

# **Downtown Vocal Music Academy**

## **ADVERTISING / PUBLICITY**

### **Duties of Advertising/Publicity Coordinator**

#### **A/ On-Going**

Work closely with VMA Staff and SAC to arrange all of the following:

- creation/printing of concert flyers and brochures
- mailing/courier of flyers/brochures to local schools, churches, community centres, libraries
- organize volunteers (parents/community members) to put up posters in neighbourhoods – telephone poles and local businesses
- distribute posters/flyers to students for inviting family members etc.
- ensure concert listings in Wholenote magazine, Choirs Ontario newsletter and other publications
- ensure free concert listings in local and city-wide newspapers
- ensure free concert listings on local and city-wide radio stations
- contact papers etc. to attend concerts for coverage/photos
- arrange newspaper, T.V., radio interviews prior to/after concerts
- solicit local businesses/libraries as distribution centres for VMA brochures (i.e. the Toronto Public Library)
- work with Special Events Coordinator if advertising/publicity is required for special concerts or performances of the choirs
- maintain the archive binder of all publicity/advertising materials pertaining to the VMA

#### **B/ Before, At and After Concert**

- see above regarding posters – creation, distribution etc. – 6 weeks before a concert
- create and send “thank-you” letters to local papers, radio stations for their support (especially where free advertising is involved)

### **NOTES FOR ADVERTISING/PUBLICITY COORDINATOR**

The Advertising/Publicity Coordinator is accountable to the VMA SAC for the following, in preparation for the regular concerts/performances of the VMA:

## **I. Publicity:**

### **Flyers:**

- Creation, arrangement and pick up of flyers;
- Oversee of distribution of flyers to:
  - Students;
  - Parents;
  - Parent Publicity Volunteers:
    - Consult SAC re: possible locations for posting flyers;
    - Write “assignment” sheets for each parent volunteer such that the immediate venue area, around the school are covered;
  - General Mailing List;
  - Schools, Churches, Community Centres, Libraries;
  - VIP’s;
  - Oversee Mass Mailing prior to each concert;

## **Community Publicity:**

- Write short article about upcoming concert (when there is a venue for such an article)
- Obtain copy of article for archives
- Maintain publicity archive
- Request a Calendar Listing of the concert in local papers, including:
  - Dynamic (Choirs Ontario)
  - Mirror Newspapers
  - WholeNote Magazine
  - Hi-Rise News
  - Toronto Star
  - SNAP Toronto
- Request the same for the Internet editions of the above papers, also including InsideToronto.ca;
- Invite reporters and photographers from all of the above to the concert/performance;
- Arrange proper access for photographers at the concert;
- Arrange interviews with the conductors and/or students via the Manager;
- Request concert listing with local radio stations, including CFMX 96.3 “Arts Billboard”;
- Post the concert announcement on the Community Bulletin Board for television stations, including Rogers Cable 10;

## **II. Advertising**

- Consult SAC for Advertising budget amount;

- Choose community newspaper for advertising according to distribution date relative to concert/performance date;
- Arrange creation of camera-ready ad according to specifications of paper;
- Place ad and arrange for billing to VMA.