



Quarterly Publication of **PROBE**
Public Relations Officers and Bulletin Editors



PROBE MOTER

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www.harmonize.com/probe

Oct/Dec 2008



Dick Stuart Remembered

On Saturday, June 21, 2008, **Richard G Stuart**, known to everyone as "Dick" succumbed to the inevitable fate of the body and joined the chapter eternal. **Dick Stuart** was the quintessential barbershopper; he was a chorus and quartet singer, District and Society photographer and master writer. In May 1969 and for 34 years thereafter, Dick was the editor of the Johnny Appleseed District newsletter, "*The Cider Press*." In recognition of

his contributions, the District named Dick "**Editor of the Century**" and renamed the annual JAD Bulletin Editor of the Year award to be the "*Dick Stuart Memorial Bulletin Editor*" award.

Dick Stuart was a model of dedication. His creation, "*Out On a Limb*," was the premier venue for rants and raves, though it frequently raised the ire of some administration officials. "*Out On a Limb*" was frequently an inspiration for change and often began a thread for letters to the editor, subsequently published in the *Cider Press*.

Unfortunately, it is unlikely that we shall see someone of Dick's multiple talents and dedication again. He will be missed, but his legacy lives on in those who remember him and who strive to "Keep the Whole World Singing."

Respectfully, Ted May, proud to have known and worked with Dick Stuart



John Elving
leaderman@earthlink.net

Hey, Steve -

In checking out some of the bulletins I have been looking at, one thing I noticed is that many of our PROBE members don't display the PROBE graphic, or mention in any way that they are members. IF they're a member, why not be proud to display it? I think it would also help PROBE have a greater presence in the Society. The more good publicity the better.

Now is the time to prepare your chapter bulletins to PROBE to be evaluated. This year you may only enter one of the contests – either the Hardcopy (IBC) or Online (E-IBC). The purpose for this contest is to reward you for a job well done, and to show you how to improve, whether you finish last or first. The rules for the contests and the entry forms for entering are on the PROBE webpage: www.harmonize.com/PROBE.

The process is pretty simple: Send your Hardcopy bulletins (three copies each of two consecutive months), or the URL's for ELECTRONIC, for two consecutive monthly issues, or four consecutive bi-weekly issues or eight consecutive weekly issues in to the judging chairman to Your district Bulletin of the Year (BETY) chairman. Information about who that is can be found on the PROBE website.

The winner of each category (HARDCOPY and ELECTRONIC) from each district will then be eligible for entry in the International Bulletin Contest. Deadlines for the district BETY are in January. Again, contact your district coordinator for exact dates. All district winners will be announced at the Spring District Conventions.

John Elving, VP for BE's



Meet Martin Banks

Changes in Our Contests

VP for Webmasters?

Super "Harmonotes" Team

Send us your original cartoons!

Barbershop Websites, M. Baribeau

Understanding Public Relations

Call for Hall of Honor Nominations

District webmasters & logos

P.R.O.B.E. LEADERSHIP



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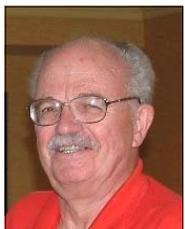
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Does your chapter publish and distribute a bulletin, even if only a weekly one-page? As has been said often and in many ways, the chapter bulletin is one of the chapter's. If not its best, PR instruments as well as probably the most effective communication tool between board and membership.

Ideally, every chapter should be exchanging bulletins with every other chapter—hard copy not just on-line. Each chapter has its unique characteristics, reflecting the specific needs and interest of its membership, but shares a common bond with brother chapters and experience similar problems. Exchanging bulletins is a very effective and efficient way for chapters to share with each other not only news about activities such as chapter shows, special performances and participation in inter-chapter, division, district and Society functions, but also how they've handled problems that challenge most chapters such as recruiting and retaining members.

It's been said before, and by other—we need the hard-copy bulletin and we need to be able to distribute and/or mail it to our sup-

porters, friends, members (former, inactive, active and prospective), District and Society officers, and our brother chapters. We also need more bulletin editors, more members in most chapters who are both able and willing to assist in editing, preparing and distributing.

