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editorial

With a letter from Tom Butler on the future of the SPR, I am delighted to see that the questions raised in my editorial for PR92 are still stimulating discussion. But as the debate continues, I see that the SPR suffers from unrealistic expectations being placed upon it as much as its own unrealized potential. Calls for greater outreach are being addressed through a workshop programme geared to more popular concerns (namely, ‘ghost hunting’), but such an approach, although welcome, is never going to bring about the paradigm shift in the image and engagement that is required of the Society simply because face-to-face events are costly, time-consuming and limited in their reach, both geographically and in terms of the numbers able to participate. Demands for more sacrifices from its largely volunteer workforce can only be detrimental in the long term, leading to burn out and disillusionment. Most suggestions revolve around providing more and more without charge and indiscriminately. With public awareness of the Society diminishing perceptibly year on year, such an approach is pointless, if not counterproductive. The more the Society gives away for free, the less incentive there is to join it. As a membership society, the SPR thrives only in relation to its membership. It must look for ways to increase member retention and attract new members, and that can only be done by making the membership package itself irresistible. The debate, I suspect, will continue.

Dr Leo Ruickbie, Editor