

Public Relations / Marketing Report

January 2017

New HGMC Website

We went live with our re-designed website and migrated to our new host on Tuesday January 2, 2017. Our "Choir Genius" chorus portal is now housed within our own website, meaning that chorus members will now use the "Members Login" link on our website to access all Groupanizer functionality.

Our previous hosting agreement with Yahoo / Aadamco has been cancelled, but we are contractually obligated to pay for the remainder of the quarter which ends on February 2, 2017, of which we were already aware.

New email accounts

New email accounts have been created for the HGMC. In keeping with our collaborative effort for IT assets, these accounts have been created as IMAP accounts, which supports shared and synchronized access for multiple users. In effect, anyone with access to the email account itself can see **all** of the emails that have been both sent and received, as the emails are stored on the server and not on the accessing device.

The following email accounts now exist within our own domain:

- INFO @ HarrisburgGayMensChorus.org (already existing, general catch-all account)
- AD @ HarrisburgGayMensChorus.org (Adam's account)
- FINANCE @ HarrisburgGayMensChorus.org (Treasurer's account)
- SALES @ HarrisburgGayMensChorus.org (Ticket and merchandise orders)
- PATRONAGE @ HarrisburgGayMensChorus.org (Annual Campaign manager account)

Spring 2017 Recruitment

Separate email campaigns have been sent in regards to recruitment, each tailored to the specific audience:

- Former Members
- General Patrons
- Potential Recruits (I'm only aware of three potential new members interested for the upcoming season)

Open auditions have also been posted as events on Facebook, and a general post looking for new members has been monetarily boosted and targeted specifically to males aged 18-65.

Existing poster designs were modified and printed to include the date, time and location for the open auditions. Ted graciously volunteered to take and post them at the following locations:

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| • LGBT Center | • 704 Lounge | • William Penn Social Club |
| • Midtown Scholar Bookstore | • The Brownstone | • HMAc |
| | • Stallions | |

February Fundraising Event

Posters have been created in collaboration with Jeff and Eddie, and have received the approvals of 704 Lounge. They have been sent to the Print Center and we will have them available and ready to distribute at our first rehearsal on Jan. 23rd.

First Friday Event in Lancaster – Ware Center March 3, 2017 (7-9 pm)

I've been in touch with the Joey Holland-Garcia and Barry Kornhauser who are coordinating this event, and will share that information with everyone during our meeting.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson