based on Georgeham and Braunton Burrows, which is totally 'Williamson' based.

Country Close

Richard Williamson was asked to front a short piece about otters in the TVS *Country Close* series which went out on Friday 14 June. Ostensibly examining the status of otters today, this mainly featured Richard charging up the hill from Georgeham to the Field in his Alvis with some very nice shots of the interior of the Writing Hut and view of the estuary, whilst an actor's voice read from *Tarka* – and then a dash down to Canal Bridge, where Richard talked to Mary-Rose, newly appointed Otter Officer to the Tarka Project. Although there was no opportunity to mention the Society itself within the film, all such activities help to keep HW's name before the general public.

Safari UK – BBC 1, 7 July 1991

Features among other items, the Tarka Project – it is believed (this is written previous to broadcast) that it will open with footage filmed at the opening of the Tarka Trail – and should have some words from Richard.