

Harrisburg Men's Chorus

"Looking Forward – Silver Anniversary"

IT Report for November, 2010

As our 25th Anniversary approaches, a lot of progress has been made. In the last 2 weeks of November great strides have been made to utilize the technologies that the HMC has invested in. The following assets will help to move the organization forward in the coming year.

- The Main Web Portal: www.harrisburgmenschorus.org
- Our Choral Database site: www.musetta.org
- The Myspace social networking site:
- The Facebook social networking site:
- Our newly acquired PayPal account:
- The ability to integrate our current programs to utilize the above assets to their highest potential.

I have acquired the needed security information to access all of the assets except for the Myspace account which I am investigating at this time.

Progress Points:

1. Main Web Portal – have been making progress on cleaning up the website from old information to current. Have added ticket PayPal purchasing option for the first concert series at **Harrisburg Maennerchor** Facility, one for each performance. Updated events page to reflect same concert series. Updated Contact Page to reflect current board. Updated Home page with current sponsor information and current concert information. In the process of making a coherent message as to donating to the chorus on the Sponsorship/Charitable Giving page. Have included Paul's letter that went out with the giving campaign. The added media, ie. Photos pages will be reorganized to show all our assets in this area and to give a better organization to all of our performances. I am adding a video page for the Youtube assets that we have at our disposal. The only thing that concerns me is the photo release procedures that we have in place. In order for this process to be fully legal in it's intent we would have to maintain a copy of all of our performers past and present moving forward. This could be a task that could be daunting in nature and implementation. Although I fully understand the motivation for this, I am one to believe that if we are truly to be a supportive organization, how we can then have members who are still in the closet goes against this idea. It also prevents us from using any of our group shots of the chorus on our websites if even one person ops out of the process. This can be unfair to the rest of the chorus members who would like the media to be utilized. You can also take this further by posing the following questions as we move into the digital media age and the growth of the chorus in the future. "Should we expend valuable time and effort in editing all of

our media to exclude even one member and how is this process to be accomplished? Is blurring out a face enough to meet legal points, do we then have to leave out the name of this individual from everything that we print? Do we allow members to opt out of specific concerts to address the privacy issues that this process promotes? Should we go to the next Gala convention and tell all the media that may attend that you can't film the chorus because of one person? Where does this end? I think this is a very important issue that needs discussed. My proposal would be that we immediately get rid of this procedure as it goes against our current vision and mission statements as a whole and I nor anyone else should be responsible for issues that may arise as we move forward with growing the chorus's exposure in the future.

2. The choral database – great progress has been made by our secretary to push us to more fully utilize the Musetta web portal. He has also given me Administrator privileges in order to investigate the future potential of this huge asset.
3. The Myspace social networking site – I have yet to acquire access to this site but am making progress to do so.
4. The Facebook social networking site – I have gained access to this site and have been doing administrative house cleaning.
5. The Paypal Account – Steve has set up access for me so that I can more fully utilize and integrate this asset in all of our web presence.

The following are points that are currently being worked on:

1. Gathering all media assets to deploy in all of our web portals.
2. Making a coherent platform for giving and donations thru our web portals.
3. Organization of data assets for ease of access.
4. Developing security measures for digital access.
5. Future additional web presence such as twitter, youtube, etc.

As the chorus moves into our 25th anniversary year, the future looks bright! With keeping our limited financial assets in mind, our Web presence is a logical platform that can gain ground in many things such as free advertising, organizational viability, public promotion, community support and much, much more.

Faithfully submitted,

Chuck Atwell,

Director at large, IT