

Marketing and Public Relations Report

January 2017

2017 Singing Valentines [new]

2017 Valentines Day is Tuesday, February 14, the week before Presidents' Day weekend. An ordering solution is in place and will be revisited to ensure that hasn't had any material changes since Cabaret Show. Email and facebook marketing begins the week of January 7.

Fullcalendar.com will be used to spread the marketing to print and other appropriate media in the bay area.

Valentines Flyers are ready for distribution and are or will be available on the group organizer site.

2017 Spring Show [continuing]

A date and a venue have been confirmed and has been sent to the District for calendar approval. The ticketing solution will be updated to solve many of the challenges from Cabaret. Email and Facebook marketing should begin around March 10. This asks the question if we should advertise in the Spring Far Western District Program.

Fullcalendar.com will be used to spread the marketing to print and other appropriate media in the bay area at about the same time.

2017 Vocal Clinic [continuing]

Flyers have been created. Jerry Wong has identified an appointment system that will be used for securing auditions.

Fullcalendar.com will be used to spread the marketing to print and other appropriate media in the bay area approximately April 1.

2017 Fall Cabaret [continuing]

No new actions. Fullcalendar.com will be used to spread the marketing to print and other appropriate media in the bay area on or about October 1.

Web Properties Update [continuing]

Barbershop-Harmony.org [continuing]

This will be checked in January to update the member directory, current board, and award winners. This year, we are going to use the domain name ThePeninsulaires.com as the primary web address in marketing ads to see if we get any feedback or noticeable effects. All the ThePeninsulaires domains (.org, .net, .com) are aliases of the barbershop-harmony.org name.

FreeVoiceLessons.net [continuing]

This domain expires in February and will be renewed. This should be updated for 2017 before approximately April 1 when external marketing begins.

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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Palo Alto-Mountain View Chapter, SPEBSQSA
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