

Marketing & Public Relations FWD LEADERSHIP ACADEMY

Instructor:

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VP Marketing - San Diego

DVP2 - FWD



Marketing, Promotion, Public Relations & Publicity

- If the circus is coming to town and you paint a sign saying, "Circus is coming to Fairgrounds Sunday," that's **Advertising**.
- If you put the sign on the back of an elephant and walk him through town, that's a **Promotion**.
- If the elephant walks through the Mayor's flower bed, that's **Publicity**.
- If you can get the Mayor to laugh about it, that's **Public Relations**.
- If you planned the whole thing, that's **Marketing!** --
Author Unknown



Fundamental Reason for Existence

Marketing & PR exists to bring a message to three kinds of people:

- People you know
- People you don't know
- People who know people

Which group is biggest?



Recommended Activities:

- Encouraged to form a committee to assist them in carrying out their responsibilities
- Create promotional materials
- Work with outside vendors such as graphic designers, printers and photographers
- Make sure all communications reflect the standards and mission of the chapter and society
- Prepare and distribute all communications/ promotional materials:
 - News releases
 - Chapter/District bulletin stories as needed
 - Flyers
 - Posters



Recommended Activities:

- Attend Leadership Academy and, when possible, other training seminars
- Develop a public relations/marketing plan
- Build relationships between chapter and:
 - Media
 - Local community, civic organizations
 - Other society chapters



Building a Marketing Team

A top priority for you



Building Your Marketing Team

Assemble talent to compliment your skills

- Consider the skills set we surveyed
- Who in your chorus has those skills?
- Are there some outside the chorus that you can bring in?
- Make a list now of needs and possible team members



As General George Patton said...

“Tell them what to do; not how to do it, and they will surprise you with their ingenuity.”



Chapter Survey for Ideas:

- Invite a college or HS Chorus/choir to sing on our show:
If dad sings, get in free
- Approach clubs like Rotary, Optimist, Toast-Masters, Kiwanis, Jr Chamber of Commerce . . .
- Colleges
- Have Quartets Sing at Community Events
- "Before Glow"
- Busk in Balboa Park
- Perform once per month.
- Sing out at churches (possibly when their choir is on break)
- Carol in the Gaslamp District
- Old-fashioned community Picnic with Barbershop
- Tag Singing Booth
- Read Nov/Dec Harmonizer: "A Meeting of Two Missions" article
- Approach Former Barbershoppers
- Padres Game



Chapter Survey for Ideas:

- Homeschool Community
- Company Choirs
- Booth at Del Mar Fair
- Padres Game
- Networking groups -
- Tag Singing on Facebook
- Flyer Lady - subcontract handing out flyers
- Approach Church Choirs
- Senior Homes
- Fourth of July Event
- Military
- Approach different cultural communities (black, Hispanic)
- Sing at Navy San Diego Hospital
- Del Cerro Baptist Church
- Sing at Del Mar Fair
- Karaoke



The Barbershop Product

Key components include:

- A good music program
- Chapter's chorus and quartets must sing well
- Good performance package
- Chapter's performing groups must do a good job of entertaining their audiences
- Good administrative team leading the chapter
- Planning that establishes realistic goals for the chapter and the officers must follow through to lead the membership toward those goals via mission statement



Tools of the Trade

COMMUNICATIONS - Developing a public presence

- WEBSITE - Outreach to the community and essential communications tool for the chorus.
- Facebook page - [Facebook](#) is a virtual afterglow for the chorus, your fans, family and friends. Post informal photos and invitations to events.
- EMAIL ADDRESS
- VOICE MAIL - Set this up for Singing Valentines, show tickets, and whenever demand would make this a good idea.



Tools of the Trade

What should be on your computer

- MS Office: Word processing, spreadsheets, PowerPoint
- Adobe Creative Suite: InDesign for page layout, PhotoShop for digital photo creation and processing, Illustrator for vector art, and Acrobat for creating PDFs.
- iTunes or other music library software for creating and duplicating learning tracks
- Helpful apps: Music Converter Pro, Pitch Pipe
- File sharing, backup Cloud-based apps Dropbox, Google Drive, iCloud



TechSoup.org

TechSoup is a 501(c)(3) nonprofit with a clear focus: connecting your nonprofit, charity, or public library with technology products, plus the free learning resources you need to make informed decisions about technology.

