

# Public Relations Report for October 25, 2015

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The PR committee did not meet during the month of October.

## **“Just Say ‘Yes’ to an 80’s Christmas” Concert:**

- 1) Kudos and thanks to Kevin Nield for the creation of our concert poster! Kevin has also created a Facebook banner and logo using the Christmas concert theme which will be utilized accordingly.
- 2) All posters and postcards were ordered from Dickinson College Print Center on October 13, 2015. They should be ready within the next week.
- 3) All PR items for the event at Heidelberg and 1<sup>st</sup> Reformed in Lancaster were sent to their respective representatives on October 10, 2015. They will be handling local PR items for us.
- 4) All four concert dates were created as “events” on our Facebook page as of October 11, 2015.
- 5) The concert logo was posted to the front page of our HGMC website on October 10, 2015.
- 6) The “Box Office” page of the website was updated to include the purchase of tickets for the events. Note that the Lancaster and York concerts denote it is a free-will offering and tickets are not required.
- 7) Doug will be handling all the PR items with the online community calendars. The information was sent to him the week of October 11<sup>th</sup>.

## **NEW LOOK! – HGMC Website**

- 1) If you have not had the chance to view our website – take a look!!! It has a totally new layout and design that went live as of Sunday, October 11<sup>th</sup>. This was in response to items brought forth during the annual meeting and ideas from Adam Gustafson. I hope the board members and other choristers will take a look and provide the PR committee with feedback – both positive and negative.
- 2) I would like to create a new page on the HGMC website – **“Meet the Singers.”** This will entail adding a photograph of each of the singers, arranged in voice part, and including a brief bio. I welcome thoughts and input at our next board meeting in regards to ideas to include – i.e. member since, favorite song, what HGMC means to you, etc.

## **Reminder - New Chorus Logo**

- 3) Remember to spread the word to all those interested to develop ideas for our new HGMC logo. All submissions must be submitted to me no later than **February 1, 2016**. This will provide the board with two months to review and look at the designs. The expectation is to have a final board vote at our March 2016 meeting to approve the final design.

## **Chorus Website, Facebook and E-mail Accounts:**

- 1) I still am in need of Doug Wentz’s biography for the board section on the website.
- 2) We have secured another exchange ad with Theatre Harrisburg for the 2015-16 season.

Respectfully submitted by Kevin Wagner, HMC PR Committee Chair, October 17, 2015.