

Marketing and Public Relations Report

August¹ 2015

Fall Cabaret Marketing [continuing]

Cabaret date has been confirmed, but not yet the venue. The mailer will include a mail-in order form, and enticements for our patrons to come back to this year's show, emphasizing the new music, new director, new sound, new attitude, and new website. **Spellbound** will be our Guest Artist. As the show theme is Prohibition/Speak Easy, the handbill will be given an Art Deco design. Handbills should be in the mail at the end of September 2015. On-line ordering should be available by September 12, 2015 to coincide with a potential advertisement in the program at the Bay Area show, but no later than handbill mailing date.

Upcoming Dates

September 12, 2015	Bay Area Shows
September 18-20, 2015	FWD Youth Harmony Camp
October 3, 2015	San Mateo Chapter Show (The Fault Line A Cappella Chorus)
October 4, 2015	Walnut Creek Show
October 6-10, 2015	SAI International Convention, Las Vegas, NV
October 15-17, 2015	FWD Fall Convention, Mesa, AZ
November 1, 2015	International Choral Festival, San Mateo College
November 7, 2015	Harmony Fusion (SAI) Fall Show, Pleasanton, CA
November 14, 2015 ²	Palo Alto-Mountain View Cabaret Show

¹Corrected month from previous report.

²Corrected date from previous report.

Web Properties Update [continuing]

VPS [completed]

The Chapter Virtual Private Server (VPS) has been procured and configured. An annual charge of \$25 is due on or before July 15 each year. Other chapter domains including <http://www.freevoicelessons.net/> may now be moved to the new server.

New Site

Data is planned to be moved from the old server but has not yet begun. Data to be recovered includes the public web data, as well as Promo Artwork, Board Minutes from 2005-2009, past learning tracks, and myriad other resources saved in the site. A web-spider duplication of the existing site does not work due to the URL structure of the existing site.

Because of the URL structure of the existing site, once the site is moved, all existing links to www.barbershop-harmony.org will point to the front page of the new site. This may or may not affect our search rankings or new web views.

A site for testing the construction of the new chorus web site has been instantiated at <http://www3.barbershop-harmony.org> **[updated URI]**. Note that this site is primarily testing design at first, and may be wiped and reset at any time until correct. At this time, it is requested to not share this site with anyone, however feedback is invited as August draws to a close. The testing site is planned to be complete at the end of August so the new site can be active at about the same time that Cabaret Flyers will be in home. When the new site is active, thepeninsulares.org may be updated to reflect the new IP address.

This new site backend includes a contact-us page so we can remove the spam magnet email address of info@barbershop-harmony.org.

Respectfully submitted,

Jeff Harris

2015 VP Marketing and Public Relations

Palo Alto-Mountain View Chapter, SPEBSQSA

Silicon Valley's Barbershop ChorusSM