Your donation request number: 854452

Requested on: 12/6/2012 Requested by: Craig Hughes

SOCIETY FOR PRESERVATION & ENCOURTMENT OF BARBERSHOP QUARTET SINGING AMERICA

PRODUCTS REQUESTED:

Title: Publisher 2010 (Includes Software Assurance)

Quantity: 1

Item Price: \$8.00

(\$96.88 on Amazon)

- **Flash® Professional CS6**
- **Fireworks® CS6**
- **Acrobat® X Pro**
- **Bridge CS6**
- **Media Encoder CS6**

Title: Creative Suite 6 Design and Web Premium Win ESD

- **Photoshop CS6 Extended**
- **Illustrator CS6**
- **InDesign CS6**
- **Dreamweaver CS6**

Quantity: 1

Item Price: \$150.00 *(\$999.99 on Amazon)*

Sales tax: \$0.00

Shipping: \$0.00 (Ground)

Total: \$158.00

(\$1,096.87 plus tax on Amazon)



Social media overview

- [The Power of Social Media](#)
- [Top social media websites](#)



Social media tools

- Google+, Gmail, Drive, Forms, Calendar, Maps
- Dropbox: File backup and sharing
- Facebook: Social bonding and outreach
- YouTube: Video content deposits and withdrawals
- Mailchimp: Free email blasts, ad
- Lynda.com: How to instruction
- eHow.com: How to do stuff



Chapter websites

- **Public facing**
 - Contact us... find us... hire us... learn more
 - General image and recruiting
 - Publicity and ticket orders
- **Internal facing**
 - Internal communication, administration, chapter management functions



Five things a public-facing web site must have

1. Faces!

- ◆ What's a good picture?
 - ◆ Action (candid) vs. staged/posed

2. Value proposition: Why you should see us, hear us, sing with us

3. Come see us

4. Contact info

5. Map to meeting: create own or use MapQuest or others



What else do want a website to do?

- Discussion
- Some sample websites and response
 - [Barbershop Harmony Society](#)
 - [Far Western District](#)
 - Diamond Plateau [chapter](#) website
 - Commercially-made (Groupanizer) [website](#)



Internal Communications

- Direct email
 - Maintain everyone in simple list - manage updates using Members Only
 - Best for small numbers
 - Email management applications
- Yahoo groups, etc.
 - Free... easy... members maintain themselves
- Weekly poop sheet
 - Constant reinforcement of basics, schedule, changes
 - Chorus calendar (Google Calendar)
 - Links to website
 - Allows for notifications



Membership and Marketing

They must coexist



Developing Your Marketing Message

Crafting your chapter's Marketing Message requires the ability to understand things from your member's and prospective member's perspective. Instead of trying to develop your Marketing Message by asking; "What's great about our Chapter or our Society," ask yourself questions like:

- "What does this person care about?"
- "What are his expectations, concerns or interests?"
- "Why should this member or prospective member invest three or more hours a week to membership and participation in our chapter?"



How Membership can help Marketing

- Every member is an ambassador of your chapter
- Give them the tools to help promote your chapter
 - Show posters
 - Active Business Cards
 - Logowear or pins (I Sing)
 - Elevator story (I use mine on the golf course)



Expand your public

- Partner with other arts groups
- Join your local arts council
- Help with charitable events

THE SOUTHERN GATEWAY CHORUS PRESENTS:
Voices Only...No Strings Attached
An All A Cappella Music Festival, Featuring:



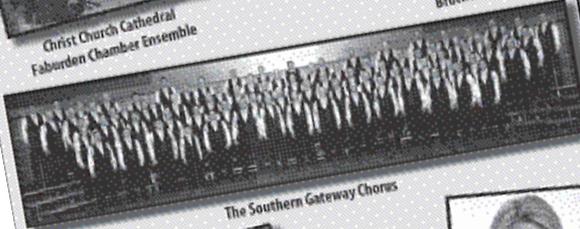
Christ Church Cathedral
Faberden Chamber Ensemble



NKU Vocal Jazz Ensemble



Northern Kentucky
Brotherhood Singers



The Southern Gateway Chorus

With Special Guest:
Team Cincinnati
Winner of NBC's
"Dunk of the Chorus"

And Encore
Sheree Paoello
Channel 9 News Anchor

Classical, Sacred, Gospel, R&B, Jazz, Pop, Broadway, Patriotic
ALL A CAPPELLA—ALL ON ONE STAGE!
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Barbershop by **The Southern Gateway Chorus**

September 12, 2010 • 2:00 PM
Greaves Hall at Northern Kentucky University
Master of Ceremonies: Gary Burbank

Proceeds support: **Play it Forward** (musicians helping musicians)
Harmony Festival (area high school a cappella camp)

For more information please call 1-877-474-2463
or visit
www.southerngateway.org
Tickets will be available June 1.
Prices: \$15 adults and \$7 under 18

Founded by:

playitforward
southerngateway.org

Active Business Card

- Two parts
 - Traditional business card information
 - Follow-up information for you



BHS Online Resources

- [Go to Barbershop.org and search Marketing.](http://Barbershop.org)
 - **There's a ton of stuff!**



Tri-Fold Society Design

Eddie Holt

SPREAD JOY THROUGH
PERFORMANCE, ENRICHING
YOUR LIFE AND THE
LIVES OF OTHERS.