In the real world, the cost of printing and mailing bulletins today is prohibitive for many chapters, even if restricting mailing bulletins to known friends and those chapters close by and distributing copies to active members by hand. A few have weekly news-sheets to keep members apprized of chapter activities and publish/mail bi-monthly or quarterly. Many chapters have gone to on-line bulletins only, some available on their website, others e-mailing copies to those expressing an interest. However, not every barbershopper owns a computer or is computer-literate. Further, as any computer user knows, there are times when either the computer or the printer is out of order, not working, or unavailable. What's the answer? If we all put our thinking caps on and discuss it with each other, surely we'll come up with one. "It's great to be a barbershopper [editor]!"

Steve Jackson, President

PROBE-ING AROUND



Hold onto your chairs, ladies and gentlemen, times are changing' and so is PROBE to meet them. Talk about taking advantage of an opportunity, though. I was asked to serve as 2009 PROBE President by Nominating chairman **Grant Carson**. After some thought and research (and arm twisting from people I won't mention here, right, Lowell?) about the position, I accepted. President **Lowell Shank** took that as a sign and promptly resigned telling me that I am now "da man," giggling while he scurried for the safety of his Bowling Green home. Hmm, I smell a set-up! If you ever see Shank and Carson in the same room coming toward you, RUN!

We took a good, hard look at our contests to see where we can streamline and improve them? Why? Participation is down, both for competitors and judges. We applaud (that's a blanket PROBE leadership "we") every editor who enjoys competing in the online (now E-IBC) and the hardcopy IBC. Please read carefully **John Elving's** dissection of our recent medications to both the E-IBC and the IBC contest.

At the direction of the Board, **John Elving** has also updated (with the help of the Category specialists) our scoresheets. Here's an official **WELL DONE** for our hard-working BE VP from the hills of South Dakota and the Mt. Rushmore chapter; can that fifth bust on the mountain be far behind?

It's a pleasure to welcome **Martin Banks** into the PROBE ranks as VP for PR & Marketing. Martin is the 2008 Int'l PROTY for Year-Long Events and his contact information can be found on page two. He hails from Virginia where he sings with a little chapter called the *Alexandria Harmonizers*. We are excited and looking forward to working with Martin and continuing our efforts to educate and motivate the many PR & Marketing VPs in our midst.

For the first time in many years, **Bruce Anderson** from Lincoln, Nebraska, past PROBE VP for PR, past President, etc. is not serving as a Board member. Bruce has earned a well deserved rest from his many years of faithful service. He has chaired both the PROTY and online IBC in recent years. And that was while he was an active bulletin judge, too. Bruce is one of our quiet whirlwinds that just gets the job done. He was honored last year as CSD BOTY. He was inducted into our **Hall of Honor** several years ago.



This was sent July 8th to all judges who judged the IBC and the on-line (E-IBC) contests this year.



With our thanks and gratitude

Please accept our heartfelt thanks for your continuing hard work and dedication in support of the bulletin editors of the Society. In the recent meeting in Nashville, the PROBE membership unanimously supported the resolution that you should be recognized and publicly thanked.

A story will be carried in the next issue of PROBEmotor. Also, as part of our gratitude, please note on the attached membership card that your membership has been extended gratis for the upcoming year. Many thanks again from all of us.

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Recently passed 2008 inductee Current Board Deceased

PROBE HALL OF HONOR

Bruce Anderson, Ray Barrett, Herb Bayles, Grant Carson, Jerry Coltharp, Lloyd Davis, Wade Dexter, Mel Edwards, Leo Fobart, Jim Fulks, Harry Gault, Dick Girvin, Ray Heller, Bob Hockenbrough, Paul Izdepski, Steve Jackson, Jerry Jordan, Grady Kerr, Art Lane, Deac Martin, Bob McDermott, William Moreland, John Morris, Roger Morris, Buddy Myers, Dee Paris, John Petterson, Waldo Redekop, Craig Rigg, Jerry Roland, Lowell Shank, Wilbur Sparks, Stan "Stasch" Sperl, Dick Stuart, Jim Styer, John Sugg, Staff Taylor, Dick Teeters, Arnold Wade, Charlie Wilcox

A SUPER Harmonotes Team

"With Powers and Abilities Far Beyond Those of Mortal Men!"

