

Public Relations / Marketing Report

November 2017

Christmas Concert promotion

The advertising campaign for the Christmas concert is in progress, and the promotional video has been completed. The advertising schedule is as follows:

- Nov. 13**
 - Posters and postcard mailing received from printer
 - Posters distributed to members
- Nov. 15**
 - Playbill and donations envelope insert sent to printer
- Nov. 24**
 - Facebook post to promote Special Music concert at the UUCH
- Nov. 27**
 - Postcard drop to BMEU
- Nov. 28**
 - Facebook post of Joint Concert with BMC
- Nov. 30**
 - Promotional video posted to website and Facebook
 - Mass email to customers promoting all concert events
 - Include link to promotional video
 - Facebook post boost
- Dec. 6**
 - Facebook post for Lancaster and UUCH concerts
- Dec. 9**
 - Facebook post for UUCH Concert
- Dec. 13**
 - Facebook post for York and Enola concerts
- Dec. 16**
 - Facebook post for Enola concert
- Dec. 18**
 - Thank You Facebook post to concert patrons

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson