

# **Marketing and Public Relations Report**

**February 2016**

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

### ***New Site [continuing]***

The new site [<http://www3.barbershop-harmony.org>] is out for final proofreading and will be active sometime between the February Board Meeting and sometime Monday. This time will allow for any other changes deemed necessary on the site and for the Internet to update its directions to the new site. Jerry Wong, Andy Maurer, and David Menestrina did such a wonderful job with the KMVT15 interview in November that they have been awarded logins to add and change content. Additionally, Jerry Wong's login has administrative powers so he has the ability to add future users.

The source code for the existing [orders.barbershop-harmony.org](http://orders.barbershop-harmony.org) is available. I have installed it on the VPS, but have not yet gotten it to work correctly.

I noticed that Zoho, our domain email provider has webforms available that can integrate into both PayPal and into Zoho. I will look at this function to see if it is a viable solution for the Spring Show. The form app is available at the free level with 1 user, 3 forms, and 500 submissions per month. Forms can be upgraded to allow more submissions and more users for a per month fee.

### ***Domain Names [continuing]***

Domain name FreeVoiceLessons.net has been transferred into a Chapter registrar's account. There were issues regarding privacy protection which should not occur with the transferring of ThePeninsulaires.org, .net, .com in the future.

## **Valentines Marketing [continuing]**

Flyers were sent to the post office for mailing. Email announcements have begun, as well as announcement on the Facebook page. Ordering page and announcement page have been added to the existing website.

## **Spring Show Marketing [continuing]**

Flyers for the show were created for use at Cabaret without a headline quartet. Promotional information is still needed from Blood, Sweat & Years to update the flyer for the new show. Mailing is planned for the beginning of March, with email and Facebook announcements scheduled for the middle of March.

Respectfully submitted,  
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2016 VP Marketing and Public Relations  
Palo Alto-Mountain View Chapter, SPEBSQSA  
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