A BROTHERHOOD
OF
HARMONY

Love to Sing?

EXPERIENCE THE
THRILL
OF PERFORMING!



LEARN MORE AT
<http://www.sunharbor.org/>

WITH THE
San Diego
Sun Harbor
Chorus



Tri-Fold Society Design

Eddie Holt



Fun and Fellowship

As a member of our chapter, you'll not only experience the fun and fellowship of singing with a quartet or the chorus... you'll spread joy through performance, enriching your life and the lives of others.

619-356-0742
sunharborchorus@cox.net
<http://www.sunharbor.org>

Today, Barbershop singing is a lot more than old tunes - there is a wide range of styles with contemporary songs and arrangements.

Challenging and Rewarding

It's a sound that appeals to men of all ages and all walks of life. You'll find that singing four-part harmony is a little bit challenging, very creative, and a whole lot of fun!



Come sing with us!

We meet every Tuesday night in Balboa Park from 7-10pm.

Venue

Casa del Prado, Room 207
1800 El Prado
San Diego, CA

Contact us

619-356-0742
Sunharborchorus@cox.net
Get more informations at:
<http://www.sunharbor.org>

**Visitors are
always
welcome!**

Give people a reason to ask

- Wear your chapter's logo
- Carry your music
- Sing in public (not just in the shower)

northamerican
EMBROIDERY

Rick Goebel

www.naeusa.com

Join the CafePress Community

- Powerful tools to create picture perfect products
- 400+ retail-quality products to design
- Automatic push updates to your social networks



Customer Mailing Lists

Why?

- Easier on chapter members vs. one-on-one asking
- Can do more by mail than personal visits
- Exchangeable with symphony, theater, and other similar client mailing lists



Customer Mailing Lists

OTHER TOOLS

- Mailing lists (accurate and updated)
 - all past booking contacts
 - media contacts
 - Vocal music educators
 - Ticket buyers
 - Advertisers
 - Signing Valentines clients
- PRESS KIT- Design a slick PR kit that tells them who you are, what you do, and why they should hire you.



Tools of the Trade - Marketing

OTHER TOOLS

- **MERCHANT SERVICES AGREEMENT** - Establish a merchant service agreement to accept Visa, MasterCard, Discover and American Express to make it easy to do business with you and increase the average size of each transaction. Clients can even pay your fee with their credit card. PayPal is another option available.
- **STABLE MAILING ADDRESS** - So the official chapter address can remain constant despite changes in leadership or contact people, acquire a mailing address at a local UPS Store or similar operation to send and receive chapter-related mail and packages.



Singing Valentines

Why?

- Easy source of funding
- Tried 'n' true methodology
- Community minded program
- Experience one-on-one
- Many chapters sole fundraising project
- Novelty of performing in business
- Total chapter involvement for short period of time
- Consider telephone messages vs. in-person

Singing Valentines - February 14th
A BARBERSHOP QUARTET - 2 SONGS & A ROSE
ANY SAN DIEGO COUNTY LOCATION

THE SUN HARBOR CHORUS
SunHarborChorus@Cox.net
888-723-7464
www.sunharbor.org

A Truly Memorable Gift
Prices start at \$30.00



ONE OF OUR QUARTETS



Donors & Sponsorships

- Chapters enjoying the most success in fundraising tend to be very involved in their community, *operate with a purpose* and are focused on serving others. A chapter with the single focus of singing well will have a harder time making their message resonate with potential funding sources.
- Create benefit package (promotions, bulletins, mailings, mention in news releases, etc)
- Guidelines for chapter fulfillment of benefits
- Start with chapter members and their employers
- Newspaper thank you ads for other donors



Performing Arts Grants

- Chapters enjoying the most success in fundraising tend to be very involved in their community. Potential grant resources will often be interested in the mission and vision of the chapter as well as an understanding of the chapter's budget and planning process.
- Researching in library
- Specific guidelines to follow
- Checking newspaper articles and other organizational funded
- Check newspaper thank you advertisements for donors
- Check or partner with Community Foundations



Advertising

Benefits of Advertising (Paid vs. PSA)



Public Service Announcements

- Known as PSAs
- Free
- Wide circulation
- Persistent



Paid Advertising

- Control of content
- Control of timing
- Negotiate cost & placement
- May lead to free coverage



Radio

- Commercial Radio
 - Formats deliver specific audiences to your ads
 - Create ads that deliver your selling point that includes the sounds of barbershop to a range of audiences
- Public radio
 - Grant announcements reach a cultural audience



Television

- Cable: community access stations, local stations on cable
- Broadcast - Local digital stations are an emerging market
- Established stations offer PSAs



Print Ads

- Daily newspaper
- Entertainment and “Milestones” sections
- Local, regional tabloids and mags
- Cost of print ads is high and readership is shrinking, so is it a good buy?
- Don’t forget school publications: monthlies, sports programs, concert programs



Internet Ads

- An emerging market
- Facebook ads
- Go Daddy, etc.
- [Groupon](#), [Living Social](#), [Here's the Deal](#), [Sudden Values](#), etc.



