Marketing HMV

1. We have dates for Hearing Men’s Voices booked out in April of the year. Programming begins in September.
2. The programs typically run every 2-3 months on the schedule, depending on when holidays occur.
3. Publicity begins 2 months in advance with an announcement in the synagogue newsletter and is part of a mailing.
4. Posters are placed near the entrance and the sanctuary.
5. It is included in the weekly e-mail update of synagogue events for the 4 weeks preceding the event.
6. The rabbis or t he synagogue president announce it from the bimah for the 2 weeks before the event.
7. The week before the events there are 3 e-blasts.