

Public Relations / Marketing Report

March 2019

"Two Boys Kissing" concert

Several PR initiatives are currently in progress for this performance, which has the potential of being the largest event we've experienced in terms of community response.

- Venues were changed for two of our scheduled performances, due to performance space and acoustic restrictions. Dates and times for the events remain the same.
- Several LGBT stakeholders have agreed to assist us in the promoting the event by distributing an email to their patron base, posting on their websites and executing various posts on their social media
 - Central PA LGBT Center
 - Alder Health Services
 - TransCentral PA
 - Central PA Pride Festival
 - York Equality Festival
 - Keystone Business Alliance
- The LGBT History Project and Alder Health Services will setup displays at the event for opening night, and may also do the same at the remaining concerts.
- Central Voice has committed to do a feature article on the event. I'm currently pursuing Penn Live, TheBurg, WITF Radio SmartTalk and Alicia Richards/ABC27, but no additional commitments have been obtained.
- Rack cards and posters have been printed and distribution to our partner stakeholders will occur on schedule during the week of March 18th.
- A 5-7 minute video will be shown for the opening of each performance, which will set the tone for the performance. The overall premise of the video will be to have local LGBT advocates speak about the progressive steps being made in Central PA with their individual realms.
- David Payne has agreed to do the introduction for each of the performances, and will also do voice overs for the promotional videos.
- Production is underway for both the concert opening video and the promotional videos.
- Dialog with The Midtown Scholar has begun regarding a promotional event in their space promoting both the novel and featuring the chorus singing a few numbers from the show.

Formal Chorus Photos

The photo shoot is scheduled for April 6th. Various locations are being considered, and the Capitol Rotunda has been previously reserved as an alternate location for inclement weather.

2019-2020 Concert Season Planning

We have a request from an open and affirming church in Elizabethtown for performance in December. A line item has been placed on the meeting agenda for this topic, as well as separate one to determine performance dates and venues.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson