

Public Relations / Marketing Report

October 2017

October Fundraising Event

- Posters and postcards have been made available to chorus members for distribution.
- Postcard mailing for the event to be delivered to the Harrisburg BMEU on Monday Oct. 16, 2017
- A-frame posters have been printed and will be provided to 704 Lounge later this week for daily sidewalk display.
- Tabletop 8x10 advertisements will be also be provided to 704 Lounge this week for them to print and begin handing out to patrons.
- Facebook postings for the event will begin this week; feasibility of ad boost to be decided

Winter Concert promotion

Advertising campaign is in the beginning stages, with poster and postcard design scheduled for completion within the next two weeks.

A promotional video for our webpage, Facebook and Twitter pages is in the planning stages as well, with postings targeted for the week of Thanksgiving.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson