

# Public Relations / Marketing Report

---

April 2017

## Formal Pictures

Angela Dicks delivered the results from our photoshoot at the Capitol Rotunda the day following the shoot. The pictures will be very useful for promotions, but in hindsight we should have been more meticulous ensuring that the signage was not visible in the pictures, making certain each member was properly dressed, and asked that all tinted eyeglasses be removed for the outside shots. So far over 20 hours of Photoshop corrections were needed in order to have six usable images for publicity purposes. I also want to acknowledge the invaluable assistance Kyle Junk provided in helping me identify the flaws that needed correcting in each photo chosen for use.

## Spring Concert

Both posters and postcards for the Spring concert have been designed and sent to the printer.

- Website and Facebook event pages have been updated with the customized versions of the poster graphic
- The poster graphic has been provided to John Traynor at HMAC and to Rev. Amy Shultz at Heidelberg UCC
- A custom 24 x 36 poster was designed and printed for the A-Frame display.
- Posters will be distributed at rehearsal on Monday April 10<sup>th</sup>.
- Postcard mailing will be delivered to the Bulk Mail facility on Monday April 24<sup>th</sup>
- Initial email campaign and Facebook tie-in are scheduled for Thursday April 27<sup>th</sup>
- Reminder email campaign is scheduled for Thursday May 11<sup>th</sup>
- Facebook promotions were not budgeted for the Spring concert, however they did help us reach previous non-patrons and I believe contributed to the increased attendance at our Christmas concerts.
- Layout for the printed concert playbill is in progress. I will need additional input from Adam for the show specifics and any other items to be included in the playbill.

## Groupanizer / Choir Genius Chorus Portal

The platform has had some recent issues with their current email functionality, and they have opted to transition Choir Genius to interface with another email service. The first phase of that transition has impacted the functionality of our Email/Discussion Threads. As a result email recipients can no longer use the "Reply All" feature on Group Email, and instead can only reply directly to the sender of the initial email. I've been working with the vendor for several weeks, but to date have not found a viable solution for our portal.

## Board Reporting

Just a reminder: HGMC is a non-profit 501(c)(3) organization and by law all board meeting agendas, meeting minutes, and supplemental reporting documents must be:

- retained for specified time periods (7 years for financials, 5 years for supplemental, indefinite for board agendas and meeting minutes)
- contain the original non-redacted content as initially presented
- be in a software and device independent format
- be available for public inspection upon request.

# Public Relations / Marketing Report

---

The board has a responsibility to adhere to these legal requirements, and has opted to leverage Groupanizer as the electronic repository for all documentation. Therefore all documents submitted for board meetings and the associated meeting minutes should be:

1. in a formalized report format (no emails)
2. written in a professional manner, concise with no inappropriate language or references
3. in a device independent format ( .pdf, .jpg, .png, .bmp, or .gif, formats)
4. submitted to the board members in a timely manner so as to allow sufficient time for review prior to the actual meeting
5. uploaded to Groupanizer and saved in the location appropriate to the board meeting date

All board members have the necessary access to store their individual board reports in the Groupanizer library, and the instructions for doing so are located in the User's Manual that is on the portal's main menu. If you don't own word processing software, cloud services such as Google Docs, Zoho Writer and MS Word Online are free to use online and provide the ability to create the desired .pdf files. You can also download free software such as CutePDFWriter, doPDF and PDFCreator to put your report into the proper .pdf format suitable for long-term storage.

*Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson*