

APPENDIX I

PUBLIC RELATIONS

INTRODUCTION

The Marketing Coordinator or the Public Relations Chair and her committee are responsible for developing a complete public relations campaign that includes goals, objectives, tactics, identified publics, targeted media and budget allocations.

The public relations plan should be created by the committee with final approval from the region's leadership. The actual planning process is dynamic and should be allowed to unfold naturally. The give and take within the committee will result in a thorough plan that earns the support and endorsement of the region's leadership. Planning is a time consuming process but as it continues, new ideas may develop within the committee. Traditional ways of doing things may be questioned. New solutions to old problems may present themselves.

The first time through the planning process may prove more difficult than in subsequent years when the plan can be modified to meet new objectives. Do not become discouraged. The complete plan becomes a checklist of milestones that should be modified by circumstances.

The plan should be finalized in the July or August preceding the spring convention. This allows the public relations committee sufficient time for recruiting volunteers and implementation. Once the plan has been completed, the public relations chair should make individual committee assignments based upon the parameters established by the plan. For example:

- Graphics coordinator
- Publicity photo coordinator
- Copywriter
- Mailing list coordinator
- Media contact
- Spokesperson
- Mailing sub-committee

Desired results can be achieved if a specific plan is developed and implemented. The traditional four-step process is outlined below.

I. Research

Gather facts that are important to the event. Be sure they are accurate. From these facts, examine existing problems, analyze the situation and develop goal statements. A sample goal statement is:

"Increase awareness of the quality of talent that exists in this region's quartets and choruses among five targeted publics."

II. Adaptation

The goal statement is the basis from which measurable objectives can be developed. Examples of measurable objectives are:

- Increase the amount of media coverage by 20 percent over last year.
- Sell 100 more tickets than last year to the post competition event.
- Establish a foundation for improving our relationships with three other vocal groups in the hostess city.

Define the targeted publics and list them in the order of their importance. Examples of these might be:

- Members within this region.
- Other vocal music groups including school choruses and church choirs.
- Other women's groups ranging from professional organizations to social clubs.
- The general public.
- The media.

Next, list the tactics that should be developed and applied toward achieving the goals. Make a realistic assessment of the personnel, time, and financial resources available when developing tactics. Suggested tactics might include:

- News conferences
- News releases
- News kits (which include releases, feature stories, photos, video, audio and brochures)
- E-mail outreach
- Web site updates
- Social media postings (through Facebook, MySpace, Blogs, Twitter, etc.)
- Marketing brochures
- Regional newsletters
- Flyers
- Window displays
- Specialty items (t-shirts, coffee mugs, etc.)
- Special promotions
- A media partnership
- Speeches
- Paid advertising
- Posters
- Direct mail campaigns
- Personal letters
- Public service announcements

III. Strategy

List each target public and the objectives each public can help you achieve. For example:

Other vocal music groups including school choruses and church choirs (*public*)
selling more tickets (*objective*)
improving relationships with other vocal music groups (*objective*)

Divide the tactics among the objectives allocated to your targeted publics. For example:

Other vocal music groups (*public*)
selling more tickets (*objective*)
direct mail (*tactic*)
personal letters (*tactic*)
special promotions (*tactic*)

Remember that tactics that are directed towards a specific public may also impact other publics. For example, news releases and public service announcements impact targeted publics as much as they do the media.

IV. Evaluation

The successful plan concludes with a program for realistically evaluating results. As the campaign is under way, appoint individuals to monitor each tactic and collect results. At the conclusion of the event review results and measure the degree that objectives were achieved by each tactic. Prepare a report that accommodates both positive and negative evaluations of the event. This evaluation can become the basis for projecting the success of future regional conventions. Share the evaluation report with the region's leadership.

MEDIA OUTREACH

1. Develop comprehensive regional media lists. Use the state press associations in your regions as resources for developing these lists of dailies and weeklies. Often, the media guides are available online or through your local library.

2. Create a regional convention press release and distribute to the local media. Try creating a press release that includes the theme and graphics of the regional convention. You may want to call a chapter in the convention city to be the subject of this kind of story. Ensure that you are reaching all print, television and radio media contacts in your local area. Work with the media to time this story to appear early in the week of the regional convention. Impact decreases if the story runs earlier than this.

