**Public Relations Report - September 2016**

**Social Media**

* Concert generated lots of content for CKC Facebook page.
* CKC posted our event on many pages, many times for Sydney Gig Guides, What’s on, etc with permission from page administrators.

**Concert at Independent Theatre Sept 17**

* Good coverage in Hills Shire Times, Rouse Hill Times, Northern District Times, North Shore Times, Mosman Times at no cost to Chorus.
* Indian Press - Jess arranged a local reporter to visit out rehearsal and write a very positive story about CKC.
* Paid listing on Weekendnotes generated 260 unique readers who read our story. This is a good tool for future marketing. It represents good value and targets people looking for events in Sydney.
* Expenses were well under budget – to date $366 was spent on marketing the event. (The budget allocated was $1,000) There is possibly another $50 fee to come from the Facebook boost which will be later in the month.

I have to thank Kate, Jess and Lissa who all pulled something unique together to make this possible.

* The event was shared on following websites and publications:
* [www.eventfina.com.au/concerts-gig-guide/events/sydney](http://www.eventfina.com.au/concerts-gig-guide/events/sydney)

[www.sydney.com/events-exhibitions-and-shows](http://www.sydney.com/events-exhibitions-and-shows)

[www.the](http://www.the)brag.com/gig-guide/ (written publication)

Paid boosts or listings:

[www.experiencesydneyaustralia.com/whats-on](http://www.experiencesydneyaustralia.com/whats-on)

[www.weekendnotes.com.au](http://www.weekendnotes.com.au)

**Other tasks to be completed:**

Ozchords – article to be submitted for publication in next OzChords (Sharon to do)

Completion of photos from Photoshoot – editing is required (To discuss at meeting)

Kind regards  
Sharon Sullivan