

Marketing and Public Relations Report

May 2017

2017 Vocal Clinic [continuing]

Website is updated and taking registrations.

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. A Venue and date are confirmed.

Last year, I suggested that FWD NorCal West Division quartets at the top of Spring contest be considered for Cabaret. I include it this year again as a reminder, even though last year's Cabaret early selected Guest Artist had to cancel due to illnesses.

2017 Riser Crowdfunding [new]

The crowdfunding platform has been linked from thePeninsulaires.com website, our Facebook page, and the new twitter account. Emails have been sent promoting it and the Vocal Clinic.

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. David Menestrina has agreed to be the Reunion Coordinator.

Dave K. has donated 2 hours of studio time for video recording of promotional materials for the Platinum Jubilee and other marketing needs. A script and cast need to be procured from available human resources.

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

Respectfully submitted,

Jeff Harris

2017 VP Marketing and Public Relations

Palo Alto-Mountain View Chapter, SPEBSQSA

Silicon Valley's Barbershop ChorusSM