3. Develop a list of all arts and community calendars in the host city. Check the local chamber of commerce, local arts council and its Web sites for assistance in compiling this list. Some calendars are published quarterly and others monthly, weekly or daily. Some print calendars run photos. Meet information and photo requirements and deadlines of each calendar.

4. Attract the support of a media partner. Approach a television or radio station about being a media sponsor of the regional convention. This lends an air of greater credibility to the event

in the minds of your target audience while the media partner benefits from being identified with an activity such as this. This is a unique method of advertising because the primary goal of obtaining media sponsorships is to get the commercial airtime or advertising space donated. The media will work with you because of the visibility you can provide them as a sponsor as well as the opportunity to partner with an important community resource— a local Sweet Adelines chorus. Most media general managers are interested in making a contribution to organizations in the community. Ask the media sponsor to run PSA schedules, help with printing of some materials such as posters, programs, specialty items, etc. Also ask to provide a news personality or DJ to take part in the post competition event. Because the media partner will need to see that there's something in the partnership for them, be prepared with facts on how many people attend the event, how many cities in their broadcast area are reached, etc.

5. Prepare a customized news release and fact sheet for the hometown media of each competing quartet and chorus. Be sure ticket information is included in the release.

Distribute these releases according to your time line, but be sure to distribute them in time to meet the deadlines of non-daily newspapers. This is an external as well as internal public relations tactic that will make choruses and quartets more aware of support from the regional level of Sweet Adelines International. Distribute news releases by e-mail, fax, mail or through social media outlets. Use your best judgment as to which distribution method will best reach your media contacts.

6. Look carefully at the music/news formats of radio stations in the host city. Select a few stations that reach your target publics, i.e. Big Band, easy listening, classical, all news, etc., are more likely to attract ticket buyers. Provide the promotions director of selected stations with an announcement of the regional convention as well as five coupons good for admission. Promotional announcements are as good as PSAs or news stories in building interest by the public about the event. Morning drive and afternoon drive times are when the audience is largest. Let the radio personalities decide how they will give away the tickets, i.e. call-ins, trivia contests.

WORKING WITH MEDIA TO OBTAIN COVERAGE OF REGIONAL COMPETITION

The following guidelines pertain primarily to electronic media coverage inside the competition arena and traffic pattern. *Please remember there are ways to obtain media coverage of regional competition without resorting to allowing electronic media inside the competition venue.*

1. There should be an active Public Relations Subcommittee reporting to the Convention Steering Committee. The chair of this subcommittee may be the Regional Public Relations Chair or a member of the Convention Steering Committee, depending upon each region's standing rules.
2. The Public Relations Committee will write to the Chair of the Official Panel at least three weeks prior to her assignment to inform the chair that electronic media coverage inside the competition venue has been sought and that the required assurances can be made with confidence.
3. The final authority to allow electronic media inside the competition arena to record actual

competitors as they perform is the panel chair. You should be aware that this means *even on site* the chair may decide electronic media will be a distraction or interfere with the competition. Her decision will not be challenged.

4. The committee must be in a position to make the following assurances before deciding whether or not to seek electronic media coverage:

- The subcommittee will assure the quality of the competitor on stage at the time media are inside the competition venue represents the organization's Mission Statement and Goals, especially the goal that "Sweet Adelines International will be recognized throughout the world as the leading organization for women's four-part barbershop harmony."

- The subcommittee will assure that media will not interfere with the official panel.

- The subcommittee will assure that all media – electronic as well as print– will not interfere with competitors in the traffic pattern and that only those competitors that agree to being filmed, taped, photographed, and/or interviewed as presented to media for news gathering.

- The subcommittee will assure that each media representative who comes to the competition venue will be escorted by a member of Sweet Adelines International throughout the news gathering process.

- The subcommittee will assure that a knowledgeable spokesperson will be available to media to discuss the organization, the art form, and/or the actual competition event if so required.

5. The chair of the Public Relations Subcommittee will obtain a copy of the order of appearance and the traffic pattern from the competition coordinator.

6. The chair of the Public Relations Subcommittee will rely on the Marketing Coordinator to determine to which competitors the media should and/or should not be given access.

