

Marketing and Public Relations Report

April 2015

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Spring Show Marketing

A Spring Show flyer has been mailed to our mailing list. The Spring Show has been announced and pushed on our Facebook page and the Bay Area A Cappella Music Community announcement list.. Flyers were distributed at Nor Cal Novice Contest, and at Convention. The Peninsulaires had an ad in the Convention program. Local chapters have been notified.

Full Page advertisers and sponsors will receive a golden VIP chip as show admission. This will allow the ushers or other helpers to guide them to the special seating.

Fall Cabaret Marketing

Cabaret flyers were originally scheduled to be available at our Spring Show. With the change of venue, Cabaret flyers will be created when all information is available.

Auditions for Admission Marketing

Once a date and venue are confirmed, marketing in and around the venue may begin.

Vocal Clinic Marketing

Jerry Wong is handling most Vocal Clinic Marketing. April 7 will see an email announcement to our mail lists beginning Vocal Clinic awareness. Also in the email will be an e-coupon offering Choir Directors a pair of free tickets to our show. I also envision a small packet of information for the Choir Directors with one or two Free-N-Easy arrangements and some information from the Society's web page for directors.

Web Properties Update

At this time, I am still waiting for authentication information to change the Domain Name System to update our mail service and hosting provider. The registrar lists Steve Sammonds as domain registrant for barbershop-harmony.org, but with outdated contact info. With outdated contact info, Sammonds is unable to perform a password reset for the domain. To regain control, Sammonds will need to fax a form and photo identification to the registrar, and our Chapter needs a notarized letter identifying Steve Sammonds as an authorized representative of the domain holder for a password reset.

Alternatively, we can wait until the domain expires, on June 25, 2017, and reaches the end of the redemption period, at which time the domain will be available for anyone to register, and hope that no one else in the world has entered a backorder for the domain, to obtain it as soon as computerly possible.

Respectfully submitted,

Jeff Harris

2015 VP Marketing and Public Relations

Palo Alto-Mountain View Chapter, SPEBSQSA

Silicon Valley's Barbershop ChorusSM