

ADVERTISING YOUR CHORUS

Media Type/ Opportunity	What it can do for you	Where to find it	How to Use it	Examples/ How to get there
The Web	Find members Find performances Sell tickets	Web searches	Add rehearsals/ shows to online calendars Create media contact lists View calendars for events	Town/State Websites: search for your town and the surrounding towns Newspaper websites: search "your state" newspapers, (http://www.50states.com/news/ and others) TV/Radio Station websites: search "our state" radio stations (http://newslink.org/ and others) Arts Calendars: search "your state or city" calendars, arts councils, etc...
Area Magazines	Find performances	Library, books store	Utilize the calendars to research performance opportunities	Yankee Magazine (also on the web), Cape Cod Times, New England Travel magazines, etc...
Barter Ad Space	Find Members Sell tickets	Web search or phone book: Local Theatre groups Schools Local music groups	Call local groups that have playbills- offer to trade ad space- an ad in their book for an ad in your book.	Bedford, NH theatre group accepts our \$25 ad, they then purchase, or trade for, a \$25 ad in Profile Annual Show book.
Comp Tickets	Sell tickets Find members	Women's groups (Red Hats) Newcomers groups Radio Stations	Send a couple of comp tickets to local groups and to some radio stations, along with an announcement about your show/event	Research groups on web (ex: "Red Hat Society Massachusetts"). Send local Red Hat society TWO comp tickets and a show announcement (Red Hats travel in groups, so they may buy additional tickets)
Volunteer Performances	Find Members Find Performances Sell Tickets	Research non-profit on the web, telephone book. Contact via email/telephone	Volunteer your performance to another non-profit, especially those focused on women.	American Cancer Society (local chapters), United Way, Girl Scouts, Red Hat luncheons. Contact groups and offer performance. Make show announcement or membership announcement during performance.

Your Members	Find Members Find Performances Sell Tickets		Utilize your members to find performances in their towns- ask them to provide you with town info. Poll your membership periodically- take BRIEF surveys...	Create a survey asking members where they heard about the chorus the first time. What newspaper do they read? What radio station do they listen to? What are their other hobbies?
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