

2015–2016 Marketing and Public Relations Plan

Palo Alto-Mountain View Chapter, SPEBSQSA

JEFF HARRIS, 2015 VP MARKETING AND PUBLIC RELATIONS,
Palo Alto-Mountain View Chapter, SPEBSQSA



The Peninsulaires
Palo Alto-Mountain View Chapter • Barbershop Harmony Society

<http://www.barbershop-harmony.org>

December 5, 2014

Contents

I	General Marketing Plans	3
1	General Paid Performance Marketing Plan	4
1.1	General Timing	5
2	General Future Chorus Member Plan	7
2.1	Finding new future members	7
2.2	Local Colleges	8
2.3	Vocal Clinic	8
2.4	Prospecting past members	9
2.5	Holiday Chorus and Holiday Party	9
2.6	Present Chorus Member Communications	9
II	Specific Event Dates	10
3	2015 Singing Valentines	11
3.1	Promoting Future Events	12
3.2	Marketing Plan	12
3.3	Singing Un-Valentines	12
4	2015 Spring Show	14
4.1	Show Handbills	14
4.2	On-line orders	14
4.3	Show Programs	14
5	Something non-performance related in summer	16
5.1	Keep in touch Newsletter	16
5.2	Different Event	16
6	2015 Fall Cabaret	17

6.1	Show Handbills	18
6.2	On-line orders	18
6.3	Show Placemats	18
7	2015–2016 Planning	19
7.1	2016 Singing Valentines	19
7.2	2016 Spring Show	20
7.3	2016 Fall Cabaret	20
III	Other Media	22
8	Print Media	23
9	Web Properties	24
9.1	Current Status	24
9.2	Modernization	24
9.3	Email Services	25
9.4	Emailing List Services	25
9.5	Social Media	26
	Bibliographic References	27

List of Tables

1.1	General Event Deadlines	6
3.1	2015 Singing Valentine Dates	11
4.1	2015 Spring Show Dates	15
6.1	2015 Fall Cabaret	17
7.1	2016 Singing Valentines	19
7.2	2015 Master Performance Marketing Calendar	21

Preface

This document is the 2015–2016 Marketing and Public Relations Work Plan, as required by the Barbershop Harmony Society, submitted to the Board of Directors of the Palo Alto-Mountain View Chapter, SPEBSQSA at the planning meeting for the calendar year 2015 [5, p. 19]. This work plan covers marketing goals, techniques, deadlines, budgets, and metrics.

According to the Society’s Job Description, “Marketing is developing, delivering and packaging a message or product for sale.” The product that is to be marketed to the general public is The Peninsulaires Chorus. The Chorus produces two major events each year; the Spring show, and the Fall Ice Cream Social and Cabaret Shows. The Chorus also sells the service of Singing Valentines, on and around Valentine’s Day. The Chorus also appears at various community events throughout the year, including performances at Farmers Markets, San Jose Giants baseball games, and assisted living facilities. The paid performances are largely marketed to the general public through handbills mailed electronically and through the United States Post Office to our past patrons, who provided an address through purchasing a ticket or a Singing Valentine.

Public Relations is targeted at a specific audience to “communicate who you are, what you do, why you do it, and how you make a difference.” This should be focused towards The Chorus’ existing members, at future members, and towards other local chapters and the Far Western District. This area of public relations is an overlap with the Chapter VP Membership/Development. This is the product of fraternity and having fun while creating a product for others. The Society’s Job Description requires a Membership Promotion team between those Chapter VPs monthly.

As the Society recommends the commitment of a Chapter VP M & PR should be for two years, this is a two-year plan, as much as can be planned. This document should be used as a model for future plans. For maximum future portability, this document is created using the cross-platform \LaTeX document preparation system hosted at <https://sharelatex.com>, an on-line, collab-

orative \LaTeX editor, and source files are made available to any Society member who requests them. The source files are available under the belief that a rising tide raises all boats, and if the practices described help one other Society chapter, it will benefit all Society chapters.

