

Public Relations Report

April 2016

Advertising

The posters and postcards for the spring concert have been printed. Posters have been distributed to chorus members, and postcards are stamped and ready to be mailed.

Each of our three concerts have been posted to the following Online Community calendars:

TV Stations

- WGAL - NBC8
- WHTM - ABC27
- WPMT – FOX43
- WITF – PBS

Radio Stations

- WARM 103
- WINK 104
- WRVV 97.3
- WLAN FM-97

Others

- Patriot New/Penn Live
- LGBT Center
- Harrisburg Eventful
- Craigslist (Harrisburg, York, Lancaster)

The remaining advertising schedule is as follows:

- April 18 Facebook post - Initial “Chaps In Chaps” concert posting
 - ❖ \$20.00 posting boost resulted in a post reach of **2601** (700% increase over our average rate of **372**), 123 post engagements, 101 post clicks, 36 webpage clicks and 68 comments and shares
- April 21 Initial email blast for “Chaps In Chaps” concert to patrons
- April 21 CC Facebook post regarding concert email and suggested mailing list signup
- April 22 Postcards delivered to post office
- April 28 Facebook post - promote “Chaps In Chaps” online ticket purchase
 - ❖ another \$20.00 posting boost is scheduled for this post
- May 6 Facebook post – promote “Chaps In Chaps” opening night performance
- May 7 Facebook post – reminder of “Chaps In Chaps” opening night performance
- May 8 Facebook post - “Chaps In Chaps” opening night performance success
- May 13 Facebook post – “Chaps In Chaps” final two performances reminder
- May 16 Facebook post – Thank you to patrons for attending the concerts

2017 Concert Season Brochure

The promotional paragraphs for the upcoming 2016-2017 Concert Season have been written and approved by the production committee chair (Paul Foltz) and our Artistic Director (Adam Gustafson). The Board and Production Committee have both agreed to postpone the printing of the tri-fold 2016-2017 Concert Season brochures until after the new logo has been selected and unveiled. Additional changes may also be necessary to promote our winter concert collaboration with the Baltimore Gay Men’s Chorus once details are finalized. The brochures will be printed in time for our participation in the Harrisburg Pride event and inclusion in the annual campaign mailing. A program insert with the 2016-2017 concert information will be used for the “Chaps In Chaps” concerts in lieu of the tri-fold brochures.

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Non-Profit Bulk Mailing Permit

I spoke with the Harrisburg Post Office regarding a Non-Profit Bulk Mailing permit for the HGMC. We will be required to submit an application together with a copy of the exemption issued by the IRS that acknowledges us as a 501(c)3 organization. If approved, the permit will incur a yearly fee of \$215.00, but we will still realize over \$300.00 in reduced postage costs (see proposal worksheet). I will be asking the Board for a vote at the April meeting in regards to proceeding with this endeavor.

Harrisburg Pride Event

The Board has previously approved the purchasing of a booth at Harrisburg Pride once again this year. The Vendor Application form has been completed and will be turned over to Kevin Wagner at the April board meeting for submission with the payment. Bob Neese and myself will be co-chairing this event.

CPWC Concert Ad

The Central PA Womyn's Chorus will be providing the HGMC with a reciprocity ad in their spring concert program booklet, however their concerts are May 21 and May 22. I am looking for suggestions regarding the content of the advertisement we provide to them. Their ad deadline is May 9, 2016.

New Logo Selection

As approved by the Board, our request for a logo was posted via a specialized website for a fee of \$259.00. We received 177 submissions, from which the Board selected 10 candidates for chorus review. The choices were presented to all active chorus members and the Artistic Director for their comments and feedback. The Board has now selected the new logo, and the legal agreement of design transfer has been received.

The new logo will not be publicized until after our spring concert season is completed. I'll be asking for the Board to vote on a targeted launch date of June 1, 2016 for both Facebook and our website at the April board meeting.



HARRISBURG GAY MEN'S CHORUS

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Social Media Metrics

FACEBOOK

	Dec.'15	Jan.'16	Feb.'16	Mar.'16
Lifetime Total Likes	852	860	864	864
New Likes	15	18	9	8
Unlikes	4	8	4	7
Page Engagement	231	388	137	43
Reach of page posts	1869	4188	2561	161
Total Video Views	0	1079	155	23
Demographic of "Likes"				
Females - 18-24	6	5	1	1
Females - 25-34	27	29	4	4
Females - 35-44	49	51	31	30
Females - 45-54	63	63	51	49
Females - 55-64	70	71	60	62
Females - 65+...	38	38	73	74
Males - 13-17	2	2	39	39
Males - 18-24	28	26	2	1
Males - 25-34	116	117	27	25
Males - 35-44	124	124	117	117
Males - 45-54	176	178	122	121
Males - 55-64	110	111	182	184
Males - 65+...	35	37	112	112
				37
External Referrers				3
http://www.harrisburgmenschorus.org	0	2	3	1
https://www.google.com	4	1	2	2
unknown	9	8	-	1
http://www.glbtguide.com	-	-	3	1

WEBSITE

	Dec.'15	Jan.'16	Feb.'16	Mar.'16
Total Site Visitors	N/A	30	83	135
New Site Visitors	N/A	22	73	120
Pages Viewed	N/A	51	234	239
Avg. Time spent on Site (secs)	N/A	221	166.33	176.4
Referrers - by Name (Rolling 90 day avg)				
Facebook	19	21	15	27
Yahoo	16	15	21	15
Google	287	288	255	152
Others	211	213	172	84
Referrers - by Type (Rolling 90 day avg)				
Pinterest	0	0	0	0
Social Media	25	26	14	4
Search Engines	328	328	297	175
Others	184	183	151	99

Respectfully submitted by Doug Wentz, HGMC PR Committee Chair.

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Non-Profit Bulk Mailing Permit Worksheet

Note: Permit year encompasses January - December

2016 standard postage rates:

- postcard \$0.34
- business envelope \$0.47

2016 non-profit bulk postage rates (both postcards and business envelopes)

- Qualifying Zip Codes (169xx-179xx, 195xx, 196xx) \$0.13
- All others \$0.19

(The following volumes are based on the HGMC patron list, as of April 1, 2016)

Projected 2016 postage expense – standard rate:

• Chaps in Chaps	(420 postcards @ \$0.34)	\$142.80
• Voiced United		
▪ HGMC	(420 postcards @ \$0.34)	\$142.80
▪ CPWC	(645 postcards @ \$0.34)	\$219.30
• Annual Campaign	(420 letters @ \$0.47)	\$197.40
• Merry Kitsch-Mas	(420 postcards @ \$0.34)	\$142.80
Total projected 2016 postage expense		\$845.10

Estimated 2016 postage expense – non-profit bulk rate:

• Chaps in Chaps	(420 postcards @ \$0.13)	\$ 54.60
• Voiced United		
▪ HGMC	(420 postcards @ \$0.13)	\$ 54.60
▪ CPWC	(645 postcards @ \$0.13)	\$ 83.85
• Annual Campaign	(420 letters @ \$0.13)	\$ 54.60
• Merry Kitsch-Mas	(420 postcards @ \$0.13)	\$ 54.60
Total projected 2016 bulk postage expense		\$302.25

Estimated Gross savings \$542.85

Yearly cost of bulk permit \$215.00

ESTIMATED YEARLY NET SAVINGS \$327.85

Non-Profit 501(c) registration information must be supplied with the application to qualify us for Non-Profit status with Bulk Mailing