

**VP Marketing and Public Relations  
Report for the District Management Team  
April 2017**

2017 Objective	Tasks
Improve social media presence	<ul style="list-style-type: none"> <li>• Created job description and expectations for social media contributors, and distributed at Leadership Academy. Chris Tanaka-Mann has recently been a great help with this on Twitter. <b>Volunteers wanted.</b></li> </ul>
Liaise with other organizations	<ul style="list-style-type: none"> <li>• Still exploring membership / partnership with Choirs Ontario and Meetup.com. Chatting with VP Membership about opportunities. Other input welcome.</li> <li>• Advertised convention in events calendar of Tourism London, Snapd, London Free Press, and CTV London.</li> </ul>
Create marketing materials for use by the district and chapters	<ul style="list-style-type: none"> <li>• Coordinated photographer for Leadership Academy (Lee Sperry). Photos were used on social media and the district website</li> <li>• Scheduled and paid deposit on photographer and videographer for 2017 events (Ash Murrell Photography). This year we will have a photographer and videographer at both conventions, the Ontario Quartet Event, and the Harmony Explosion Camp. Three 2- to 7-minute promotional videos will be created: one for conventions, one for OQE, and one for HXC.</li> </ul>
Make improvements to the district website	<ul style="list-style-type: none"> <li>• Leadership Academy registration and information ran smoothly through the site. LA recap information added to the website</li> <li>• Spring Convention and OQE registration and information is currently up on the site.</li> <li>• MBHA registration is being facilitated through the district site as part of the Mixed Quartet Contest sign up process</li> <li>• All chorus and news information current on the website</li> <li>• District leadership positions and emails updated for 2017</li> <li>• SSL certificate added to the site</li> <li>• Styling and formatting improvements to buttons and the footer</li> <li>• Site usage statistics and data available on request</li> </ul> <p><b>Next steps:</b> Ensure quartet information is up-to-date on the site, improve the mobile menu</p> <p><b>Proposal:</b> I propose the district change our official URL from ontariodistrict.com to ontariosings.com. It better explains our mission and it would make us easier to find.</p>
Better market the district conventions to members	<ul style="list-style-type: none"> <li>• Sent email to District Yahoo list with information about the spring convention including information about the venue, headquarters, and the city in general.</li> <li>• Sent email to District Yahoo list reminding of program advertising deadline.</li> <li>• Restarted The Trillium as a monthly newsletter to members. Three issues released to date.</li> </ul> <p><b>Next steps:</b> Find a more permanent Trillium editor - <b>Volunteers wanted</b></p>



## The Trillium

The Trillium is currently seeking a more permanent editor. Please see me for the job description, pass the information along to any interested parties, and apply by sending an email to [marketing@ontariodistrict.com](mailto:marketing@ontariodistrict.com). If you have material or ideas to contribute or questions about the new format, please contact [trillium@ontariodistrict.com](mailto:trillium@ontariodistrict.com).

<b>Edition</b>	<b>Submission Deadline</b>	<b>Release Date</b>
April	April 17	April 24
May	May 22	May 29
June	Jun 19	Jun 26
July	Jul 24	Jul 31
August	Aug 21	Aug 28
September	Sept 18	Sept 25
October	Oct 23	Oct 30
November	Nov 20	Nov 27
December	Dec 18	Dec 27

Suggestions for improvement are always welcomed

Respectfully submitted,  
Michael Black  
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