The use of the word “flier” in this document is minimized. Although sometimes used to refer to a handbill, while “flyer” is often one who flies, there is no consistency between *Garner’s Modern American Usage*, the *Associated Press*, the *Economist*, *Webster’s Third Dictionary*, the *Oxford English Dictionary*, and the Philadelphia professional hockey team, so the word “handbill” has been used as often as possible.

Should a hard copy of this document is required, it has been designed to be printed two-sided and bound, whether in a three-hole punch binder or paper portfolio. The reader is asked to consider the economy before printing. The electronic version of this document will hyperlink references, citations, the table of contents, and web addresses.

Jeff Harris, Φ MA (NZ 1993)

2015 VP Marketing and Public Relations, Palo Alto-Mountain View Chapter,
SPEBSQSA

Union City, California

December 5, 2014

<http://jeffharris.us/>

Part I

General Marketing Plans

Chapter 1

General Paid Performance Marketing Plan

The General Paid Performance Marketing Plan has been developed with the philosophy that barbershop harmony is not a secret, but we have kept it hidden from potential patrons whom we have indirect or incidental contact. Examples of these are recipients of Singing Valentines, or guests of our patrons. These patrons and guests are given the equivalent of a drive-by barbershopping. The event occurs, then our art form disappears from them, possibly forever.

These secondary patrons should find it easier to find our chapter information. For example, we hand a Singing Valentines recipient a card that should have a single line on the back cover marketing ourselves. If it's good enough for Hallmark to promote themselves on the back of their cards, it's good enough for us to promote on ours. Show patrons should know the details of our next event. Ticket ordering and event information should always be available for our next public performance. Discounted show tickets should be available at the previous show.

The focus of the 2015 portion of the Marketing Plan is to market what we already have, to the people that we already have. Each person that we contact will be given the opportunity to learn more about The Peninsulaires and our music products. For each opportunity, publicity for the next event must be publicly available. We must have no blind time, or any period of time that a web property visitor or chapter visitor cannot learn about the next chorus event.

The focus of the 2016 portion of the Marketing Plan will be to expand our public advertising into areas outside mainstream print media. Through-

out 2015, all ideas will be considered, including but not limited to advertising inside VTA trams and buses, a large banner hung at our public performances, and a corporate sponsorship of a local event, little league or community basketball team, ideally incorporating a chorus or VLQ performance.

This plan does not minimize the import of the work of the general chorus membership in distribution and placement of handbills. Each chorus member will, on his own, find a distribution channel or location that cannot be planned ahead. That channel or location should be remembered by the member and reported to VP M & PR so that results can be duplicated if successful.

1.1 General Timing

At each of our events, Spring Show, Fall Cabaret, and Singing Valentines, show handbills and on-line ordering for the next event should be available. Every promotional handbill should have a corner inset promoting the next event. Every show program should have a promotion for the next event.

Some email and web marketing may have a promotional code that will work for 72 hours—seven days. Possible promotional ideas are buy one ticket get 10% off second ticket; purchase 4 tickets and get one free; purchase a season ticket—a spring show and fall show at the same time—and save \$5; purchase a cabaret ticket and get 5 free raffle tickets or 4 drink tickets. Promotions will be coordinated with each Show Chairman during the course of producing each show.

Before each event, there exists a countdown of marketing tasks to complete. See table 1.1 on page 6. By counting back from each event, a master marketing calendar can be created. On or before each deadline, information may be required from the Show Chairman or planning team. The information is required for maximum marketing potential. As tickets are printed by the Show Chairman's team, these dates are not the only deadlines for all show information, just the dates by which Marketing can achieve full preparation.

This countdown calendar also applies to the Vocal Clinic, Peninsulaires Men's Holiday Chorus, and any other events that require publicity throughout the year.

