

**PUBLIC RELATIONS REPORT - MANAGEMENT TEAM MEETING**  
**Thursday 19 June 2014**

**PR Committee**

Once again this year, I am very pleased to report a good representation of members on the PR Committee, with 12 members signing up for the team.

**Photo Shoot**

The Chorus photo shoot is being held on the morning of Saturday 28 June. Approval has been given for us to use the Queen Victoria Building and Town Halls Steps. Vicki and I met with the photographer to discuss locations, style of shots and dress for the shoot and it was decided to have a scout of the shoot on Saturday 21 June, after which chorus members will be advised the final details.

**Membership Drive**

Attached to this report is a Draft Press Release which outlines a proposed approach for publicising the Membership Drive which I would appreciate feedback from the Management Team on.

Once a decision has been made about the approach we will be taking to publicising the membership drive, I will contact Liesl Tesch to get sign off on her behalf and also Sport Matters. I will also convene a meeting of the PR Committee to develop and implement a media campaign, along the following lines:

**Media Campaign**

- General press release – target local media and distribute to all media, including radio and television (if we would like to try this avenue again)
- Target local media areas using member's stories, e.g.
  - Vicki & Kaitlyn for Blacktown & Rouse Hill area publications
  - Deborah Martin for Parramatta publications(Parramatta Seniors Club & WIRES)
  - Ask members to put themselves forward
- Contact ABC 702 programs
  - Mornings with Linda Mottram
  - Afternoons with James Valentine
  - Drive with Richard Glover
- Social media campaign to be developed
- Flyers and hand-outs to be designed. Given the lead time, members encouraged to distribute and saturate the local area with these.

**Banner**

- Workshop Banner needs to be updated. We could either place a strip over existing text to say "HARMONY WORKSHOP" or "4 WEEK HARMONY WORKSHOP"



- Chorus Banner – insert wording to be updated and permission gained to display banner in lead up to Membership Drive.

**QUESTION**

- If Castle Hill RSL doesn't come on-board, do we hold a family and friends show at St. Josephs and have a cover charge of say, \$5.00 and any profit made after room hire, etc. gets donated to Sport Matters?

## Website Content

- Judith and I are going to spend an afternoon reviewing and updating the website content in the very near future
- Vicki to send through her updated bio
- Alouette information to be included in Quartet section

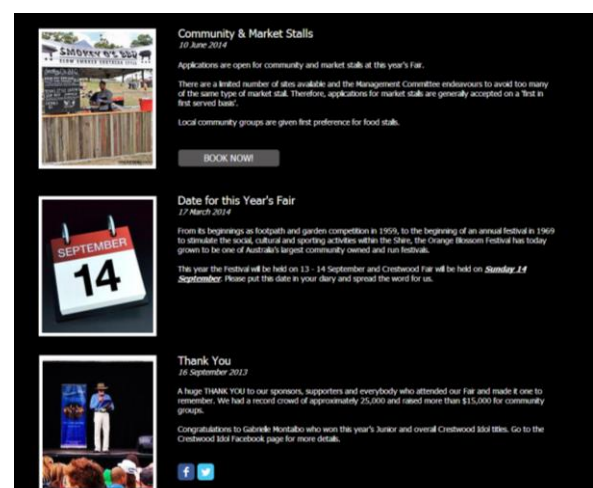
## Sponsorship of Crestwood Idol 2014 People's Choice Award

Do we wish to consider this again for 2014?

In return for \$100 sponsorship, we receive:

- Acknowledgement of support on promotional material, including 10,000 flyers being distributed in and around Crestwood Reserve
- Logo recognition on Crestwood Fair website,
- Banner display at the Crestwood Idol heats at Castle Towers on 23 & 30 August and Grand Final at Crestwood Fair on 14 September
- Acknowledgement of support by MC at Crestwood Idol heats and Grand Final during entertainment program
- Representative to present People's Choice Award at Grand Final

Examples of publicity received at Crestwood Fair in 2013 which has carried on to their current website.



**Proposed GENERAL Press Release for Membership Drive  
(if Castle Hill RSL come on-board)**

**LEARN THE ART OF HARMONY AS SINGING AND SPORT TEAM TOGETHER**

A visit by Paralympian Liesl Tesch, AM to a Circular Keys Chorus rehearsal earlier this year has forged a lasting relationship between the two.

When visiting the Chorus, Liesl shares with the members tales of her heroic journey which has seen her represent Australia in five Paralympics, winning five medals – three in wheelchair basketball and two Gold medals in sailing. She also delights with stories of her adventures in the XX Sydney to Hobart yacht races in which she has participated.

In return, the ladies of Circular Keys Chorus take great pleasure in sharing with her their love of performing four-part a cappella harmony. According to Liesl, “60 women singing sounds AMAZING”.

The members of Circular Keys Chorus, inspired by Liesl’s tales of her Sydney to Hobart adventures, are using the motivation of her achievements on their own road to Hobart next May. They are once again vying for the title of Champion Chorus at the Regional Sweet Adeline Competition being held at Wrest Point. This would see them represent Australia for the third time in the United States in 2016.

They are looking to increase their membership and are inviting women who sing and love to perform to join them for a four-week course commencing the evening of Wednesday August 27. During the course, participants will experience and learn about the art of singing a cappella harmony, barbershop style. They will be taught creative exercises to improve vocal production while singing and ringing chords with the members of Circular Keys Chorus.

At the conclusion of the course, thanks to the generosity of Castle Hill RSL, a show is being held at Castle Hill RSL, 2pm-4pm on XX September which will see the members who participated in the course join with Circular Keys Chorus and other local groups in an afternoon of Harmony Highlights.

All proceeds from the show are being donated to Sport Matters, the charity co-founded by Liesl which promotes sport for people with disabilities in Australia, the Pacific, Asia and Africa.

For more information contact: Kate Hawkins on 0403 597 299 or visit [circularkeys.org](http://circularkeys.org)



# **DRAFT IDEAS FOR WORDING ON FLYERS / PROMOTIONAL MATERIAL**

## **TO ALL THE LADIES OUT THERE**

Do you **SING**? Love **HARMONY**? Want to **PERFORM**?

Join with the award winning women's chorus  
**Circular Keys**

**Learn** the art of **singing** and **performing** a cappella **harmony**

Harmony Workshop commencing 27 August for four consecutive Wednesdays – 7.00pm to 10.00pm  
St Joseph's Conference Centre, 64 MacKillop Drive, Baulkham Hills  
Cost - \$XX course notes included  
To register - [circularkeys.org](http://circularkeys.org)

At the conclusion of the course, you will join Circular Keys Chorus on stage and impress your family and friends performing the song you have learned in a show at (Castle Hill RSL) 2pm – 4pm, Sunday XXX September.

### **SINGING AND SPORT TEAM TOGETHER TO HELP**

All proceeds from the show are being donated to **SPORT MATTERS**, a charity which promotes sport for people with disabilities in Australia, the Pacific, Asia and Africa.

It's all about **The Climb**

**Coming together, Learning together, Inspiring together, Motivating and Benefiting together**

For more information contact: xxxxxxxx on xxxxxxxx or visit [circularkeys.org](http://circularkeys.org)