

Marketing and Public Relations Report

July 2016

Future Recruitment Proposals [new]

The following recruitment/awareness events are now in the process of pre-planning. Input is requested, as well as commitments from appropriate committees and VPs.

"Independence Day" Pancake Breakfast

While Independence Day is in the middle of International Convention, and Independence Day pancake breakfasts are usually for Veterans groups or other Law Enforcement/Safety Personnel, the date is flexible and at this time is a placeholder. The Peninsulaires serve a pancake breakfast. During breakfast, a quartet will appear and sing a song or two and lead the patrons in a tag as part of "Sing for your Breakfast." Another quartet would repeat 15-20 minutes later. Once pancake breakfast is finished serving, the Peninsulaires would perform a 45-minute concert set.

This setting would require no additional set design or scripting, just some good Barbershop Music and manpower. Possibly outreach to other community groups by letting them sell tickets and keeping a portion of the ticket price.

Church Choir Summer Substitute

Fill in for church choirs on break during Summer. Sing one song, and move to the next location. Morning through Noon. Some church choir members may want to come along with us, and some may want to stay with us. Once a circuit has been scheduled, choir members not on vacation would be invited to join us in learning the songs and other barbershop hits and join us on the circuit.

Audition Day

Have an Audition day before Vocal Clinic and after Open House. These naturally feed into the other events. This would be promoted as a cattle call audition, with singers who do not pass his audition a chance to join the vocal clinic and reaudition.

This audition would change the way we beg people to "come join us on Thursday evenings" and change the public's way of thinking to that we are exclusive. This would not change any actual practice of a new singer's visiting and asking for an audition, but it would change the marketing of the chorus.

2017 Spring Show [continuing]

Spring show date of April 22, 2017 has been announced with a theme of Songs of Stage and Screen. A flyer will be available at the Cabaret.

Marketing plans to invite Dick Van Dyke and a plus one to the Spring Show with VIP seating.

2016 Fall Cabaret [continuing]

Fall Cabaret Jukebox Saturday Night needs the pricing structure confirmed before any major marketing efforts may begin. We have confirmed November 19, 2016 as show date, and Nicks Hall at First United Methodist Church has been reserved for that date.

Marketing will be inviting aca-godfather Deke Sharon and a plus one to the Ice Cream Social. Marketing will be inviting Betty White and a plus one to the dinner show at a VIP table. The special guests will not be invited, expected, or encouraged to perform as a celebrity, unless the special guest requests otherwise.

Print Media [continuing]

An effort has begun to update print media contacts for community newspapers. This will allow for more Community Calendar advertising and more community outreach. Some newspapers have been collected but I would like to get a full assessment to not duplicate efforts.

Web Properties Update [continuing]

Barbershop-Harmony.org [continuing]

Registration of the Domain Name Barbershop-Harmony.org is set to expire 25 June 2017. The domain names ThePeninsulaires.net, ThePeninsulaires.org, and ThePeninsulaires.com are set to expire June 21, 2017. Once the chapter has accumulated more wealth, they will be renewed for multiple years. ThePeninsulaires domain names forward seamlessly to Barbershop-Harmony.org. With four domains pointing to the same location, it may be possible to create a separate flyer for each voice section for tracking show ticket sales, or other segment tracking.

All domains on this host are secured with Transport Layer Security (TLS) on both IPv4 and IPv6 addresses. The TLS Certificates expire every 3 months and should be completely automated to renew every two months. The certificate service has come out of beta, but is still changing and needs manual oversight for the time being.

The Contact Us page [<https://www.barbershop-harmony.org/contact>] is now operational.

FreeVoiceLessons.net [continuing]

<https://www.FreeVoiceLessons.net> is live and available to all netizens. I'm not sure what to do with the site between now and next February when next year's Vocal Clinic marketing will begin to show that the site is not abandoned.

Registration of the Domain Name is set to expire on 19 Feb 2017. Once the chapter has accumulated more wealth, it will be renewed for multiple years.

The web host for both sites has been renewed as of July 1, 2016 and will now expire July 14, 2017.

<https://www.Facebook.com/Peninsulaires/> [continuing]

The events for the show will be updated once show ticket pricing has been confirmed. Over the next week, Vocal

Clinic will be removed from the Facebook page.

Friends of the Peninsulaires Email List [continuing]

I will be switching our Friends of the Peninsulaires email list to a different service. This is completely separate from, and has no bearing on the Groupanizer email lists for the chorus and Board of Directors.

The other service provides more integrations, allows for multiple users in an account, groups and segments, and allows 2,000 subscribers and 12,000 emails per month at the free level. Our current email list has approximately 1,000 active email accounts.

Nothing has been done on this as I was waiting until after Vocal Clinic to begin the process of pruning invalid email addresses and transferring to the new service provider.

Peninsulaires Platinum Anniversary [continuing]

Friday, November 9, 2018, the Peninsula Chapter turns 70 years old. No events are currently planned this far in advance, but this date should be kept in mind for future events and tie-ins.

Expiration Dates [continuing]

| Service | Expiration | Approximate 1 year renewal cost |
|------------------------|------------|---------------------------------|
| web hosting | 2017-07-14 | \$25 |
| FreeVoiceLessons.net | 2017-02-19 | \$11 |
| Barbershop-Harmony.org | 2017-06-25 | \$11 |
| ThePeninsulaires.com | 2017-06-21 | \$11 |
| ThePeninsulaires.org | 2017-06-21 | \$11 |
| ThePeninsulaires.net | 2017-06-21 | \$11 |

Respectfully submitted,
Jeff Harris
2016 VP Marketing and Public Relations
Palo Alto-Mountain View Chapter, SPEBSQSA
Silicon Valley's Barbershop ChorusSM