When dates are calculated, they may need to be adjusted due to holidays or outside advertising opportunity deadlines. These deadlines also provide an opportunity for planning any advertisements in show programs. The program size and ad sizes must be decided at about the same time that handbills are mailed to allow adequate advertisement selling opportunities.

Table 1.1: General Event Deadlines

Event	Target Timing	Information Required
On-line ordering	1 Week before previous event	<ul style="list-style-type: none"> · Date, venue, guest artist, ticket pricing · Guest artist promotional materials · Next event date, pricing
Show handbills	1 Week before previous event	<ul style="list-style-type: none"> · Date, venue, guest artist, ticket pricing · Guest artist promotional materials · Next event date, pricing
Email announcement	2 Weeks after previous event	<ul style="list-style-type: none"> · Show handbill · On-line ordering
Press Release	8 weeks before	<ul style="list-style-type: none"> · Show handbill
Community Calendar	6 weeks before	<ul style="list-style-type: none"> · Show handbill
Handbills mailed	6 weeks before	<ul style="list-style-type: none"> · Show handbill · On-line ordering
Show Program Ad Reservation	3 weeks before	<ul style="list-style-type: none"> · Ad size
Show Program Ad copy and program information	2 Weeks before	<ul style="list-style-type: none"> · Show Program Information · Ad copy
Next Event Online Ordering	1 Week Before	<ul style="list-style-type: none"> · Date, venue, guest artist, ticket pricing
Next Event handbills	1 Week Before	<ul style="list-style-type: none"> · Date, venue, guest artist, ticket pricing
Show Program Printing	1 Week Before	<ul style="list-style-type: none"> · Next Event handbill · Ad placement payments

Working backwards from each event, future deadlines can be calculated, and a yearly calendar published. This calendar, with current marketing dates, is Table 7.2 on page 21. This calendar will be amended as other promotional dates and events are announced.

Chapter 2

General Future Chorus Member Plan

Marketing to past, present, and future chorus members greatly overlaps the realm of the Chapter VP Membership/Development, although the time frame of events remains the same. Any postal mailing should be targeted for a mail date of six weeks before the event.

Over the course of 2015, I will attempt to plan two or three round table meetings with the Chapter Presidents, and VPs of Marketing/PR, Membership/Development, and their analogues among all Barbershop Harmony Society chapters and Sweet Adelines chapters in the Bay Area. By inviting all three, I am hoping that at least one member will be able to attend from each chapter. The round table will be an open discussion with the intent that a rising tide raises all boats, trading marketing ideas that have been tried and work, and those that don't.

2.1 Finding new future members

Show programs should have a smart phone scannable QR Code that when scanned, will open a sign-up form for our various email lists or a request for more information. QR Codes and brochures will also be displayed at other public performances, either behind the audience, or to the side of the chorus, not directly in front of the performance.

A QR Code is a two-dimensional barcode, through which information can be stored, most commonly as a web address or contact information. QR Codes are more commonly used among the younger portion of the population, and the technological savvy. The maximum amount of alpha-numeric data that

can be stored in a QR Code is almost 4,300 characters [1], which can also be used to transfer chorus information, upcoming events, and more.

2.2 Local Colleges

Targeting the vocal classes at local colleges before Spring Break and graduations may create an opportunity for College Night guest nights. While 71% of students at San Jose State are local[2], only 37% of Stanford students are from California[7]. The other campuses are community colleges, with local students. This is an opportunity to obtain those fresh faces who look at the future like a deer in headlights.

2.3 Vocal Clinic

In the past, the Peninsulaires Chorus has hosted a 6-week Learn to Sing class, offered free to the community. It is recommended that this class continue, as long as our instructors are able to guide the class. This can be marketed as “Learn to Sing,” “Learn to Sing—Better,” or anything else regarding choral singing for men.

The instructors will usually be able to identify clinic members whose vocal production make them candidates for membership, upon their request. These individuals may be invited for one or two “bonus weeks” of vocal clinic, focusing on the barbershop style. Other members may be given a coupon or promotional code for discounted tickets to our next performance as part of a graduation packet. This discount cannot be the only reward a clinic member receives.

