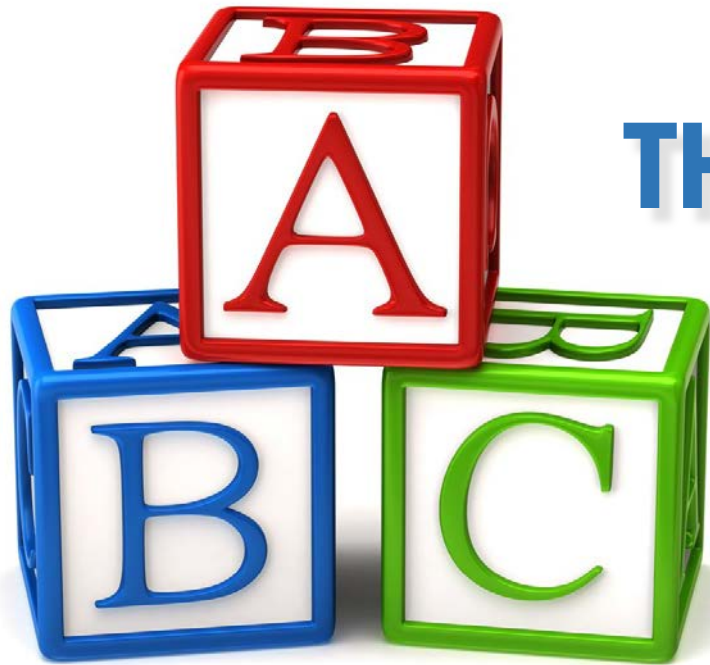
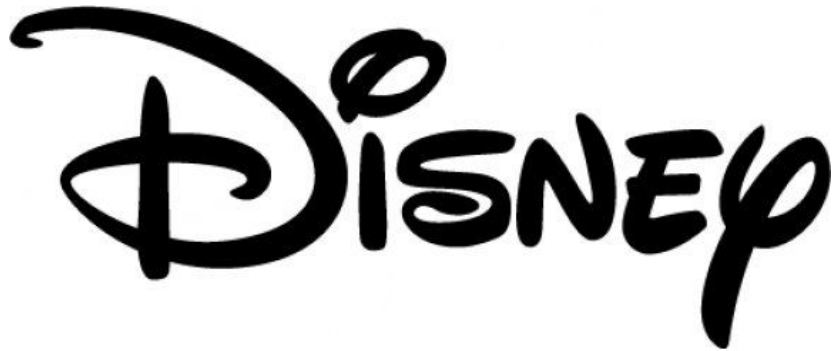


WELCOME, REGION 25!



THE ABC'S OF CHORUS COMMUNICATIONS

WHO IS YOUR CHORUS?



YOUR AUDIENCE INCLUDES:



- Past, current and potential members
- Friends of the chorus – patrons, sponsors, donors, “helpers”
- Other choruses (we’re a community)
- Music educators
- The general public
- Media contacts who help promote you

ACCURATE COMMUNICATION



In the absence of
accurate communication,
the void is typically filled with
miscommunication.



A SINGLE, RELIABLE SOURCE OF COMMUNICATION



- ✓ Produced without any cost
- ✓ Delivered directly to all members each week at a consistent time
- ✓ Providing a view of what's happening now... and in the weeks ahead ...
- ✓ With links to resources they'll need.