



Public Relations Report

Circular Keys Chorus Management Team Meeting – 31 July 2014

The focus of the PR Committee during the past month has been on the upcoming membership drive.

HARMONY WORKSHOP – LEARN THE ART OF A CAPPELLA

Promotional Material

- Flyer and facebook banner designed and produced
- Members are going to be asked to be proactive and take personal responsibility to ensure these get distributed

Website

- Copy and flyer added to the website.

Social Media

- Facebook event to be created
- Members will be encouraged to share the event and any information posted about the workshop

Online Marketing

- Meet-up event created (meetup.com)
 - Weekendnotes.com.au
 - **approval** sought to create a Featured listing for \$99.50
 - 20x more readers on average than a basic article
 - Extra exposure for 1 month or until the event finishes
 - Featured at the top of Sydney home page
 - Featured at the top of relevant category pages
 - Featured randomly at the top right of article pages
 - Featured randomly in the email newsletter
 - One payment only.
- Nb: – this proved to be the most successful means of advertising for the one day harmony workshop held in March 2013.
- A Cappella Central - **approval** sought to place a workshop listing for \$20.

Media

- Press releases to be sent to suburban publications – commencing 31/7/14
- Radio
 - ABC 702 Radio – target the following shows for an interview on either Thursday 21st or Friday 22nd August.
 - Mornings with Linda Mottram (8.30am – 11.00)
 - Afternoons with James Valentine (1pm – 3pm)
 - Drive with Richard Glover (3pm – 6pm)
 - 2RRR – Voices in Harmony – Tuesday 6.00-6.30pm ?
 - Alive 90.5 ?

Banners - unfortunately the dimensions of the modified CKC banner do not fit the requirements of Roads & Maritime Department so we are unable to display on major arterial roads.

- I would appreciate suggestions where the banner can be displayed and assistance getting them displayed.

THINGS THAT STILL NEED TO GET ON THE “TO DO” LIST

- Email to men’s choruses
- Email to singing teacher

OTHER

The photo shoot was successful with 31 members participating. We have received three of the photos from the shoot, but the photographer has gone on an extended holiday and we are still waiting to receive the remaining images.