Vocal Clinic is not usually marketed via postal mail, but I understand that it is possible to obtain from the Post Office, a list of addresses within a certain radius of a location. This process will be investigated for Vocal Clinic.

Handbills for Vocal Clinic should be available to chorus members at least six weeks before the start date so the chorus members may distribute them among friends, neighbors, bulletin boards at local coffeeshops, laundromats, karaoke bars, barbershops, grocery stores, and any other establishment with a community bulletin board. Vocal clinic will also be advertised on Craigslist and other websites.

2.4 Prospecting past members

In 2014, the Peninsulaires Chorus experienced two major changes. After an astounding 25 years, Artistic Director Steve Sammonds retired from directing the chorus, and chapter meeting changed nights. Perhaps the experience of a new director or a changed night may provide some incentive to rejoin the chorus, if they find out about the changes.

Inviting former members to a Peninsulaires Homecoming may be an idea. The chorus might revisit a handful of previous chorus repertoire in the weeks prior to Homecoming to sing with the former members. This will give the previous members the songs of “the good old days,” which can be shifted into “the good old present days” and possibly increase membership. They should also be specifically invited to contest send-off nights.

2.5 Holiday Chorus and Holiday Party

Anyone who was a guest, as well past members and vocal clinic participants over the past year should be invited to our Holiday Chorus and/or Holiday Party. Bring the past members back into the fold, as some circumstances may have changed, permitting them to rejoin the chorus.

2.6 Present Chorus Member Communications

Marketing deadlines within two to three weeks will be given to VP Program to be included in the members Weekly Program Report. The deadlines will be those required by the general chorus membership, such as ad deadlines or promotional deadlines.

After an event has closed, the marketing calendar for the next event will be given to VP Program for distribution in the members Weekly Program Report.

Far Western District 2015 Fall Convention and Contest will be held in Mesa, Arizona. It is expected that the chapter will qualify for Fall Convention. A frequent reminder to the chorus members to make plans well ahead of time is essential to make sure our musical product will be fully enabled in Mesa.

Part II

Specific Event Dates

Chapter 3

2015 Singing Valentines

2015 Singing Valentines marketing needs to begin on or before 2014 Fall Cabaret date. On the marketing date, Valentines handbills need to be available, and our on-line order form needs to be prepared and available for use.

Valentines handbills should be produced with an inset advertising our spring show. This inset needs to have venue, date, guest artist, and ticket pricing. As of the date of this Plan, initial handbills have already been printed and were disbursed at the Fall Cabaret shows. This handbill will be revised to update promotional photos and include an advertisement for the Spring Show as soon as such information is provided.

Valentines handbills with a tear-off tab will be printed such that the reverse side of the tear-off will have a line of text advertising our Spring show.

Table 3.1: 2015 Singing Valentine Dates

Event	Target Date
On-line ordering	November 8, 2014
Handbills Printed	November 8, 2014
Email Announcement	December 1, 2014
Press Release	December 1, 2014
Handbills Mailed	December 30, 2015
Email Push	January 15, 2015
Valentine's Day	February 14, 2015

3.1 Promoting Future Events

Singing Valentines are currently marketed as an event. Singing Valentines should be the beginning of a relationship with customers. It is not promoted as a barbershop event, but as a quartet singing to loved ones. The Valentines songs are not “barbershoppy” as one hears on traditional media, or caricatured as on *The Tonight Show Starring Jimmy Fallon*, but give an opportunity for someone to enjoy the music without a barbershop label or perceived stigma. Unless the quartet shows up in boaters, arm garters and striped vests, that is.

Singing Valentines are delivered with a personalized card. The back cover of the card should be used to promote future events. “See The Peninsulares in concert on _____ at _____ pm with special guests _____. Order at _____.” would be a sufficient promotional line, possibly also adding venue and ticket pricing if available at press time. Also, the inclusion of a QR Code for the Peninsulaires web site or email list sign up is suggested. The QR Code will create a bridge to the smart phone generation, building awareness and hopefully interest in the young adults in our communities.

3.2 Marketing Plan

Singing Valentines handbills were available for distribution at the Fall Cabaret show. Two Singing Valentines were awarded as raffle prizes. Although individual tickets for raffle prizes were not counted, the raffle team reported that approximately 30 tickets were in the box for the evening show.

On-line ordering for Singing Valentines was available November 15, 2014, and a teaser for Singing Valentines was published the same day. An announcement of Singing Valentines was published on our Facebook page after Thanksgiving.

Advertisements should be mailed during the last week of December 2014, and email marketing to our past customers should begin the first week of January 2015, with Board approval of any 72 hour-one week promotions. Chorus members are the main marketers of Singing Valentines through word-of-mouth and direct marketing.

3.3 Singing Un-Valentines

If we have ample quartet members and alternates, we can market Singing Anniversaries, Singing Birthdays, and other Singing Un-Valentines. This is an opportunity for a consistent and persistent advertisement in local and commu-

nity newspapers's Entertainment Section. This ad space would also be used to promote chapter shows.

Chapter 4

2015 Spring Show

The Peninsulaires spring show has been set for April 25, 2015. To allow proper mailing time, show handbills need to be mailed no later than March 14, 2015. Potential marketing events are the Harmony Sweepstakes, Sweet Adelines Region 11 contest, and other local chapter shows.

Handbills for the 2015 Fall Cabaret, and an order form should be available at the Spring Show. Perhaps a promotional bonus could be given to patrons who purchase tickets well ahead of time.

4.1 Show Handbills

Show handbills need to be ready to distribute no later than Valentine's Day, 2015. For publication, venue, show date, guest artist promotional materials and ticket prices must be delivered one week before Valentine's Day so the handbills can be updated and printed.

4.2 On-line orders

Online ordering needs to be available before the first Singing Valentine is delivered. The QR Code for ordering or mail list signup will need to be generated as per the Singing Valentines chairman's deadline.

4.3 Show Programs

If show programs are to be designed by VP M & PR, the Show Chair must provide the show program content no later than two weeks before the show

Table 4.1: 2015 Spring Show Dates

Event	Target Date
Headline quartet photos and copy due	January 29, 2015
Handbills Created	February 7, 2015
On-line Ordering Available	February 14, 2015
Handbills Mailed	March 14, 2015
Harmony Sweepstakes	
– Marin, CA	Approx. March 18, 2015
Sweet Adelines Region 11 Contest	
– Bakersfield, CA	March 27–28, 2015
Spring Convention	March 20–21, 2015
San Mateo County Chapter Show	April 11, 2015
Bay Area Chapter Shows	April 18, 2015
Show Date	April 25, 2015

if ads will be sold in the program, or three weeks before if no advertisements will be sold. An estimate of number of pages for show agenda, greetings, special letters, etc. should be provided two weeks before the deadline.

Program booklet size and advertisement sizes should be decided no later than six weeks before the event for layout planning.

Chapter 5

Something non-performance related in summer

5.1 Keep in touch Newsletter

The current state of contact with our patrons is a handbill before each show, and prior to Valentines. We should send a keep-in-touch newsletter to our patrons each summer. The newsletter will have upcoming public performance dates, paid performance dates, and human-interest stories. A fourth contact to our patrons will keep the Peninsulaires in their minds during our “off-time.”

5.2 Different Event

An option to consider for Summer 2016 is a non-performance targeted event. This event will have a chorus performance, but not as the reason for the event. Possible ideas include, but are not limited to, bowling or (mini-)golf tournaments, a charity auction, or even hiring the chorus as servers at a charity spaghetti or crab feed, with a performance and a cut of the gate.

Should we decide on an event, it should be designed such that a large percentage of net profit to Harmony Foundation International. Local schools can receive a portion of net profit if they contribute sweat-equity to the event.

Chapter 6

2015 Fall Cabaret

As of the date of this Work Plan, Fall Cabaret date has not yet been set. This table assumes a show on November 14, 2015. To allow proper mailing time, show handbills need to be mailed no later than September 26, 2015. Potential marketing events are the Sweet Adelines International Convention in Las Vegas, Far Western District Fall Convention, and other local chapter shows.

Handbills for the 2016 Singing Valentines, and an order form should be available at the Spring Show. Perhaps a free second rose could be given to patrons who purchase a Singing Valentine well ahead of time. Handbills for the 2016 Spring Show should also be available, as well as an order form. This could feature a Season Ticket, one ticket for the Spring Show and Fall Cabaret at a discount.

Table 6.1: 2015 Fall Cabaret

Event	Target Date
Headline quartet photos and copy due	April 11, 2015
Handbills Created	April 18, 2015
On-line Ordering Available	April 25, 2015
Handbills Mailed	September 26, 2015
Bay Area Chapter Shows	September 12, 2015
Handbills Mailed	September 26, 2015
Sweet Adelines International Convention	October 6–10, 2015
· Las Vegas, NV	
Fall Convention	October 16–17, 2015
· Mesa, AZ	
Show Date	November 14, 2015

6.1 Show Handbills

Handbills are our most common form of advertising, and should be available at the previous event. The handbills should also have a QR Code for on-line ordering.

Handbill templates are available from the Society [4] and will be used until at least such time as the Peninsulaires chorus has recruited a full-time graphic designer who can do better than the professional guys at the Society.

6.2 On-line orders

Online ordering needs to be available before the Spring Show. The QR Code for ordering or mail list signup will need to be generated as per the program copy deadline.

6.3 Show Placemats

The Cabaret Show has been economical in that each patron's dinner placemat doubles as the show bulletin. This format limits ad space.

The 2015 Cabaret should have QR Codes that connect to mailing list signups, general chorus information, guest artist information, or an information page for each show number.

A goal of the 2016 Cabaret is to create an on-line only show program. As space is unlimited, this show program has ample real estate for advertising. This show program may be available as a PDF download or as a hidden website, linked from a QR Code on the show Placemats.

Chapter 7

2015–2016 Planning

Until dates are set for the 2016 Spring Show and Fall Cabaret, date specific deadlines are an impossible task. The mosquito in our lotion is that lower priced facilities and schools are unable to plan two years ahead of time. The general timing table 1.1 on page 6 will still hold valid, and specific dates will be announced when performance dates are defined.

7.1 2016 Singing Valentines

Valentine's Day 2016 is Sunday, February 14. It is suggested that Singing Valentines be delivered Friday through Sunday, February 12–14. For Singing Valentines performers, it would be beneficial if a fifth party were to accompany each quartet. The fifth party would be responsible for driving each quartet, and Could capture video of each performance. This video recording would be used for future marketing, and is an opportunity for an upsell. The Society has created handbills that offer an upsell of \$25.00 for a video, to be delivered on DVD or digitally[6].

Advertising handbills should be ready for distribution at the 2015 Fall Cabaret Shows.

Table 7.1: 2016 Singing Valentines

Event	Target Date
Handbills Created	November 7, 2015
On-line Ordering Available	November 14, 2015
Handbills Mailed	December 14, 2015
Valentines	February 12–14, 2016

7.2 2016 Spring Show

Show venue, date, and ticket prices should be available so it can be announced on our 2016 Singing Valentines handbill, which should be ready for distribution at the 2015 Fall Cabaret Show.

7.3 2016 Fall Cabaret

Show venue, date, and ticket prices should be available so it can be announced on our 2016 Spring Show handbill, which should be ready for distribution with the delivery of 2016 Singing Valentines

Table 7.2: 2015 Master Performance Marketing Calendar

Performance	Event	Target Date
2015 Singing Valentines	On-line ordering	November 8, 2014
2015 Singing Valentines	Handbills Printed	November 8, 2014
2015 Singing Valentines	Email Announcement	December 1, 2014
2015 Singing Valentines	Press Release	December 1, 2014
2015 Singing Valentines	Handbills Mailed	December 30, 2015
2015 Singing Valentines	Email Push	January 15, 2015
2015 Spring Show	Guest Artist marketing materials due	January 29, 2015
2015 Spring Show	Handbills Created	February 7, 2015
2015 Spring Show	On-line Ordering Available	February 13, 2015
2015 Singing Valentines	Valentine's Day	February 14, 2015
2015 Spring Show	Email Announcement	February 21, 2015
2015 Spring Show	Press Release	February 24, 2015
2015 Spring Show	Handbills Mailed	March 14, 2015
2015 Spring Show	Harmony Sweepstakes, Marin, CA	Abt. March 18, 2015
2015 Spring Show	Spring Convention	March 20–21, 2015
2015 Spring Show	Sweet Adelines Region 11 Contest, Bakersfield, CA	March 27–28, 2015
2015 Spring Show	San Mateo County Chapter Show	April 11, 2015
2015 Cabaret Shows	Guest Artist marketing materials due	April 11, 2015
2015 Spring Show	Bay Area Chapter Shows	April 18, 2015
2015 Cabaret Shows	Handbills Created	April 18, 2015
2015 Cabaret Shows	On-line Ordering Available	April 24, 2015
2015 Spring Show	Show Date	April 25, 2015
2015 Cabaret Shows	Email Announcement	May 2, 2015
2015 Cabaret Shows	Bay Area Chapter Shows	September 12, 2015
2015 Cabaret Shows	Press Release	September 12, 2015
2015 Cabaret Shows	Handbills Mailed	September 26, 2015
2015 Cabaret Shows	Sweet Adelines International Convention, Las Vegas, NV	October 6–10, 2015
2015 Cabaret Shows	Fall Convention, Mesa, AZ	October 16–17, 2015
2016 Singing Valentines	Handbills Printed	November 8, 2015
2016 Singing Valentines	On-line ordering	November 13, 2015
2015 Cabaret Shows	Show Date	November 14, 2015
2016 Singing Valentines	Email Announcement	December 1, 2015
2016 Singing Valentines	Press Release	December 1, 2015
2016 Singing Valentines	Handbills Mailed	December 30, 2015
2016 Singing Valentines	Email Push	January 15, 2015
2016 Spring Show	Guest Artist marketing materials due	January 29, 2016
2016 Cabaret Shows	Date and venue due	February 7, 2016
2016 Spring Show	Handbills Printed	February 7, 2016
2016 Spring Show	On-line Ordering Available	February 13, 2016
2016 Singing Valentines	Valentine's Day	February 14, 2016

Part III

Other Media

Chapter 8

Print Media

Throughout 2015, the print media plan will be to advertise our shows on our handbills and opportunistic advertising in show programs. Harmony Sweepstakes, Sweet Adelines chapters, and Society chapters in our immediate area will be targeted for advertising, as well as district and international conventions.

Community newspapers should receive a news release of any upcoming events, as well as a mention in the community calendar.

News releases should be distributed for announcing shows, vocal clinic, guest nights, and business announcements [3].

Chapter 9

Web Properties

9.1 Current Status

Although the official web URL of the chapter is barbershop-harmony.org, the chorus, or its members, own thepeninsulaires.com, thepeninsulaires.net, thepeninsulaires.org, and freevoicelessons.net. These domain names are registered to personal emails, with a single point of failure. If one email address is forgotten or hacked, the future of the domain name is in jeopardy. Additionally, these domain names may be subject to non-renewal failures by former members.

Our domain hosting is currently donated through a chorus alumnus. While this provides a small economic advantage to the chorus, it provides a single point of failure. Should that former member go incommunicado, the website can fall into disarray, the server could be liable to failed security updates, and the web content software may be fail to be updated. And honestly, the version of the Content Management Software that is producing the forward-facing website is crap.

9.2 Modernization

By the end of 2015, all domains should be transferred to an official chorus email address, and paid directly by the chapter Treasurer. Using an official chorus email will allow for future members to maintain or modify domain information. In the event authentication information is lost, the domain registrar will send replacement authentication information to the registered email address.

During this term, I would like the chorus to purchase a Virtual Private Server, registered through an official chorus email. Using an official chorus email address will allow for future members to maintain or modify server information through the lost password mechanism.

With the purchase of the VPS, websites can be consolidated under one digital roof, upgraded to modern Content Management Software packages, and content transferred and updated. With these web properties in one location, consistency of visual style can be maintained. This server can maintain all chapter websites under one virtual roof, for a yearly cost of less than \$50.

9.3 Email Services

Using email addresses that match the chapter website will make our chapter more professional. It is recommended that the chapter obtain and use job-specific @barbershop-harmony.org email addresses. These email addresses would be given a generic name that would be delivered to a specific person. Examples would be president@, booking@, or secretary@. Email addresses are available either with web hosting plans or through outside sources, and are available as a forwarding email or an individual email account. Some annual fees may apply for certain service levels with certain providers.

Using chapter email addresses allows authorized members to sign-up for chapter related accounts, email lists, media contacts, district communications, and other persistent uses, including but not limited to PayPal and domain registrations.

Many email services also include shared documents, shared calendars, and other services. A board member may type his report as a shared document, and when finished, share with the rest of the board. By combining different members' calendars, a chapter master planning calendar can be created and published.

To register an email service, an email address outside of the chorus' domains will be required. This email address can be the Board mailing list to avoid a single point of failure.

9.4 Emailing List Services

The Chapter currently maintains various email lists. During the 2015 year, they will be inventoried, and should be updated to reflect the ownership by an official chorus email address, and any fees should be paid directly by the

treasurer. Email list signup page links should be prominently displayed on all web properties.

9.5 Social Media

The Peninsula Chorus currently maintains only a Facebook social media page. All upcoming events and public performances are posted to the Facebook timeline, as well as weeklyish general announcements and other musically related posts. The Facebook address should be prominently displayed on all web properties and advertising materials.

Respectfully submitted,

Jeff Harris

2015 VP Marketing and Public Relations, Palo Alto-Mountain View Chapter,
SPEBSQSA

<http://jeffharris.us/>

Bibliographic References

- [1] DENSO WAVE INCORPORATED. *Information capacity and versions of QR Code*. URL: <http://www.qrcode.com/en/about/version.html>.
- [2] Office of Institutional Effectiveness & Analytics at San Jose State University. *Quick Facts - Spring 2014*. URL: <http://www.iea.sjsu.edu/Students/QuickFacts/20142QuickFacts.cfm>.
- [3] Barbershop Harmony Society. *News Release Basics*. URL: <http://barbershop.org/document-center/category/25-marketing-and-public-relations.html?download=750:news-release-basics>.
- [4] Barbershop Harmony Society. *Public Relations Materials*. URL: <http://barbershop.org/public-relations-get-the-word-out.html>.
- [5] Barbershop Harmony Society. *Society Operations Manual, February 2012*. URL: <http://barbershop.org/document-center/category/4-chapter-business-documents.html?download=23:society-operations-manual>.
- [6] Barbershop Harmony Society. *Valentine's Day Flyer w/no Tabs*. URL: http://barbershop.org/images/stories/Chapter_ValentinesFlyer_notabs_lg.jpg.
- [7] Stanford Office of University Communications. *Undergraduate Student Profile, 2014-15*. URL: <http://facts.stanford.edu/academics/undergraduate-profile>.