

## Illinois District VP/Marketing Report 3/2/13

### I. Leadership Forum in Las Vegas

#### A. 75<sup>th</sup> anniversary event ideas

- i. Promote *American Harmony*, which is now available at Netflix (instant streaming and DVD)
- ii. Put BHS 75<sup>th</sup> Anniversary video on district websites
- iii. Develop 75<sup>th</sup> Anniversary slide show for use at local events—Rotary Club, Chamber of Commerce, or other clubs
- iv. John Miller introduced commemorative poster featuring every champion quartet since 1938; discussed pricing and availability
  - a) One concern: Focusing anniversary attention on competitive aspect of hobby rather than participation of Joe Barbershopper
- v. Proclamations by mayors and governors recognizing Society's 75<sup>th</sup> anniversary.
  - a) Melanie Chapman reported on conference call 2/17 that Illinois District was first to confirm governor's proclamation
- vi. Encourage use of Society's 75<sup>th</sup> Anniversary Show script

#### B. Other marketing ideas

- i. Record public service announcements for radio
- ii. Invite local media celebs to MC conventions and chapter shows
- iii. Choruses rent local high school auditorium for show, donate proceeds to vocal music program
- iv. Produce/perform in local talent show, encourage participation by area high schools
- v. Promote participatory nature of hobby, de-emphasize competition
  - a) Barbershop is like golf—more fun to do than to watch
  - b) Most singers, like golfers, are not world-class; we should remind Joe Barbershopper that the hobby is for him and not just the champions

### II. District website

#### A. Content management system switched over to Wordpress

- i. New content: Craig Rigg is contributing stories, I have been writing “announcements”, and Mike Isely is updating the calendar
- ii. History: Bob Squires provided historical information that is now online, including nearly every scoresheet from every convention since 1951

#### B. New e-commerce software appears to be working fine after early glitch (my fault). Ecwid, like Wordpress, is “open source” (i.e., free)

#### C. Waiting on confirmation of registration cost for spring convention—I have received a couple of queries about registration

#### D. Will investigate cost of upgrading hosting plan; “non-profit” plan shares server with other websites and sometimes makes site slow

### III. IDAH

#### A. Sent numerous email blasts to district to promote

#### B. Articles in area newspapers—Champaign, Decatur, Danville, Charleston/Mattoon—and online community calendars promoting evening show

#### C. Attendance down from 2012—economy (withholding tax increase, health insurance costs, gas prices...)? Too many barbershop opportunities in the year already?

#### IV. Spring convention

##### A. Website

- i. Need registration fee schedule
- ii. Registration for “festival” now active
- iii. Registration for Harmony Brigade/Quartet Platoon chorus now active
- iv. Will produce video promo using clips from fall convention

##### B. Media

- i. Will produce audio promo and submit to radio stations as PSA
- ii. Will contact Peoria TV and *Journal-Star* for coverage, emphasis on Society 75<sup>th</sup>

#### V. Other stuff

##### A. Emailing chapter promotion VPs to exchange ideas and encourage sharing stories for website and *Attacks & Releases*

- i. Three notes from me to them so far—about half a dozen responding
- ii. Use promotion VPs as another conduit to promote district activities
- iii. Hopefully identify candidate for future district VP/Marketing

##### B. Get video of “backstage” moments at IDAH and conventions for promotional use

- i. Need willing videographer (as with IDAH, I plan to be busy singing!)