



## **Why should we include public relations in our marketing communications?**

Public relations helps the public to understand who you are!

Just like social media, public relations helps external audiences to recognize your name and creates brand recognition to people outside of Sweet Adelines International.

Brand recognition is essentially who your group is...to the public. Your image, reputation, what you do, etc.

With just a few reporters on your team, your group can grow in popularity in your local community and even on a national and international scale. If people don't know who you are, they will miss out on your performance. And, you never know who is longing to sing again and might find her place after seeing your chorus on the news.

**With good public relations, you can get your message across and share your music with the world. *It all starts with a plan.***