Print Media Marketing Report

April 25, 2019

Beginning approximately three weeks prior to curtain time,

members of the chorus placed 50 lawn signs advertising the Spring Show. Special thanks to Chris Bush for setting a number of signs near the venue, as the show date approached. We asked all who placed signs to retrieve them after the show and turn them in, with the standards, so that we may use them again next year. The intent is to neatly alter the date. We need to investigate the method by this may be accomplished.

At the suggestion of Membership VP Jim Scollay, we are preparing a generic ad advertising the Pine Barons that could be used for organizations who solicit our support. Currently the plan is to place this ad in Cherry Hill East Music Boosters’ Spring Concert Program (deadline 4/30/19).

We have delayed work on a new logo pending the results of the survey currently asking the chorus about “identity” and how we would like to be known, since a logo should reflect that.

Finally, we are working with Richard Jones on a display table for the upcoming Divisional Convention.

Ann has arranged to meet with Joel Schwartz to pull photos for use in all our advertising endeavors. We also are interested in obtaining photos taken at the Spring Show.

Respectfully submitted,

Ann and George Neff