

Marketing & Publicity Annual Report

Sept 2021

The Marketing & Publicity Committee is currently made up of Alex Delaney, Ann Skelhorne, Nedine Scott and Howard DeLong, with input and guidance from other members as needed.

We feel that a committee helps provide a continual sharing of needed information within the society between volunteers, thereby building a continuity of services for succession moving forward. This may include the proverbial “hit by a bus” scenario as well as an ongoing rotation of individual members. We have found this group work style also reduces the pressure of trying to fill the role and work load by any one individual. The Board has indicated a preference for a strong professional image and the committee acknowledges that it will continue to need to work in consultation with those who have the necessary professional skills when needed and that those skills are a valued commodity beyond the scope of volunteerism.

In this, our first year, attempts were made to unify a department that has had job outputs in various locations functioning autonomously with little synchronization, intercommunication or harmonized branding. The following is a list of what we have achieved so far and continue to work towards:

- Committee was formed
- Created an overview of the Marketing and Publicity landscape
- Created a shared digital workspace
- Created a resource for marketing templates/calendars/online accounts, etc.
- Distinguished between M&P for STS in general vs individual productions
- Created a list of duties for the marketing team to undertake
- Identified a need for a devoted Community Engagement team as a sub function of marketing our brand - volunteers needed
- Advocated for STS involvement with other community orgs/partners
- Supported productions
- Created a Discord Server to engage members in a new way (<https://discord.gg/6uPk7KdKrZ>)
- Plans for a TikTok channel
- Re-evaluate time lines and due dates
- Set future goals
 - Yearly planning vs long term
 - Our branding
 - In the community
 - Merchandise
 - Content Creation
- Integrate with website - look to redesign with branding
- Photography Database
- Address need for trained publicity volunteers for each production
- Facilitate communication between productions and the committee

As we move into a new year, we look forward to expanding our understanding of how this committee can help grow our society within the community. We will begin with a larger group planning/work session in the next month between all contributing members of our broad portfolio. If Marketing & Publicity is your “jam” please contact us to see if this is a good volunteering fit for you. You do not need to be on the board to sit on a committee.

Submitted by the members of the Marketing & Publicity Committee