

WCOS PUBLICITY OFFICER

Objectives

To publicise as widely as possible the activities of the choir to

- a) Encourage new membership
- b) Encourage new Friends and Patrons
- c) Encourage attendance at the choir's concerts and workshops

Tasks undertaken in order to achieve these objectives:

1. Attend regular committee meetings to report on publicity and, where necessary, ask other committee members to collaborate in the dissemination of information to choir members and the general public by the use of their contacts in the media, business and music world.
2. Prepare posters and fliers for each concert in advance. Collaborate with designer and printer to achieve this.
3. Involve members of the choir in the distribution of these posters and fliers.
4. Liaise with the Cathedral vergers and shop staff in the distribution of publicity material.
5. Write press releases for each concert for distribution to the music press, local press, tv and radio stations, using well-researched material on the composer, etc and quotes from the conductor where appropriate.
6. Keep an up-to-date press distribution list, amending it regularly with reference to local press contacts.
7. Place advertisements, where appropriate, for each concert in the media, making best use of free or paid advertising, including Classic FM, Radio 3, etc
8. Maintain contact with other local choirs to disseminate information about concerts and workshops.

Della Menday
January 2019