

Report of the Communications Committee

The goals of the committee, as originally discussed in 2015, are to coordinate communications and publicity to allow the Sudbury Savoyards to provide clear, compelling communications with their company members and audience (current, former and future), reduce expenses, build and maintain a consistent brand, build alliances with other groups, and increase audience size.

The main activities in the last year have been:

Newsletter – the committee is overseeing the electronic newsletter (Andrew Conway is putting the articles into MailChimp and doing the mailing). We’re aiming to send out 3-4 main issues per years. If you’d like to write articles, or help edit we’d welcome your help.

Webpage – the committee has taken on redoing the Sudbury Savoyards main webpage. Steve Malioneck, our current webmaster, is willing to do the coding work in Drupal, which will allow multiple editors to change specified parts of the webpage. Susan Beckett has taken on the design, and the committee will help with overall content revisions and editing. Anyone interested in helping to edit content is more than welcome. We’re aiming have work started in July.

List serves – Our list Master, Jamie Cobleigh, is part of the committee and will be making a proposal to the Board about consolidating the current lists - a task that has been long on the list of things to do.

Social Media – the committee oversees postings on social media (just Facebook at the moment) on our main FB page and on the “Cast and Crew” group page. Karen Powers did some wonderful video clips to help promote Mikado.

Company Promoter / Publicist – Andrea Roessler has retired from the position of company publicist. A huge “thank you” to Andrea for the years of work she’s put in on publicity – for the company in general and for particular shows. The committee is going through Andrea’s debrief reports and the task lists to put together a job description for “Company Promoter” with task list – most of which should be oversee company publicity and be the main contact for the company. IF you’ve got ideas or interest in helping/filling this position, talk to any one of the committee members.

Committee Chair: Sue Flint

Members: Susan Beckett, Jamie Cobleigh, Karen Powers