7. The Public Relations Subcommittee will arrange for and train personable escorts who will be assigned to accompany the media representative throughout the news gathering process. This escort will assure that restrictions are adhered to regarding noise, additional lighting, blocking the view of ticket holders and interfering with the judging process and competitors in the traffic pattern.

8. The Public Relations Subcommittee will arrange for knowledgeable spokespersons to be available to media.

USING THE INTERNET TO GAIN PUBLICITY

Distributing your press information via the Internet provides an immediate and cost-effective way to reach key journalists. Begin cultivating online relationships with those key reporters by calling a targeted journalist in the morning (deadline pressure tends to increase by the afternoon) and confirm that they welcome e-releases. If e-releases are accepted, obtain the direct e-mail

address of the journalist. Don't send your messages to general e-mail boxes that go to an entire newsroom. Ask whether the contact would prefer the release, photographs and graphics as an e-mail message or e-mail attachment. Most journalists do not open attachments, so avoid sending an attachment unless it is requested.

E-release Format

Adjust the format of your e-release using similar guidelines as a traditional press release but with the following additions:

Direct E-mail address

Send the e-release directly to the journalist's e-mail address.

Subject Line

In 50 characters or less, enter the headline of the press release. Remember to always include Sweet Adelines International in the subject line.

Message

Enter your press release into the message of the e-mail using the following format:

- In 50 characters or less, enter the headline of the press release in the Subject Line. Remember to always include Sweet Adelines International in the subject line.
- Use plain text rather than HTML or other markup language.
- Enter your press release into the message of the e-mail using the following format:
 - Begin with the words *For Immediate Release*
 - Double space and include the dateline by entering the city name and state abbreviation where the news originates, followed by the date of the press release.
 - Place a dash after the dateline and follow the dash with the body of the e-release. Single-space the text and double space between paragraphs.
 - Limit the e-release length to 250-500 words.
 - End the e-release with a boiler plate – a standard descriptive paragraph about Sweet Adelines International and your chorus/region.
 - Follow the e-release with instructions for obtaining additional information, beginning with a phrase such as “For More Information,” “To schedule interviews,” or “To obtain photos and artwork” with links to Web pages with this information.
- Close with contact information in this order:
 - Contact person's name
 - Chorus/Region name
 - Contact person's phone number including area code
 - Contact person's e-mail address
 - Chorus/Region Web site address
- In order to distribute media information to journalists on-site, prepare a traditional printed version of the e-release to include in media kits.

Online Pressroom

Increasingly, journalists interested in finding out more about your region will turn to online pressrooms for information, including current and past press releases, designated public relations contacts, downloadable images, special announcements and organizational background.

The online pressroom is an integrated section within your already existing regional Web site. Provide a direct link to the online pressroom from the Web site's home page, and include the link within the sub-navigation menu as well. To keep your pressroom a useful tool to journalists, make the section easy to navigate and quick to access. Include the following contents:

- Post current press releases immediately upon distribution.

- Post a searchable archive of past press releases in date order with short summaries of content for quick scanning.

- Post a calendar of upcoming events.

- Post reprints, clips or links to recent media coverage. This is an important section for building credibility. It shows that your subject is newsworthy and of public interest.

- Include the names and contact information for chorus approved media spokespeople.

- Summarize background information about your chorus with links to more expansive information.

- Provide downloadable photos and artwork authorized for media use. This section is valuable for those media contacts that do not want to accept attachments. You can embed a link to this downloadable graphic area in the e-release and direct the journalist to this link.

- Prepare your downloadable graphics with appropriate digital resolution. In general your image will need a resolution of 250-300 DPI (dots per inch) for print, and 72 DPI for digital use. JPEG files are usually universally accepted. Label the graphics/photos in your downloadable section with clearly labeled captions and cutlines. The caption is the title of the photo. The cutline is the photo description that is required by nearly all media outlets.

- Make it easy for journalists to find a graphic file by referencing the e-release that the artwork accompanies.

- Provide references to any other resources that you feel is pertinent, such as barbershop history, barbershop style, membership information, etc.

- Maintain your online pressroom to serve as an up-to-date, 24-hour media resource that provides an informative overview of your region.

