

**Wascana Freewheelers
Communications Coordinator's Annual Report for 2011**

In 2011 my activities communications coordinator included:

- designing the 2011 Wascana Freewheeler poster, business cards, and an information brochure. These were all professionally printed by Allied Printers and distributed to bicycle shops, recreation centres and other venues by the Marketing Coordinator and her volunteers.
- developing a slide show of Wascana Freewheeler activities from the previous year and presenting it at the 2011 Information Meeting;
- updating and keeping the website www.wascanafreewheelers.ca current with scheduled events and photos of recent rides and tours;

No newsletters were published in 2011. There were no articles submitted and no queries as to when one would be published. *Freewheel'n* has been replaced by the website and the egroup.

The domain name wascanafreewheelers.ca is renewed until February 2012. The site is hosted by Quadrant Newmedia in Saskatoon. Below is a summary of website activity for most of the past 4 years.

Wascana Freewheelers Website Hits - 2008 - 2011									
Month	2008	2009	2010	2011	Month	2008	2009	2010	2011
Jan	11,826	15,561	na	na	July	13,565	19,022	19,505	27,492
Feb	9,599	13,613	na	15,880	Aug	23,370	16,735	26,036	43,817
March	12,715	20,399	25,604	27,915	Sept	19,928	22,368	31,469	18,665
April	17,502	27,128	34,141	29,537	Oct	16,025	14,174	17,78	18,240
May	17,896	17,497	24,316	30,804	Nov	3,615	10,950	18,482	29,693
June	17,631	14,002	22,210	22,514	Dec	14,907	12,313	14,200	15,880
				Total		178,579	190,879	215,963 10 months	264,557 11 months

Our e-mail group wascanawheelers@yahoogroups.com is our most frequently used and timely means of communication. There are 94 subscribers to the mailing list.

Message History of wasanawheelers@yahoogroups.com

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2012	5											
2011	12	10	14	21	22	22	18	28	26	12	8	5
2010	10	14	24	32	31	26	21	23	16	2	8	6
2009	3	8	24	8	29	24	15	17	32	13	9	4
2008	10	6	13	16	33	17	13	21	22	9	12	5
2007	4	4	14	14	27	25	12	25	30	10	5	5
2006	17	3	32	21	25	14	18	23	14	4	4	4
2005	8	17	21	10	12	19	11	19	17	16	13	
2004	1		11	6	17	11	11	15	34	7		6
2003	13	4	4	9	28	7	6	11	12	3	5	3
2002	8	2	10	18	21	25	14	9	10	3	1	3
2001			19	29	26	17	3	7	13	3	3	

Thanks to everyone who provided encouragement, photos and content for our 2011 Freewheeler publications.

Respectfully submitted
Marion Perry
January 21, 2012