

Public Relations / Marketing Report

July 2017

Lancaster Pride Festival

This year's pride festival was held in Binn's Park in the downtown Lancaster area, and has evolved into a full-fledged Pride event. It was very well attended, organized and managed, and comes close to rivaling the Harrisburg Pride Festival - so kudos go to the individuals that made it happen. Special thanks to Ted Neal for being there the entire day from helping to setup the booth to the final tear-down, and thanks to the members that helped staff the booth during the festival: Tom Lynes, Bob Reisch and Alan Jespersen.

We spoke with many individuals during the event, most of whom were not aware that we performed a Christmas concert each year, right around the corner from where the Pride festival was being held. Even more surprising was that many of the individuals we spoke with were complete unaware that the Harrisburg Gay Men's Chorus even existed, and were quite excited to know that we did performances in Lancaster County.

We added 14 patrons to our mailing list, and have 12 potential recruits seeking to join the chorus.

Voices United 2017

Posters and postcards for the Voices United concert have been printed and distributed to both HGMC and CPWC choruses. The playbill program has finally been sent to the printers, with considerable struggle and effort to make it happen. Requests for set lists and member lists from the participating choruses did not get prompt responses, and it was a struggle just to get the program completed on time and delivered to the printer.

On July 7, 2017 postcards were mailed to 880 patrons of both the HGMC and CPWC.

On July 13, 2017 an email blast was sent to 550 patrons of both the HGMC and CPWC.

Yearly Brochures

The completed 2017-2018 Concert Brochures, 2017-2018 Annual Campaign Brochures and Recruitment Brochures have been sent to the printer, and will be ready in time for the Harrisburg Pride event.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson