

Public Relations / Marketing Report

January 2020

Spring Semester

- Meet & Greet / new semester email is scheduled to be sent to current, former and perspective members on January 9th, with a reminder email scheduled for January 17th
- Social media postings regarding the event are scheduled to begin January 13th, including a paid Facebook boost

I Heart Drag – The Sequel (fundraiser)

- Posters, mini-posters and postcards have been sent to the printer and will be made available to the chorus membership on January 20th
- A-frame poster has been ordered, to be displayed outside 704 Lounge beginning Feb. 3rd
- Postcards are scheduled for mailing on January 27th
- Social media postings regarding the event are scheduled to begin January 28th, including a paid Facebook boost
- Email campaign is scheduled for distribution on January 30th

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson