



## **Communications Convenor's Report 2019-2020**

Before the start of the 2019-2020 season, the usual recruitment activities took place, including producing and distributing recruitment posters, placing ads in area newspapers, and sending notices to churches, schools, music teachers and other outlets. A press release about the start of the season was sent to area news outlets.

Posters, tickets and programmes were produced for the Christmas concert on the theme "Come, Follow That Star." Paid concert ads were published in the area's major weeklies. A press release was sent to area news outlets in advance of the event, resulting in a pre-concert article in the Morrisburg Leader. A post-concert article was also published in the Leader.

When it became apparent that SVS would have to cancel its Spring concert due to the COVID-19 pandemic, an email was sent to all our sponsors informing them of the situation, and of the fact that complimentary passes would be honoured at a future date. A press release was drafted and sent to area news outlets informing the public of the cancellation and letting them know that SVS would still be awarding one Music Bursary this year. A call for applications to the Bursary Program was also disseminated via the usual channels.

The website was regularly updated throughout the year with new Board details, concert information, past posters and programmes, press coverage, information on the Bursary Program, recruitment info, and sponsor recognition. Special notices were added to the website in March-April to inform the public of the Spring concert cancellation and clarify instructions for Bursary Program applicants.

Moving forward, potential plans continue to include the addition of photos and video, and the possibility of online ticket sales, direct payment of sponsorship and membership donations, and a members-only section which would include, among other tools, links to mp3 files, sample performances, and pronunciation guides.

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