

Public Relations Report

June 2016

New Email Address for HGMC

The email address associated with our HGMC website domain was never activated, so I have created the email address of info@HarrisburgGayMensChorus.org.

The new email address is now being used for all promotional materials and social media outlets, replacing the previously used info@HarrisburgMensChorus.org email address. The old email address will continue to remain active, but will not be publicly promoted.

Using the new email address will enable us to maintain branding uniformity with our name and make our contact information easier to remember..

Promotional Brochures

The Board approved the updated promotional brochures (2016 Concert Guide, Recruitment) at the May 31, 2016 meeting. They have been finalized and submitted to the printer.

Voices United 11 Concert

The verbiage for the VU-11 poster and postcard was modified as per Paul Foltz on June 1, 2016, and the finalized version of both have been submitted to the printer. Posters will be available for distribution at rehearsal on June 27, 2016 and postcards are scheduled to be mailed on July 5th. The email blasts are scheduled for July 14th and July 21st.

Mailing List

We have added 37 new members to our mailing list since Feb. 1st, from the following sources:

Facebook (4) Website (12) Event/Concerts (17) LGBT Mixer (3) Recruitment (1)

Harrisburg Pride Event / York Equality Fest

The chorus has purchased a booth for the 2016 Harrisburg Pride Festival (Saturday July 30, 2016), and a booth was provided free of charge to the chorus for the York Equality Fest (Sunday August 7, 2016). Bob Nease and Doug Wentz have taken ownership of managing and staffing the booth for both Pride-related events, which will focus primarily on promoting the upcoming chorus events, mailing list registrations and member recruitment.

Logo Apparel Wear

As per unanimous agreement at the May 31, 2016 Board Meeting, the purchase of black T-shirt's with the new chorus logo were made available to all chorus members for individual purchase. Orders were submitted and the T-shirts have arrived and will be distributed to chorus members at rehearsal on Monday July 27th.

If possible, T-shirts are to be worn at public function events, such as staffing of the booths for Harrisburg Pride, singing of the National Anthem at the Senators ballgame and staffing of the booth at York Equality Fest.

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Choral Management Software Replacement

The purchase of the “**Choir Genius**” application from Groupanizer was approved at the May 31, 2016 Board meeting, and will replace the existing “**Musetta**” application. The new application was purchased on June 1, 2016, has been configured and modified to align with the current needs of the HGMC and is now available for member use.

All legal, miscellaneous and Board Meeting documents, music files and current member information stored on the previous application have been loaded into the new application, and PayPal has been connected enabling online payment of membership dues, fees or other member assessments. A User Guide has also been created that is available online to assist chorus members in using the available features of the new application.

The new “**Choir Genius**” application is already in use, and will be rolled out to all chorus members at the Annual Board Meeting, currently scheduled for August 15, 2016.

Respectfully submitted by Doug Wentz, HGMC PR Committee Chair.