SAMPLE PUBLIC RELATIONS PLAN FOR A REGIONAL CONVENTION APRIL 4-5

Goal: Increase awareness of Sweet Adelines International Regional Convention in the convention city.

Objectives:

- (1) Sell 35 more individual tickets than last year through the arena box office to competition session.
- (2) Sell 100 more individual tickets than last year to the "Show of Champions."
- (3) Increase print and electronic publicity by 50 percent.

Target Publics:

- Media
- Members
- Other vocal music groups in the host community
- Vocal music instructors in the host community
- Other performing arts groups in the host community
- General public

Tactics:

- News releases
- Media kits
- Broadcast PSAs
- Special promotions (ticket give-aways on targeted radio)
- Direct mail/e-mail blasts
- Flyers
- Personal letters
- Specialty items
- Media sponsorship
- Posters
- Window displays
- Web sites

Publics/Objectives Mix

Media Sources

Increase print and electronic publicity by 50%.

Other vocal music groups in the host community

Sell 35 more individual tickets than last year through the arena box office to each competition session.

Sell 100 more individual tickets than last year to the "Show of Champions."

Vocal music instructors in the host community

Sell 35 more individual tickets than last year through the arena box

office to each competition session.

Sell 100 more individual tickets than last year to the "Show of Champions."

General public

Sell 35 more individual tickets than last year through the arena box office to each competition session.

Sell 100 more individual tickets than last year to the "Show of Champions."

Other performing art groups in the host community

Sell 35 more individual tickets than last year through the arena box office to each Competition session.

Sell 100 more individual tickets than last year to the "Show of Champions."

Publics/Objectives/Tactics Mix

Media

Increase print and electronic publicity by 50%.

Media kits

News releases

Broadcast PSAs

Special promotions

Media sponsorship

Other vocal music groups in the host community

Sell 35 more individual tickets than last year through the arena box office to each competition session.

Sell 100 more individual tickets than last year to the "Show of Champions."

Flyers

Direct mail/e-mail blasts

Personal letters

T-shirts

Media sponsorship

Vocal music instructors in the host community

Sell 35 more individual tickets than last year through the arena box office to each competition session.

Sell 100 more individual tickets than last year to the "Show of Champions."

Flyers

Posters

Personal letters

Media sponsorship

General public

Sell 35 more individual tickets than last year through the arena box office to each competition session.

Sell 100 more individual tickets than last year to the "Show of Champions."

All tactics but specialty items are applicable to this public

Other performing art groups in the host community

Sell 35 more individual tickets than last year through the arena box office to each competition session.

Sell 100 more individual tickets than last year to the "Show of Champions."

Flyers

Posters

Personal letters

Media sponsorship

Targeted Media/Public Mix

Morning newspaper

Media

Members

Other singers

Vocal music instructors

General public

Other performing arts groups

Afternoon newspaper

Media

Members

Other singers

Vocal music instructors

General public

Other performing arts groups

Host city's suburban newspapers

Media

Members

Other singers

Vocal music instructors

General public

Other performing arts groups

Newspapers in the home cities of competing choruses and quartets

Media

Members

Monthly society tabloid

Media
Members
Other singers
Vocal music instructors
General public
Other performing arts groups

Major television network affiliates
Media
Members
Other singers
Vocal music instructors
General public
Other performing arts groups

Oldies radio station
Listeners

Public radio station
Listeners

Personal letter from the EVC to other singing groups in the host city
Other vocal music groups

Personal letter from the EVC to vocal music instructors in the host city
Vocal music instructors

Personal letter from the EVC to other performing arts groups in the host city
Other performing arts groups

Implementation Calendar

July: Finalize public relations plan and solicit approval from all regional leaders.
Public relations committee.

August: Develop theme and graphics.
For effectiveness, one committee member should be given authority to work with regional leaders and artists on this project from concept to implementation. *This will require funding from the budget for artist fees, supplies, camera work, etc. unless graphic services are donated.*

September: Secure media sponsorship.
Public relations committee chair with EVC participation.

- October: Arrange to have publication-quality color and black and white photos taken of regional winners during international competition for use in promoting the spring regional competition. An alternative plan is to write each chapter president requesting publication-quality photos that are representative of the chorus and its activities.
Individual committee member. *This will require funding.*
- November: Select and duplicate photos for press kits.
Public relations committee chair. *This will require funding.*
- December: Write copy for personal letters from EVC to targeted publics; write copy for all news releases, features stories, flyers, posters, specialty items, etc.
Individual committee member responsible for all copy writing.
- December: Send materials to the printer.
Committee member responsible for graphics. *This will require funding unless the media sponsor agrees to help with the expenses.*
- January: Assemble contact lists of other singing groups, vocal music instructors and other arts groups within easy traveling distance to the event.
Developing these lists should be assigned to as many members of the committee as necessary. If possible, one member should assume responsibility for saving this data on the computer so lists can be updated annually.
- January: Decide upon a spokesperson. Decide whether or not to host a news conference to announce the regional convention. This is an opportune time to use the media sponsor and break the story with the sponsor first with follow-ups in print media.
Committee person solely responsible for media contact work. Another person should be assigned to be spokesperson.
- February: Research and finalize all pertinent contact lists; develop labels.
Each public can be the responsibility of an individual committee member. *Be sure to factor postage and long-distance phone charges into the budget.*
- February: Mail or email personal letters to targeted publics.
Mailing committee of two to three members.
- February: Distribute PSA copy and graphics to television stations.
Media contact person.
- March: Distribute flyers to targeted publics.

Entire PR committee and assistance chapter.

March: Contact merchants and set up window displays where access is provided. Free tickets to the "Show of Champions" could be given in exchange for display space. **Committee member.**

Three weeks before the convention on April 4-5

March 14: Distribute media release with customized information about the quartets/chorus competing from that town.
Media contact.

March 21: Distribute give away tickets and media kit to radio stations.
Committee person responsible for contacting promotions directors at radio stations.

March 27: Alert media about upcoming publicity event.
Media contact.

March 31: E-mail or fax a reminder to electronic media about the publicity event. Call the assignment editors later in the day to see if you can get a commitment from them to cover the publicity event.
Media contact.

April 3: Call to remind all media of the time, location and restrictions that are applied to media coverage of the competition.
Media contact.

April 4: Have the spokesperson on hand at the quartet competition.
Media contact and other committee members should watch for and escort media who appear at the competition.

April 4: E-mail or fax results to media in winners' home towns.
Copywriter should prepare releases. Any committee member may fax.

April 5: Have the spokesperson on hand at the chorus competition.
Media contact and other committee members should watch for and escort media who appear at the competition.

April 5: E-mail or fax results to media in winners' home towns.
Copywriter should prepare releases. Any committee member may fax.

SAMPLE NEWS RELEASE

Pre-Event

(Sent to media in home towns of competing choruses and quartets)

**REPRESENTING: ABC Chapter
Sweet Adelines International**

**CONTACT: Jane Doe
Public Relations Chair
555-1234 (weekdays)
555-9876 (evenings and weekends)**

FOR IMMEDIATE RELEASE

Local Sweet Adelines groups to compete for regional honors.

March 14, 2010, Your Town, WV – The ABC Chorus and pair of local barbershop quartets will join more than 700 women who will compete in Capital City April 4-5 in the Sweet Adelines International Region 45 annual competition at the Cap Cities Arena. A capella presentations of songs from the 1890 to the 1990s -- that have been arranged for women's four-part harmony – are presented in costumed, choreographed production numbers.

"Performances and competitions help develop our members confidence and build pride in their achievements," says Ruth Rowe, events coordinator for the area that includes West Virginia and portions of Indiana, Kentucky, and Ohio.

"Razzle Dazzle" is the theme of the competition which is open to the public. Singers from 15 choruses and 19 quartets will vie for regional titles and opportunities to advance to international competition.

(more)

Quartet competition begins at 7 p.m. Friday, April 4; chorus competition is set for 1 p.m. Saturday, April 5. Tickets are \$8 for non-reserved seats at each of the contests and are available through the Cap Cities Arena Ticket Office, 555-5544.

A special "Show of Champions" performance, also open to the public, begins at 8:30 p.m. Saturday in the Greensleeves Auditorium of the Arena. Tickets are \$10 each and will be sold only at the door beginning at 8 p.m.

Among the guest stars appearing on this special program are the 1967 Sweet Adelines International Queens of Harmony "BLTT" and the 1990-91 quartet champs from Region 45, "Echo!" Also performing will be the UWV Chorus of Wheeling, WV, which, as winners of the Region 45 chorus competition in 1996, will compete in the international contest this October in Salt Lake City, Utah.

This year's winning quartet also will compete again this fall in Salt Lake City; this year's winning chorus will compete in 1998 in Nashville.

SAMPLE FACT SHEET

(goes to each media source along with all releases and in media kits)

WHO: Voice of the Coast, Region 45
Sweet Adeline International, a non-profit music education organization for women, founded in 1945
Perpetuates and enhances the barbershop music art form – one of only four forms of music native to the United States.

WHAT: Annual Quartet and Chorus Competition
Includes 19 quartets and 15 choruses
Region 45 includes West Virginia and portions of Ohio, Kentucky and Indiana
More than 700 women will compete

WHERE: Cap Cities Arena, 107 S. Broadway Ave.

WHEN: Quartet competition begins at 7 p.m. Friday, April 4
Chorus competition begins at 1 p.m. Saturday, April 5

WHY: Annual regional competition decides the best quartets and choruses in the region. Winners of the contests are eligible to compete on the international level. The winning quartet will compete internationally this October in Salt Lake City, Utah. The winning chorus will compete internationally in November of 1998 in Nashville, Tennessee.

HOW: Competition tickets are \$8 for non-reserved seats.
Available at the Cap Cities Arena Ticket Office, 555-5544.
Tickets to the "Show of Champions" are \$10 each and are available only at the door of Greensleeves Auditorium beginning at 8 p.m. Saturday, April 5.

RESTRICTIONS: BECAUSE SOUND AND LIGHTING ARE CRITICAL TO CREATING EQUAL AND CONSTANT CONDITIONS FOR EACH COMPETITOR, ADDITIONAL LIGHTING (FLASH OR OTHERWISE) CANNOT BE USED. AMPLE OPPORTUNITIES FOR INTERVIEWS AND FILMING EXIST OFF STAGE WHERE JUDGES WILL NOT BE DISTRACTED. WE WILL WORK WITH YOU ANY WAY WE CAN TO FACILITATE YOUR COVERAGE OF THIS COLORFUL, HIGHLY VISUAL EVENT.

SAMPLE NEWS RELEASE FAX TO WINNERS HOMETOWN MEDIA

PLEASE DELIVER TO: Terry Baker, city desk, West Virginia Gazette

REPRESENTING: ABC Chapter
Sweet Adelines International

CONTACT: Jane Doe
Public Relations Chair
555-1234 (weekdays); 555-9876 (evenings and weekends)

FOR IMMEDIATE RELEASE

West Virginia Sweet Adelines Sweep Regional Competition

April 5, 2010, Capital City, WV – Sweet Adelines groups from Benton, Johnsonville and Smith captured all the top prizes here this weekend at the Voice of the Coast Region 45 competition.

With 64 members on stage, the Johnsonville chorus, directed by Annie Page, received first place medals Saturday afternoon in annual competition that saw more than 700 women participating from West Virginia and portions of Indiana, Kentucky and Ohio. Second place went to the O-State Chorus of Youngstown, Ohio; third was Derby Pie Chorus of May, Kentucky; fourth was the Forever Singing Chorus of Grand, Indiana; and fifth was the Summer Winds Chorus of Parkersburg, West Virginia.

On Friday evening, 1-2-3-4, composed of members from the Johnsonville Chorus, captured first prize in competition among 19 quartets. Members of 1-2-3-4 are Linda Ryan, tenor; Leslie Hall, lead; Paula Bullock, baritone, and Anna America, bass.

The quartet will compete on the international level at the Sweet Adelines

international convention this October in Salt Lake City. The chorus will compete internationally in 1998 in Nashville, Tenn.

The Freshman Chorus from Smith, directed by RoseMary Henderson, was named Most Improved Chorus and also took the blue ribbon in the Small Chorus Awards competition. This group had 23 members on stage and edged out Benton Chorus which captured second place.

Sweet Adelines International is a non-profit music education organization for women. It was founded in 1945 and has almost 30,000 members throughout the world who sing four part harmony, barbershop style, without musical accompaniment.