

## **PR-Media report, Cohuna Rally 2022**

The following activities were carried out during 2022:

- 4 quarterly newsletters
  - February
  - May
  - August
  - November
  
- The newsletter prior to each rally focusses mainly on what members need to know about the upcoming rally. In this case, the February 2022 newsletter highlighted:
  - How to prepare your rig in terms of tanks, gas etc
  - Staging points
  - Onsite activities and competitions
  - Tours
  - Facilities in Cohuna
  - Covid requirements
  
- I prepare a media plan for each rally which lists all TV, print and radio media in the region. I send out a media release 1 month prior with early advice about our upcoming rally, as well as our Solos information brochure with our history and evolution since the network began in 1998. This rally had a very good media response, including:
  - WIN TV News, Bendigo
  - Barham Bridge Newspaper
  - Cohuna Happenings newsletter
  
- Monica O'Rourke and myself compiled a book of stories from 57 of our early Solos Network members who attended the Golden Oldies reunion at the Blackbutt rally in 2021. The Golden Oldies book is available for sale at Solos Network rallies and highlights the adventures and mis-adventures of our Elders. It is a great read!

Dorian Marsland-Smith

PR-Media Officer