



Public Relations Report

Circular Keys Chorus Management Team Meeting – 11 September 2014

The focus of the PR team during August was on publicity for the membership drive. Unfortunately this campaign was not as successful as previous ones.

Membership Drive:

- Article in the Rouse Hill Times featuring Alouette
- Mentions in the What's On sections of Hills Shire Times & Northern District Times
- Listing in WeekendNotes resulted in 440 hits
- Meetup – no singers "joined" the group.
- Banners displayed Beecroft & Pennant Hills Road & Epping
- Facebook event was seen by 203 people
- Facebook post in which members were tagged was seen by 823 people
- 600+ flyers letterbox dropped and handed out at Crestwood Idol

Crestwood Idol Sponsorship

- CKC is donating \$100 for People's Choice Award in return for:
 - Acknowledgement of support on promotional material, including 10,000 flyers being distributed in and around Crestwood Reserve
 - Logo recognition on Crestwood Fair website, including link to CKC website
 - Banner display at the Crestwood Idol heats at Castle Towers on 23 & 3 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
 - Mention in the Hills News
 - Youtube clip of 2013 Grand Final featuring CKC banner has had over 80,500 views.

A selection of photos from the photos shoot has been received.