

Public Relations / Marketing Report

October 2016

Halloween Fundraising Event

- Posters have been printed and distributed to chorus members for dispersal.
- Initial email blast to promote the event has been created and is scheduled for submission on Thurs Oct. 13, 2016 at 11:00am. Corresponding Facebook and Twitter posts referencing the email are also scheduled for that same time frame.

Christmas Concert

- Adam has provided his feedback on the poster, and his suggestions have been incorporated into the design.
- HGMC Board approval of the poster is required. Final prototype will be provided at the Board meeting.
- Postcards have been created, and prototype will be provided at the Board Meeting.
- Concert playbill design has begun, sample playbill cover prototype will be provided at the Board meeting. Discussion needed regarding the pricing and print quantities needed.
- Facebook page-boosts were budgeted for in the 2016-2017 season. Which concerts should be promoted, and what funding do we want to allocate for each?
- Discussion needed regarding the Reciprocity Ads in our concert playbills:
 - Theatre Harrisburg
 - Bar704
 - Central PA Womyns Chorus
 - Heidelberg
 - Rainbow Chorale (Delaware)
 - Humane Society
 - Baltimore Men's Chorus (?)

Choir Genius Chorus Portal

Invoices for Membership dues and Board Member dues have been posted in Choir Genius.

Website

Board discussion is needed regarding the transition and timing for moving our website hosting from Yahoo over to Groupanizer.

Dual access to Chorus owned IT assets

As stated last month, access to most of the IT assets (Groupanizer, Facebook, Twitter, ConstantContact, Website) are shared by two or more board members so control does not rest in the hands of one individual. Dual control needs to be propagated to all other remaining IT assets that are not currently being shared.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson