

## **Marketing and Public Relations Report**

**June 2015**

### **Harmony Foundation Tag Challenge [new]**

The Harmony Foundation Tag Challenge raised \$422.47 for Harmony Foundation International. Cash was converted to money order and sent with the collected checks to Harmony Foundation.

### **Open House Marketing [new]**

Flyers for Open House were created by Jerry Wong. Vocal Clinic members have received copies on heavy paper. Members have been distributed copies for their placement about town. Email announcements to `ba-choir` and `ba-acappella` with flyers are planned for release. Vocal Clinic guests received a flyer on heavy paper.

### **Vocal Clinic Marketing [continuing]**

Jerry Wong has handed most Vocal Clinic Marketing. Tear off flyers were created, and email announcements to `ba-choir` and `ba-acappella` with flyers were released. Flyers were distributed to members for their placement around town. Flyers were posted at DeAnza and Foothill Colleges.

### **Auditions for Admission Marketing [continuing]**

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

### **Fall Cabaret Marketing [continuing]**

Once a date and venue are confirmed, creation of handbills may begin. The mailer will include a mail in order form. Spellbound will be our Guest Artist. As the show theme is Prohibition/Speak Easy, the handbill will be given an Art Deco design.

### **Web Properties Update [continuing]**

The form required by the domain registrar to change registration information has been pre-populated and sent to Steve Sammonds for his signature and photo ID. A notarized letter from the Chapter authorizing Sammonds as an authorized signator for purposes of

domain registration has been prepared and is ready to be sent.

The domain names `peninsulapetes.com` and `acappella.ninja` have been reserved in the event they will be needed for chapter needs.

A site for testing the construction of the new chorus web site has been instantiated at `http://peninsulaire.barbershopchor.us`. Note that this site is currently testing back-end construction, not content nor design, and is subject to complete removal and re-installation until it is comfortable and self-explanatory to future admins. At this time, it is requested to not share this site with anyone.

Respectfully submitted,

Jeff Harris

2015 VP Marketing and Public Relations

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Silicon Valley's Barbershop Chorus<sup>SM</sup>