



HARRINGTON OPERA HOUSE SOCIETY

Preserving Our Heritage

PO Box 618, Harrington, WA 99134 www.harringtonoperahouse.org

Promotion & Marketing Report for 2016

A major component of the marketing strategy continued to be on-line, including the Harrington Opera House website (<http://www.harringtonoperahouse.org/>) and Facebook page (<https://www.facebook.com/HarringtonOperaHouse/>) as well as posting on other sites. Most events were promoted via free on-line community calendars such as KPBX Public Radio, The Inlander, Huckleberry Press, area radio and TV stations, Whofish.org – a Washington State tourism and events portal, and a variety of on-line yard sale/classified add groups. The Lincoln County EDC assisted by sharing Harrington Opera House Society news and event announcements with their on-line, print media and radio ads.

Other marketing methods included paid advertising in the Lincoln Advertiser, area newspapers, and Davenport Theatrical production programs. “Harrington Opera House Happenings” general news releases were sent quarterly to the town newspapers in Lincoln County and photos of HOHS events were provided for Marge Womach’s Harrington news articles in the Odessa Record. Utilizing Brown Paper Tickets for some ticketed events also helped promote the HOH through their on-line listing of area events.

Two direct mailings, a newsletter in late January and announcement for the October 1 Gala Event, and several email updates promoting upcoming events, were utilized to market HOHS efforts and opportunities. Posters were created for most events and distributed throughout Lincoln County as well as Ritzville and occasionally Spokane.

An updated color brochure for the Harrington Opera House as well as reprints of a monochrome brochure highlighting the history of the Harrington Opera House and the Bank Block Building were available for all visitors.

The most effective method of telling our story and generating interest and attendance remains personal interactions by members and supporters with family, friends, co-workers, and others.

*Karen Robertson, Volunteer Advertising & Marketing Chair
Harrington Opera House Society*