Other Advertising Channels

Internal

- Chapter Show Program
- Serenade
- Harmonizer
- Direct mail
- Chapter Newsletter (print and/or electronic)



Still More Advertising Channels

External

- Chamber Directory
- CVB Directory
- Billboard
- Web Sites
- Posters
- Banners at appearances, rehearsal
- Coasters
- Bookmarks
- Business card ads
- Swapping ads

External

- Classified Ads www.craigslist.com
- Take-One box
- Flyers
- Email
- Movie Ads
- Postcards
- Media Releases
- Word of Mouth
- Brochures
- In kind advertising



Public Relations - placing stories

What's Interesting To The Media?



Developing stories for the media

- Decide why you want the coverage
- Know what's newsworthy
- Develop a hook
- Define your approach
- Determine your targets



Human Interest Stories

- Youth
- Senior Participation
- Multigenerational stories
- Surprise
- Excite
- Significant milestones
- Feel Good - Human interest



Achievement By Locals

- Awards received
 - Successful contest participation
 - Grants & support received
- Performance at...
 - Interesting place
 - Interesting audience
- Events attended
 - Conventions
 - Contests
 - Educational experiences



Study the publications

- Learn what you can about publications
- Learn about the writers
- Learn about the mission of the publication



Print

- Free Papers & Newsletters
- Weekly Newspapers
- Daily Newspapers
- Magazines
- Direct Mail
- Posters & Flyers



Who Owns & Controls Media

- Who do we know who knows these people
 - Friends
 - Advertisers
 - Associates
- What are they interested in knowing about
 - What they already report on
 - What they say they are interested in
- What are their deadlines & publication dates



How To Meet Them Informally

- Organizations they belong to
 - Chamber of commerce
 - Service clubs
- Where their children go
 - School events
 - Athletic events



Face-To-Face Meetings

- Hand them your material if you can
- If you can not meet them to hand over material
 - Follow up by telephone
 - Follow up by email
- If you cannot meet the person sought, meet their associate or assistant
 - Harder to ignore submission if personal
 - Opportunity to answer questions



Media Recognition

- **Thank your media contacts for helping you do your job**
 - Yes, they need to fill their space, but they could do it with material from someone else
 - They can ignore your material if they do not like you or your organization
- **Consider a media recognition night at a guest night**
 - Award a certificate to those who publish your material
 - Thank them before your chapter
 - Post their clipping of your material at your meeting place
- **Provide free tickets to your events and give them good seats**



Public Relations Tools

News release - How to write one

- Keep it to one page
- Contact information about your group at the top
- The who, what, when, where and why of your story
- The date this information is appropriate for release



Public Relations Tools

News release - How to write one *

- A headline and summary of what this story is about
- A short bio on your organization
- Describe photo opportunities that may exist
- A “###” symbol at the end denotes the end of the release
- * press releases are routinely ignored by the media.



Public Relations Tools

News releases

- **Who do you send a new release to?**
 - City editor (Newspaper)
 - News editor or publisher (Community paper)
 - Assignment editor (TV)
 - News director (Radio)
- **How to distribute**
 - Email
 - Mail
 - In person (by far the best way)



Public Relations Tools

Media kit (only helpful after media has agreed to cover your event)

- **Components**
 - News release
 - Fact sheet or brochure
 - High res, quality digital photos with identifying captions and photo credit
 - Copies of previous articles written about your group
- **How to distribute**
 - In person, by email, on website



Best Ways to Approach the Media

- Determine Your Targets
- Tell the media what you're doing and why.
- Future stories, not accomplishments.
- You will not get very far without a creative or unique angle
- 5Ws & How



Explore Local Publications

- Collect papers sold in community
- Read articles about organizations like yours
 - Note names of writers
 - Note style of writing
 - Note content of articles
- Clip masthead from each publication
 - Note names of staff
 - Note names of publisher
 - Find them online and bookmark them



Partner with Organizations

- Chamber of Commerce
- Convention and Visitor's Bureau
- Other Fraternal Groups
- Community theatre, band, orchestra
- Music venues
- Coffee shops, bookstores
- Women's Barbershop groups
- Merchant associations



End of this Class, but the
BEGINNING of your success as
a “facilitator of change

Go back and make a difference

