

Marketing and Public Relations Report

February 2017

2017 Singing Valentines [continuing]

2017 Valentines Day is Tuesday, February 14, the week before Presidents' Day weekend. The first ordering solution has been deemed unsatisfactory and was replaced with Formstack. Email and Facebook marketing began the week of January 7. One more email notice will be released this weekend.

2017 Spring Show [continuing]

A date and a venue have been confirmed and has been sent to the District for calendar approval. 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.

Ric King and Dave Morley have been asked to find a ticketing solution that works well for them, instead of my finding a solution that works for marketing but not for the logistics of our available resources.

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]

All domains have been renewed for 2017 and have been consolidated into one domain registrar account.

Barbershop-Harmony.org [continuing]

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]

The site will be updated to begin registration in March.

Peninsulaires Platinum Jubilee [continuing]

Friday, November 9, 2018, the Peninsula Chapter turns 70 years old. A homecoming/reunion event and multi-media production will be attached to the 2018 Spring Show. A Reunion Chair will be found and appointed to coordinate between Marketing VP, Music VP and labor.

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	2018-02-19	\$11
Barbershop-Harmony.org	2018-06-25	\$11
ThePeninsulaires.com	2018-06-21	\$11
ThePeninsulaires.org	2018-06-21	\$11
ThePeninsulaires.net	2018-06-21	\$11

Team Members [new]

At this point, Jerry Wong is the only identified marketing team member for 2017. Ric King is identified for ticket sales. Past team members who were identified, but not utilized include Bob Howd, John Wooldridge, and David Menestrina. Helpers who have not been committed to the team include Briana Tabry (Mark), Amy Snell (Addison) and Dana Chase's daughter.

Respectfully submitted,
Jeff Harris
2017 VP Marketing and Public Relations
Palo Alto-Mountain View Chapter, SPEBSQSA
Silicon Valley's Barbershop ChorusSM