

# Circular Keys Chorus AMG

## PR & Marketing Report - by Jen Kumar, April 2025

We had a lot of exciting PR and Marketing campaigns this year for CKC. I started in the position doing a countdown to Fremantle campaign, as well as a 'Chookas' post for all the competing choruses.

Then in May upon our return from Fremantle, we had great success with several of Kath's wonderful articles including OzChords (SAA Magazine), and local media with the helpful list of contacts from Ann K. From our contest we got a valuable collection of the professional photos from SAA that we've been able to use for our marketing.

With our promotional pieces published - two were Kath's articles plus high resolution chorus and quartet photos, plus a 'What's On' publicity listing for our Taster Night:

- Hills to Hawksbury (contact: Bev Jordon) 14 June 2024 edition – article and Alouette photo
- Galston Community News (contact: Karlene Brummer) July 2024 edition – article, chorus and Alouette photos
- Hills to Hawksbury (contact: Bev Jordon) 28 June 2024 edition – 'What's On' in the Hills to Hawkesbury section, and chorus photo

The 'What's On' inclusion was good timing in the lead up to the first of our Taster Nights which started in July. This led to multiple Facebook posts on our On-keys, Friends of Circular Keys and Circular Keys sites. The campaign included stills, videos and animations on both Facebook and Instagram, and directing [Enquiries@cirularkeys.org](mailto:Enquiries@cirularkeys.org). Thanks to Crystal and chorus members for the fun testimonial videos.

We had several of our social media posts that were well 'liked/loved' and reposted by SAA, such as our Taster Nights, Di's congratulations post, and our bridal shower night post for Courtney and Kaity which also got picked up by Sweet Adelines International!

Taster Nights flyers were given out to circulate, and digital files supplied for schools and local groups. Chorus business cards were also made to handout to promote ourselves, particularly at events and thanks to Kath for printing them.

A year out, we launched our 'Ohio – Here we go!' campaign, logo and newsletter. The regular emails were well received and created exciting chorus discussion and enthusiasm. Thanks to Rach for the great newsletter copy. We also launched our Ooters and Dual Members campaign over our three sites and Instagram, which was also shared by many members and has already created several responses. It was good to hear the online flyer for Dual Members and physical version distributed at the Directors weekend by Vicki and Di helped to secure several of our new amazing dual members for Ohio.

We presented gifts for Alouette for their international competition, and posted their picture and well wishes for Alouette, plus Skylark and Endeavour. These were also follow-up congratulations posts.

Halloween and Watch-Party posts were also submitted to the SAA competitions. Thanks so much Frances for keeping us up to date on these and submitting them off. Kath had another lovely article for SAA Ozchords published – a 2024 review plus Ooters and Dual Members call out. And another CKC website article - stellar work Kath.

At our Christmas Party – a new 'Belonging page' was created and enjoyed, featuring our new mission statement, thanks to Di's great work, and members wrote anonymous positive attributes and became a

valuable keepsake. And what a wonderful photo of CKC at Circular Quay that Crystal supplied. A great one to include our Christmas message.

This year, as an alternative to chorus Christmas gifts, we organised a Christmas Toy Collection for The Wash House and included a card for everyone to sign. We had an overwhelming positive chorus response and generous donations, and social media posts were created.

It's fantastic to now have Ursula onboard organising Photobucket. And thanks to Ann K for her helpful contributions over the years and handover. I encourage everyone to add your photos from the last year into it ASAP.

I created an International Women's Day social media post which incorporated all of our members names and values showing what fabulous women we all are.

A big thanks to all those who have contributed throughout the year with the social media posts such as Sue G, Kaitie, and Courtney. Carol was great assistance with the website renewal, and Jessi's amazing Ohio posts on Facebook have built up our trip excitement and local knowledge!

Personally, thank you to everyone and to Rach, Vicki and the Management Team who have supported me in the new role, and everyone who assisted and engaged with all our campaigns. And we have a project that is currently under wraps that we have been working had on that will be unveiled in the months to come... stay tuned!

Regards,  
Jen Kumar