



Publicity Coordinator Job Description

January 2019

This position reports to the Manager of the ACC. Publicity currently has no budget attached to it. So any request for expenditures must be approved in advance by the Manager (*or the Music Director in the absence of the Manager*).

There are several ways to publicize the ACC for free:

- 1) Through articles and event listings in the **Arnprior Chronicle-Guide/InsideOttawaValley.com**, both online and hard copy;
- 2) Through a posting on the **Arnprior Chronicle-Guide Facebook** page;
- 3) Through event listings on **Oldies 107.7 Arnprior**;
- 4) Through listings on the **Town of Arnprior website**;
- 5) Through the website [www.arnpriorcommunitychoir](http://www.arnpriorcommunitychoir.com);
- 6) Through **posters** at the time of the concerts.

➤ *Note: The ACC Executive has decided that the ACC will not have a Facebook page because of privacy issues.*

Here's how to handle each of these ways.

1) The Arnprior Chronicle Guide/Inside Ottawa Valley

In early August, go to <https://www.insideottawavalley.com/arnprior-on-news/> and then to "Events". Scroll down to "POST YOUR EVENT" and complete the details announcing the start of our new season.

- Include as much information as the Event Form will allow, ideally registration dates, the first rehearsal date, the time, location, and a short description.
 - Also include the choir website address.
 - *Note: an announcement is **not** usually submitted for the start of the January season.*
- Two months before each concert (beginning of October and beginning of March), write a one-page Press Release for the upcoming concert for the Arnprior newspaper/website.
 - Include details of the concert: the concert title, the guest soloists, the theme, and any other specifics about the specific program. Include the ACC collage picture or another picture.
 - Submit it to the Manager for approval, and then the Music Director.

- Once the article has been approved, send it off to SHERRY HAAIMA at sherry.haaima@metroland.com.
 - Sherry is a News Editor with the Renfrew Mercury/Arnprior Chronicle-Guide/[Insideottawavalley.com](http://insideottawavalley.com) and very receptive to publishing our articles.
 - Although you will contact her mainly through email, her address is: Metroland Media, 35 Opeongo Rd., Renfrew ON, K7V 2T2, Tel: (613) 432-3655.

2) Arnprior Chronicle-Guide Facebook Page

Go to **Facebook**, search for the Facebook page for Arnprior Chronicle-Guide. In the top line, click on “Events”, then SEE MORE. Then click on “Create an Event”, Create Public Event, and then complete the form.

3) Oldies 107.7

Go to Oldies 107.7 <https://arnpriortoday.ca/>. Click on COMMUNITY, select “Submit and Event”, Option #1, and then fill out the form, again putting in as much information as allowed.

4) Town of Arnprior Website

Then go to <https://arnprior.ca/>, which is the Town of Arnprior website. Click on “Discover”, then Events Calendar. Just under the name of the month that shows, click on “Submit an Event” and then complete the form.

5) www.arnpriorcommunitychoir.com

The website is an ongoing publicity platform, and the webmaster regularly updates the it. However, if you wish to have something special that you wish to have added to the website, contact the webmaster.

6) Posters

The production and distribution of posters for each concert is the responsibility of the Tickets/Posters/Programs Coordinator. Publicity needs to contact the Tickets/Posters/Programs Coordinator for a jpg of the poster for use in all publicity activities.

PHOTOS

Take photos during the season on a regular basis: at a rehearsal or special event, of special guests, at a dress rehearsal. Contact the Music Director for information on all soloists/guests for an upcoming concert to receive headshots to be used in possible advertising.

Possible added responsibilities:

- Follow-up articles and pictures from concerts that have taken place. In the past, they have not gone to print, but, one can try!
- Asking a newspaper representative to come and “cover the event”. In the past, very unreliable.
- Exploring other means of advertising. Although posters, website and word of mouth usually result in our concerts being sold out, explore other types of advertising, paid or free (*The Humm, Ottawa Citizen*, radio, television).