



Region 10 Chapter Public Relations & Marketing Award

2012/2013

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 this year's criteria for the 2012/13 Region 10 Chapter PR & Marketing Award, which will be presented at the 2013 Regional Competition. In order to receive the award you must complete 7 of the 10 requirements:

1. PR & or Marketing Coordinator identified to the Region 10 Marketing Coordinator / Jane Schlinke.
2. PR & Marketing Year Plan and Budget. (Calendar is best, but have a PLAN)
3. Have a chapter website and keep it updated.
4. **NEW** - Utilize new "info age", ideas to promote your activities, Facebook, Twitter, etc.)
5. Actively network with the local news media (send PSA and if published clipping or link).
6. Actively network with the other local civic organizations (girl scouts, churches, etc.).
7. Utilize the Sweet Adelines theme, "**Real Women, Real Harmony, Real Fun**".
8. Participate in community events, (Sing outs, volunteering etc.).
9. Distribute business cards, flyers or brochures at every event, ensure "Sweet Adeline's International", is printed on these.
10. Participate in, "**Marketing Mondays**". The second Monday of each month; send out Flyers, brochures, PSA, rehearsal announcements anything advertising your chorus and Sweet Adelines Intl.
11. Bonus: Tell me your best Marketing Story.

The 2012/13 award deadline is **March 3, 2013**. It is best to send me your information as it happens throughout the year. The awards will be given out at the 2013 Region10 contest - Show of Champions – March 23, 2013. Submit notes and examples of the items to the Marketing Coordinator, Jane Schlinke by e-mail ejane827@gvtc.com.

Our goal is to give 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!

real women. real harmony. real fun. 