

Public Relations / Marketing Report

November 2018

"The Big Gay Christmas Extravaganza!" concert

- Posters and postcards have been printed and distributed to the members.
- Addressed postcards will be delivered to the BMEU on Monday Nov. 26th
- Creation of the promotional video is in progress, and should be completed in time for posting to Facebook and YouTube on Black Friday (Nov. 23rd)
- Promotional emails are scheduled to go out on Thursday Nov. 29th, with a follow-up email being sent on Monday Dec. 3rd to recipients that didn't open the initial email
- Facebook promotion of the concerts will begin on Thursday Nov. 29th, with a boost. Since there are five concerts, a generic post will be boosted to cover all of them.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson