



Region 10 Chapter Public Relations & Marketing Award

2009/2010

Public relations and marketing is a very important aspect to the health of any chapter. When someone says Sweet Adelines, we should not have to explain what that is. Having a Public Relations & Marketing Team who strives to carry out these duties is vital for proper communication with community organizations and the media. Let's not be a secret. Let's show our communities who we are and what we stand for and what our mission is: ***"A World Wide Organization of Women Committed To Advancing The Musical Art Form Of Barbershop Harmony Through Education And Performance."***

Listed below are the criteria for the 2009/10 Region 10 Chapter PR & Marketing Award which will be presented at the 2010 Regional Competition. In order to win the award you must complete 7 of the 9:

1. PR & or Marketing Coordinator identified to the Region 10 Marketing Coordinator / Jane Schlinke.
2. PR & Marketing Year Plan and Budget.
3. Have a chapter website and keep it updated.
4. Actively network with the local news media (send PSA and if published clipping or link).
5. Actively network with the other local civic organizations (girl scouts, churches, etc.).
6. Publish an internal bulletin for members, (this can be email, or members only area of website).
7. Publish a newsletter (hard copy or online) for the general public.
8. Participate in community events, (Sing outs, volunteering etc.).
9. Distribute business cards, flyers or brochures at every event, ensure "Sweet Adelines International", is printed on these.
10. Bonus: Tell me your best Marketing Story.

The 2009-2010 award deadline is **March 8, 2010**. The awards given out at the 2010 Region10 contest - Show of Champions – March 27, 2010. Submit notes and examples of the items to the Marketing Coordinator, Jane Schlinke by e-mail at ejane827@gvtc.com.

Our goal is to hand out these awards to every chapter in Region 10. We want to lead the way within the Sweet Adelines organization in having every chapter increase community awareness. We want to hear, "Sweet Adelines – that's the a cappella chorus from our home town. They're Outstanding."

Jane Schlinke
Region 10 Marketing Coordinator

TALK WITH ME, I HAVE A GREAT PR IDEA FOR YOU!