

Marketing and Public Relations Report

August 2017

2017 Fall Cabaret [continuing]

Turbulence (Julie Baxter), Kristi Bispo, Laura Bode, Julie Starr (?); BASC) has agreed to be the headline quartet. This will allow for a “full package” performance of Lida Rose with the quartet. The theme is Americana. A venue and date are confirmed.

The Proposed Budget has been completed and sent to the Board. This year, the projected profit is a bit lower than previous years as 70 Cabaret Dinner Tickets have been promised to Riser Fund Donors. Last year ticket prices were \$18/\$28. Face value of Ice Cream Social tickets is proposed at \$25/\$35, with a \$5 discount just as 2017 Spring show was discounted.

Fullcalendar.com will be used to spread the marketing to print and other appropriate media in the bay area on or about October 1.

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.

2018 Valentines [new]

Wednesday, February 14, 2018 is fast approaching, and any pricing change consideration should be completed before October Board Meeting so promotional materials can be made available at 2017 Fall Cabaret.

Respectfully submitted,

Jeff Harris

2017 VP Marketing and Public Relations

Palo Alto-Mountain View Chapter, SPEBSQSA

Silicon Valley's Barbershop ChorusSM