



Illawarra Choral Society News Bulletin to Members. No. 2 2016

Dear members

The purpose of this bulletin is to advise you of how the committee has decided to run the publicity function in 2016. The burning question is how we can maintain our high standard of publicity without too much responsibility and time commitment falling onto just one person.

The answer was to see how much it can be split up. Once you do that it is easier to identify people who have skills or experience in particular areas which they are happy to contribute.

Please read the attachment to this bulletin. There are two files – same document - in word and pdf format. I hope that all of you can access one file or the other.

So we already have some great talent in the team. Now the one person we really need to complete the team is just out there, a hairsbreadth away! This is the coordinator. If you look at the requirements for this position you will see that no special expertise is required. The most important consideration is to get someone who can come to most of the committee meetings and be a communication link between the various members involved in the team.

Just to give you an idea of the committee involvement – we meet every four weeks or so on a Thursday evening from 7:30pm at Dorothy E/Paul E’s house for about two hours or so. The next meeting is Thur 25 Feb.

I am hoping to resolve the coordinator position in the next few days. Sue has designed a brilliant poster and other members of the team are ready to start. Please phone, email or arrange sky writing over North Wollongong. I will be waiting.

Dorothy Ebblewhite

copy of attachment to bulletin:

PUBLICITY TEAM 2016

I have attempted to break down the publicity area into several very clearly defined roles with an idea of the volume of work involved. I hope this overcomes the scary factor!

However, we **must** have a **Publicity coordinator** who can at least keep all the other players on schedule! And this person must be able to attend most meetings.

Role	Description	Name
Publicity coordinator	<ul style="list-style-type: none"> no special expertise or experience required must be willing to attend most committee meetings and communicate to and from publicity team members 	

	<ul style="list-style-type: none"> • main role is communication – not day to day tasks or running around • should be possible to carry out at rehearsals, emailing or phoning 	
<i>Other members of Publicity Team not required to attend committee meetings but are welcome to do so at any time</i>		
Concert program producer	Ann has developed plan and schedule	Ann D
press releases officer	<ul style="list-style-type: none"> • press releases to print media • media experience useful 	Helen Wi
electronic media organiser	<ul style="list-style-type: none"> • computer literate person • access entertainment and other websites and input text and image (if you can book theatre tickets or shop online you should be able to do this) • maybe six or so websites x three concerts per year 	
radio announcements organiser	<ul style="list-style-type: none"> • prepare briefing notes for announcements with coordinator • organise roster of members to make announcements • other liaison with radio stations • any member has skills for this! • couple of weeks work x 3 per year. Can be done at rehearsals 	Ian F
send flyer to other choirs, orchestras etc	liaison officer	Maurene D
design poster and leaflets	<ul style="list-style-type: none"> • prepare suitable design with multiple use for poster, flyer, banner etc • liaise with coordinator re text • approval by MD and president 	Sue H
prepare and distribute digital copy of poster. Also image for electronic media	<ul style="list-style-type: none"> • design in appropriate format • send to other team members as reqd. for <ul style="list-style-type: none"> ○ distribution by email to all members and choir community ○ distribution by email to other networks and groups ○ for ICS website ○ for other websites ○ for facebook 	

design tickets, print (venues other than TH)	<ul style="list-style-type: none"> • liaise Pres. re info on ticket • design ticket • print and cut at office works or similar 	
arrange printing of hard copy publicity	<ul style="list-style-type: none"> • liaise with designer • liaise with printer (Flagstaff) Set up jobs, forewarn of dates, liaise with treasurer re payment • deliver image files to printer • collect hard copy materials and bring to rehearsals • sensible, practical person with car 	Ian F and Robyn C can assist
banners (TH only)	design, arrange production, deliver	Dorothy E/Paul E
sandwich board (other venues only)	design insert, print and fit to board	
website		Dorothy E
social media		Simon D
distribute hard copy and electronic copies of flyers		all members

Once agreed on tasks as above, we need to put completion dates against tasks. Then hand over to coordinator to run schedule.