

Public Relations Report

January 2016

At our December Board meeting, all PR documents and related information were transferred to me by Kevin Wagner, and I officially began my new role as chairperson of Public Relations on December 20, 2015.

The PR Committee (consisting of Kevin Nield and myself) met in January, where we mapped out the majority of the marketing strategy and key target dates for our Spring semester. We've also made considerable progress ramping up the PR machine for the rest of the 2015-2016 season.

Email Marketing

As a donation to the chorus, I purchased a one-year subscription to Constant Contact®, which now provides us with an email marketing tool that supports graphics, links, manages our email bounces and provides opt-out capabilities to recipients. Our marketing emails now reflect **Harrisburg Gay Men's Chorus** as the sender of the email, and no longer show as coming from an individual chorus member.

Contact Management System

By combining the mailing list contact information provided by Terry Keranen and the additional data I was able to extract out of our Musetta database, I designed and built an integrated Contact Management database for our chorus. The system provides us with a robust method of managing all of our contact information (corporate, consumer and vendor), interfaces with the Constant Contact® email marketing tool, and integrates directly with the Microsoft Office suite of products. Our marketing campaigns can now be targeted to members with a granularity not previously possible with Musetta.

WebSite & Facebook

I've integrated the functionality of Constant Contact® into our Website and Facebook pages. Visitors to those sites can now have the ability to directly sign-up and join our mailing list, with the resulting information being added instantly to the database. This feature has resulted in two new individuals being added to our mailing list so far.

New Chorus Logo

Specifications for the new logo design were emailed to all interested parties on December 29, 2015. Design submissions are due back to me by February 15, 2016.

Recruitment

On December 29, 2015, both of the upcoming open audition events were posted to the following community calendars:

<i>Television</i>	<i>Radio</i>	<i>Newspaper</i>	<i>Others</i>
WGAL NBC 8	WARM (Warm 103)	Lancaster Online	Harrisburg Eventful
WHTM - ABC 27	WNNK (Wink 104)	Patriot News / PennLive	LGBT Center
WHP - CBS 21	WRVV (the River 97.3)	Cumberland Sentinell	
WPMT - Fox 43	WLAN (FM-97)	The Burg	
WITF - PBS	WROZ (The Rose)		

The Website and Facebook page have been updated to promote the upcoming open auditions. On January 11, 2016 an email was sent to 8 potential new members providing them with the details for the upcoming auditions on Jan. 25 and Feb. 1. A gentle reminder email regarding the auditions is scheduled to go out to those same recipients on January 26.

Public Relations Report

February Fundraising Event

Kevin Nield has completed the design for the upcoming "**Jaded Valentines Vixens**" event posters, and the finalized graphic will be sent to the printers the week of Jan.18, 2016. Kevin also designed and created additional graphics specifically for the Website, Facebook and community calendar pages. The event will be published on those sites immediately after the open auditions are completed on Feb. 1, 2016.

Chorus Member Engagement

Results from our Christmas concert survey indicated that a large population of our patrons acquires information on our events from existing chorus members or friends. Keeping that in mind, our marketing strategy will include promoting fellow chorus members into a more interactive role with Public Relations. As part of that approach, we will be asking all chorus members to participate in the selection of the new HGMC logo.

Respectfully submitted by Doug Wentz, HGMC PR Committee Chair.