



We Serve

DISTRICT 1-J

District Governor
Lion George Endean



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Jim Addington
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Leo Snyder
Zone 2 Chairperson
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Zone Chairperson
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Zone 2 Chairperson
Bob Fowler
Zone 3 Chairperson
Michael Dewey

Southwestern Region
Zone 1 Chairperson
Chris Halsey
Zone 2 Chairperson
Lee Stone

January 3, 2010

To: Governor George Endean

From: Lion Paul Groth

Subject: Publicity

I have initiated an online survey to ask the clubs how they are doing publicity and will compile the results (hopefully by the Region Meeting Packets).

So far 66 lions have responded to the survey which translates to about 60 clubs in the district. I feel this is an effective method of data collection as the tool makes useful charts to show how individual replies count. For example, so far 51.9% of the clubs have someone in charge of publicity, and 48.1% do not. 14 skipped the question. Out of those that have responded 56.1% feel they are effective while 43.9% do not. These numbers are automatically updated as people respond which makes tracking the data in real time easy.

I would suggest that the cabinet review the possible use of this tool as both a tool for the district cabinet and the clubs in the district. The cost of this is \$200.00 per year (with unlimited surveys and responses) or \$20.00 per month with a limited number of responses.

Respectfully submitted.

Lion Paul Groth
Publicity