

MINUTE of MEETING of the PRESS SUB-COMMITTEE of the SCOTTISH POTATO TRADE ASSOCIATION held at the Station Hotel, PERTH at 4.30p.m. on Friday, 19th JANUARY, 1979.

PRESENT: Messrs. J. H. Barr, J.G.H. Fenton, B. Fulton, D. H. Lindsay, J. R. McArthur and J. Waddell, with R. David Hunter (Secretary) and D. Blackmore (Assistant) in attendance.

The Convenor, Mr. D.H. Lindsay, occupied the Chair.

DISCUSSIONS: Mr. Lindsay explained that extended discussion following Mr. Lyall's address to this afternoon's Annual General Meeting had precluded resumption of this morning's adjourned Council Meeting at which pressure of other business had prevented this sub-Committee's Report being called. He felt this could be regarded as advantageous, since it provided further time (a) to assess the degree of Press Fund member's support for a second "trial period" of this sub-Committee's activities as also (b) to consider Agripress Publicity Ltd.'s reply to our letter of 9th January, received yesterday and now copied to each sub-Committee member.

The Secretariat explained in respect of (a) that when circularising Press Fund members on 10th January inviting renewed subscriptions as instructed, care had been taken to leave the option open as to whether or not the contract with Agripress Publicity Ltd. would be renewed. By today's date only one reply (a renewal) had come to hand. The sub-Committee felt the response would have been improved had a formal renewal invoice been included in the circularisation. The Secretariat was instructed to adopt this method in an urgent re-circularisation and to explain to the members that the sub-Committee's Report to the next meeting of Council (on 1st February), including any recommendation regarding Agripress Publicity Ltd. must depend on the degree of support received from members. The circular should also indicate that even 100% renewal of voluntary contributions by all members would not necessarily ensure renewal of the contract with Agripress Publicity Ltd.

Turning to consideration of Agripress' latest letter Mr. Blackmore explained it contained agreement to extend the present contract, by one<sup>month</sup> without further charge. He expressed regret that its tone suggested offence had been taken when such had not been intended. He also pointed out that the accompanying proposed Press Release for "on-file" use was simply a repetition of all the material already issued. He was very disappointed that our request for proposals to restore the impetus and to increase the impact of a continued campaign had been ignored. In the resulting discussions serious anxiety was expressed that long term voluntary support of an annual Press Fund financing that exceeded the maximum Association Subscription would not be forthcoming. It was also pointed out that although Press Fund expenditure equalled the whole Association's expenditure on Secretarial salaries, the value received from the former was almost insignificant when compared with the latter, this view being unanimously agreed by the sub-Committee.

It was also agreed that what was initially foreseen to entail a mutually educative process had proved, in practice, to have been a totally one-way process only. Mr. Blackmore reminded the sub-Committee that the Paper on "The History of the Trade" appeared to have become totally lost. It was also felt that from a review<sup>of</sup> Press cuttings received, it might have proved cheaper to have inserted most of the material as advertisements and thus have avoided editing cuts.

Nevertheless, the sub-Committee agreed to continue its initiative and activities if possible. Mr. Lindsay explained he had still to have exploratory discussions with Mr. Kemp and would try to be in a position to report by 1st February. Mr. Blackmore reminded the sub-Committee that Mr. Watson was pressing for a further meeting but, with "first trial period" funds approximately £35 overspent, facilities to meet this request were restricted.

The/

The sub-Committee therefore decided to acknowledge Agripress' letter and enclosure, explain adjournment of Council's meeting, our continuing fund-raising efforts and undertaking to write them again immediately following Council's resumed meeting on 1st February. The Secretariat was instructed accordingly, whereupon the sub-Committee's meeting was concluded.