# Marketing and PR

## Report: Spring 2018

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The function of the Marketing and PR is, I believe, two-fold:

1. To promote District–wide events to the membership, including, but not limited to Conventions and associated events, and
2. To assist chapters in promoting their events.

In other words, it's all about communication. The main methods of spreading the word are the Pionet, the Troubadour, and Mail Chimp, an e-mailer designed for mass mailings.

I have no direct connection to the Troubadour, and the Pionet is mainly for one-on-one direct communication. Mail Chimp, which is free as long as we stay under the limit set by the company, is more suitable for mass communication. The subscriber list is nearly 900, far higher than the Pionet.

Since the last convention, I have been using Mail Chimp to adverstise and promote the following:

Pre-Convention events

Convention highlights, such as classes, Tag Contests, and so on.

The District Outreach program (service Project)

Other events, such as Windsor Send-Off, DOC's Jug Night, and others