

# **Marketing and Public Relations Report**

## **November 2016**

### **2017 Singing Valentines [continuing]**

2017 Valentines Day is Tuesday, February 14, the week before Presidents' Day weekend. Smoothbook.co is being explored to take bookings for Singing Valentines Quartets. It is ad supported and free, and can handle payments through PayPal.

### **Future Recruitment Proposals [continuing]**

#### **Audition Day**

Smoothbook.co is being explored to take bookings for Audition Day.

### **2017 Spring Show [continuing]**

A date and a venue have been confirmed and has been sent to the District for calendar approval. I will have flyers at Cabaret without the guest artist information.

### **2016 Fall Cabaret [continuing]**

Flyers and ordering have been created and are active. They have been linked from the Chapter Facebook page and the chapter web page. Email announcements have been generated and send. Bert L. has expressed his concern that the first Friends of the Peninsulaires email may have been marketed more towards Millennials than people of his generation.

#### **Ticket Ordering**

Simplified Computer/Techie stuff here:

One way of connecting a website to a PayPal account is by using an Application Programming Interface (API) with a private/public code. The public code is sent to PayPal with payment information, and it replies with the secret code and payment authorization information. The Peninsulaires Ticketing information uses the API method.

October 24, 4:54 PM, PayPal processed a payment for M. Cook. Within 5 hours after that payment, the ticketing solution started returning an error. After it was tracked to a PayPal error, I tried updating the PayPal API information.

PayPal, in their infinite wisdom, locked the API information behind a two-factor authentication gateway. In order to access the saved API information, PayPal sends a code to the telephone number already on file, which unlocks the information. Even with access to the PayPal account, I was unable to access the generated codes.

In order to process payments, I created a chapter account at Stripe.com for payment processing. The fees are the same as PayPal, and it simply gives the chapter another form of receiving funds. The Stripe integration with the tickets allows the user to complete their transaction on our site. PayPal integration sends the user to PayPal.com to complete the transaction. While there is no difference to the funding, the Stripe integration allows for a smoother user integration.

Stripe allows for Apple Pay and bitcoin payments, should they be desired in the future. Stripe and PayPal are not exclusive of each other, and should both be retained for maximum payment processing options. Through PayPal, we can swipe credit cards at the door using a smartphone and card reader.

## Print Media [continuing]

Print media contact is proposed to be outsourced to fullcalendar.com for a flat fee per event. They have existing relationships with 373 print media and handle calendar publicity for over 1000 organizations and businesses, including Bay Area Showcase Chorus and Stanford University Department of Music.

## Web Properties Update [continuing]

### ***Barbershop-Harmony.org [continuing]***

No new actions, other than the ticketing snafu.

### ***FreeVoiceLessons.net [continuing]***

No new actions.

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

Events and postings have been updated to reflect the Fall Cabaret. Ticket purchases are linked directly from the Facebook site.

### ***Friends of the Peninsulaires Email List [continuing]***

The Friends of the Peninsulaires email list has been moved from Vertical Response to MailChimp. MailChimp permits 2,000 subscribers and 12,000 emails per month at no charge. Our list has almost 1,200 subscribers, and fits in the free level. Acquisition data has not been moved from Vertical Response to MailChimp at this time.

## Peninsulaires Platinum Jubilee [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 the 2018 Fall Ice Cream Social and Cabaret and tie-ins.

The Diamond Jubilee will be Thursday, November 9, 2023, and the Centennial Jubilee is Monday, November 9, 2048.

## 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

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