

PR and Marketing Committee Report

Before the pandemic began, during the 2019-2020 season, we made strides to try and prepare to launch a capital campaign to start the process to build the mainstage theatre.

- We created a survey to get concrete feedback from patrons and collect emails to get a secure a direct line of communication
- joined the Arts Coalition thanks to Lynne and made plans to participate in a Utica summer Arts Festival (TBD due to the pandemic)
- did Op-Ed on the Observer-Dispatch to attract new board members,
- promoted "neighborliness" in neighborhood publication, Apple Butter News
- revisited our relationship with Tiny's, (now closed and pending new tenant or owner)
- Ally ran a ticket give-away on Facebook
- we signed a contract to advertise with WUTR in addition to our other advertising avenues
- we put up the Players Theatre signs to make our theatre a geographical place-name
- Carrie looked into potential collaborations with Handshake City, assisted with a Proctor High School Drama Club fundraiser

Since the pandemic, we've been working more on grassroots fundraising and advertising.

- We created the Virtual Open Mic the week that all organizations and businesses shut down
- Steve created Players Radio Theatre in the style of old-school radio plays
- Townsquare Media offered to play Players Radio Theatre plays on WIBX every Sunday between 9 and 10 a.m.
- We signed a contract with Townsquare Media to advertise our digital programming during the quarantine
- We're currently looking at ways to seek sponsorships and diversify our offerings while our building is closed
- We also need to consider the possibility of streaming performances or additions to our offerings on social media