

PR/Marketing Report

I would like to thank the PR/marketing team:

Sara Paupini for her excellent work creating events and posting on the Playhouse FB page.

Tom Heckert for administering the FB page

Bill Hickman for his multifaceted PR work – managing our events on the CapDist list serve and the myriad of press releases and pre-show articles that he shepherds into print.

Jennifer Van Iderstyne for her assistance is helping me with our email blasts.

Marcia Thomas and Cristine Loffredo for spearheading the publicity for our fundraising events.

Joel Katz who is an asset that we are so fortunate to have in his capacity as Web Master and “go to guy” for IT.

Up until March, we sent out email blasts and social media announcements for each show, plus the monthly Prompter and more targeted posting for project nights and auditions. Our website, civicplayers.org, is the place to go for up-to-date information on everything that happens – Readings, special events, main stage productions, audition info and the info for the annual meeting, including the proxy forms.

If any of you would like to be involved, please let me know. Our Instagram account still needs a moderator.

Respectfully submitted,

Mark Stephens

Chair PR/Marketing