

Publicity Report – 14.10.25 – Arnold Sampson

Apart from our website and Facebook page, our main publicity outlet is the regular Club News column in the Rossendale Free Press. We are in the paper most weeks, often with one or two photos. When I am on holiday, my good friend Judy submits the pieces for me, for which I am very grateful, as I believe that continuity is important. In addition, we always appear – with two photos – in the online edition. You can view these pieces at [Rossendale Ramblers - InYourArea.co.uk](https://www.rossendale-ramblers.co.uk/) - it is nice to scroll down and see the lovely pics of our walks.

Overall, I believe the Free Press articles are a significant factor in publicising our activities to new people, and thence to increased membership.

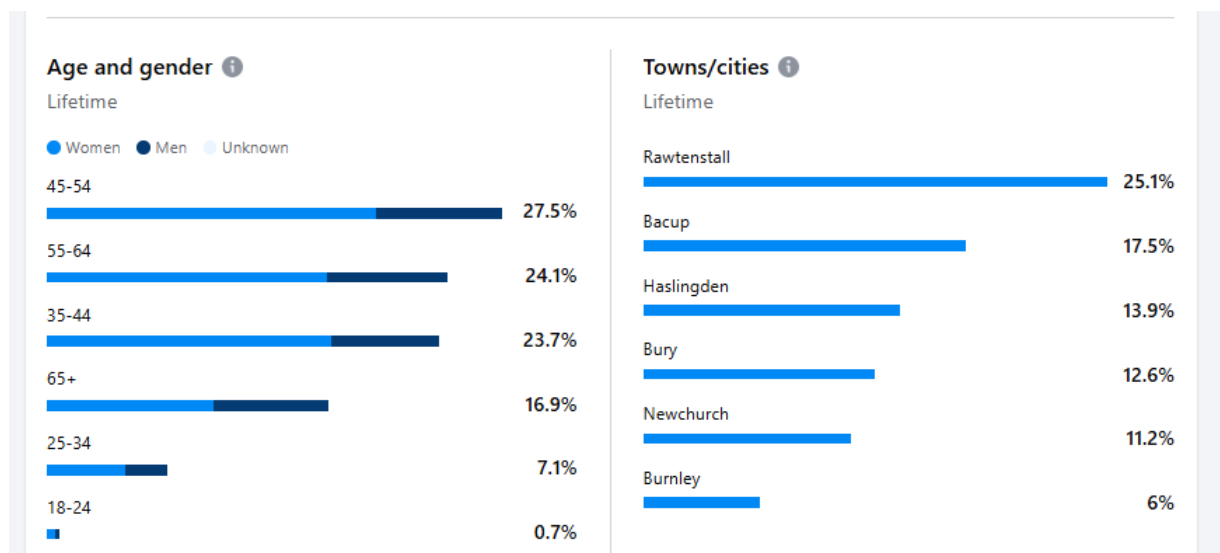
Sadly, no national coverage in the Walk Magazine this year, though as time goes by, I do submit items about our splendid footpath fixing teams.

It is probably also worth mentioning the interviews that I and other Rossie Ramblers do on Rossendale Radio in the weeks running up to the Round the Hills Walk. The help that we give to Rotary, and the amusing/interesting accounts of actually doing the walk, certainly do our group no harm at all.

Facebook

A measure of interest in our group is the number of followers on our Facebook page. Our page says we have 1,700 followers, up by 400 since this time last year, which is very good news.

It is interesting to see the analysis of these followers, by gender, age, and location – as below:



The age/gender analysis suggests that we have few followers under 34 years of age, which I don't suppose is a surprise. 75% of our followers are between 35-64, which is encouraging in terms of future membership, perhaps. Women are more than 50% in every section, so where are they on our walks??.

Finally, many thanks to Mark and his team of websters, who post about every walk on our Facebook page, thereby generating the interest shown above.