

Public Relations Report for September 27, 2015

The newly organized PR committee met on Thursday, September 10, 2015. In attendance were Kevin Wagner, Doug Wentz and Kevin Nield.

Reorganized Committee:

- 1) As a result of our meeting earlier in the month, we have developed a more detailed and streamlined approach for our public relations as follows:
 - a. Kevin N. – poster creation for concerts/fundraising events, video creation, YouTube channel management, creation of monthly e-mail format that is more visually appealing to be sent to all on our listserv
 - b. Doug W. – handling of all PR items that will be posted to news and event outlets online and in print
 - c. Kevin W. – management of PR calendar, website, and Facebook page.
- 2) It was determined that our website needs to be “more creative and fun” to approach a greater audience and garner more attention. Doug and Kevin N. have been granted access to the Yahoo Site Solution program via the username and password, in order to develop such a site. Preliminary changes have been made and this is ongoing as of right now. All changes are being saved on the platform but not published to the site for the general public. When complete, you will notice a dramatic change – stay tuned!

New Chorus Logo

- 1) It was decided at our meeting that a new, redesigned Chorus logo should be developed for our 2016-17 season. To this end we are putting the call out to all those interested to develop ideas. 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.

Reach Out

- 1) We were contacted by Christopher Simonton, Jr. (York PA Productions, LLC/WRDW-TV) requesting brochures and promotional items from HGM. I have provided Mr. Simonton with a pack of our seasonal brochures and all future PR items will be sent to him. This should be a new avenue for us to make inroads in the York area!
- 2) I am also pursuing a lead in getting us greater visibility via theBurg newspaper.

Chorus Website, Facebook and E-mail Accounts:

- 1) I still am in need of Doug W.'s biography for the board section on the website.
- 2) The following items were updated on the Chorus website as of September 9, 2015:
 - a. Sponsorship/Charitable Giving brochure
 - b. Program Advertising brochure
 - c. Universal Reply form
 - d. Ads & Sponsorship page
 - e. Artistic Director's letter
- 3) The Halloween Dance Party, “Screams & Queens,” was added to the front page of the website. An event was created on Facebook and sent out to all media outlets as of September 12, 2015.

Respectfully submitted by Kevin Wagner, HMC PR Committee Chair, September 19, 2015