

# Public Relations / Marketing Report

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February 2018

## [Concert with the Gay Men's Chorus of Washington](#)

Bob Reisch and I have met and discussed the PR needs for this event. As the GMCW has not provided us with any marketing materials, we must develop our own. Since we're operating under limited time and budget constraints we have decided to forgo any printed marketing materials (posters and post cards) and instead leverage only social media and emails to promote this event.

Press releases will be sent to all media outlets, although historically we don't receive much coverage or support in that area.

We also plan on involving numerous external LGBT friendly resources, so that we may leverage their email and social media contacts to help in this promotion (the LGBT center, UUCH, Market Square Presbyterian, MCC of the Spirit and the Womyns Chorus, to name a few).

*Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson*