

Public Relations / Marketing Report

January 2019

Recruitment "Meet & Greet / Informal Open Auditions"

- Emails were sent to 15 prospective members Jan. 10th, with a follow-up email sent on Jan. 17th.
- Facebook posts began on Jan. 3rd, with new posts every 3-4 days. A 15-day Facebook boost began on Jan. 12

"I Heart Drag" Fundraising event

- Posters and postcards have been printed. Will be made available to members at the first rehearsal
- Addressed postcards will be delivered to the BMEU on Monday Jan. 28th
- Promotional emails are scheduled to go out on Thursday Jan. 31st, with a follow-up email scheduled for Monday Feb. 4th to non-opening recipients, and a reminder email scheduled for Thursday Feb. 7th.
- Facebook promotion of the event will begin on Saturday Feb. 2nd, using a boost.

"Two Boys Kissing" promotional collaborations

- Currently in discussions with the LGBT Center, Alder Health, TransCentral and the Pride Festival of Central PA to obtain their assistance in promoting the "*Two Boys Kissing*" concert to their patron base.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson