**Public Relations Report - August 2016**

**Social Media**

* Lots of content for Facebook.
* Style it Black photo shoot generated lots of interest. CKC page has been updated with large ensemble shot. One other official photo has been edited and in use with North side members. Chorus members requested not to share unofficial photos through social media after an inadvertent leak from a chorus member
* The official photos require editing *in September* to prepare for new members launch. Kaitlyn has indicated she can take on this task.
* Sirens of Song flyer and Event now added. Members have been asked to share with their friends.
* Event is being shared by CKC on FB pages with various Gig guides and other pages where appropriate.

**Concert at Independent Theatre Sept 17**

* Event now live on The Independent site and tickets on sale.
* Email flyer has been sent via Groupanizer to family and friends of CKC.
* CKC event and flyer on our website and fb page.
* Sydney Harmony has shared the event on their fb page.
* Event 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, content submitted)

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

*In Progress at time of writing*

* Invite journalists from Hills Shire Times and Rouse Hill Shire Times as CKC guests.
* Bulk Email link by Multicultural NSW – large email database with reach of 4089 individuals / organisations from 116 cultural backgrounds. Cost for this is $132 and will be ready for distribution over the coming few days.
* North Shore Times liaise with to promote Concert. Current Lifestyle page is only 2 pages in publication. There is a small snippet called “Fast Lane” where I believe our best chance lies. A small paid advertisement for at least two weeks in the Lifestyle section is being investigated, waiting costing.
* Liaise with Jess as to community radio interview possibilities similar to Lissa Lao prior to Wollongong.

**New Members Drive**

Photos require editing for artwork preparation. Will being drafting content for press releases. Need to allow sufficient window of time for letter box drop in preceding weeks to drive.

Kind regards

Sharon Sullivan,