



CIRCULAR KEYS CHORUS PUBLIC RELATIONS COMMITTEE ANNUAL REPORT – 2014/2015

The last twelve months saw the following activity from the PR Team:

Publicity for the Membership Drive

Chorus Photo Shoot

Crestwood Idol Sponsorship

Publicity as a result of performances for Parramatta City Council

- Kid's Christmas Concert
- Australia Day

Family & Friends Newsletter – November

Article in OzChords

Publicity of note that appeared during the year:

- Article in the Rouse Hill Times featuring Alouette
- A image sent in as part of #snapsydney made the front page of the Northern District Times
- Publicity in various local Parramatta publications for the Australia Day Performance
- Sponsorship of Crestwood Idol 2013 has resulted in 245,998 views of our banner on youtube during the past 12 months.

During the coming year, a new chorus banner and pull-up banner will need to be purchased

I would like to thank all those who have assisted with public relations during the past 12 months, with special mention going to Heather Finch for keeping the chorus photo library in order and up-to-date.

Kate Hawkins
PR Chair
April 2015