Help Secure First Place for HOA!

By Todd Anderson, *Harmonotes* Editor and so-so Lead

What an awesome moment when I learned that *Harmonotes* had been chosen as the best bulletin within our Society for 2007! *Hoo, boy!* To say that lots of hard work finally paid off is an understatement. I was especially relieved to reach the summit because I knew my team of committed helpers were clicking their heels as well.

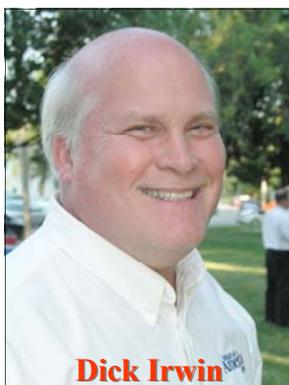
In the old Superman TV series, actor **John Hamilton** played the role of "Perry White," the grizzled newspaper editor who ran the news department at the *Daily Planet*. Under his nose, was a quiet man chock full of super powers, who was always ready to stand in the gap. I can tell you as *Harmonotes* editor, I've been far luckier than Perry White, due to the host of "super men" at my disposal. None of these guys complain. However, each has special gifts and appears in the nick of time to make our bulletin shine each month!



Don Fuson Jim Bagby
Wade Dexter Ron McIntire Todd Anderson



Matt Bostick



Dick Irwin



YOU?

Wade Dexter - *Harmonotes* Editor Emeritus and gold medal winner from 1987, Wade has always been a great resource and provides tremendous guidance. Thanks, Wade, for your help in getting us back to #1!

Don Fuson - Encourager, proofer, article writer and more, this guy has been a huge plus to have on board. I've never seen Don tired or unwilling to help.

Ron McIntire - Another tireless servant who provides creative concepts, consistent articles and strong photos. Whatta guy! I can't imagine doing this without Ron. He is a major blessing.

Jim Bagby - I can't say enough about the help Jim has been. From insightful articles, to holding my hand on the English language, he has insisted that first place was headed our way. Jim's always been there to provide me anything I need.

Matt Bostick - God gave this guy an incredible eye when it comes to capturing pictorial content. I always look forward to any photos that Matt sends my way. Our readers benefit mightily from his ability to digitally capture the moment.

Dick Irwin - The workhorse who picks up the outstanding output from Fedex/Kinko's in Overland Park, prepares the bulletins for mailing, then gets 'em to the postmaster. If I studied my American history, I'd surely find that Dick's relatives started the Pony Express. Thanks, Dick, for all the effort you put forth!

The outlined photo (bottom right) could contain many individuals from our chapter. If you've contributed an article or photo, then you also are a "Superman." Feel free to paste your face right there, because you cared enough to share your input, which made the judges happy. *Yes, you had a part in this gold medal win!* Thanks for allowing me to play the role as editor. In the 25 years I've been designing print promotional material, being awarded "best in the world" is a feeling I know I'll never be able to duplicate. To describe the feeling is tougher. Guess I'll just have to borrow a quote from Perry White.

"Great Caesar's Ghost!"

Courtesy of....

Photo of five "Harmonotes" guys together provided by **Don Fuson**

Photos of Matt Bostick and Dick Irwin provided by **Ron McIntire**

New Vice President for PROBE sought

PROBE needs someone who is **EXTREMELY** web savvy who fully understands Java, Flash, PHP, CSS, and all the other ins and outs of web design and who can teach & mentor. Today's web design and maintenance is becoming more and more complex and needs someone who really understand all of it. This person would also be responsible for helping to develop and oversee a proposed web-master contest (along the lines of the E-IBC); professional builders would NOT be eligible. It will be a voting Vice President position on the PROBE Board for a minimum term of two years -- Web VP. Anyone interested should contact PROBE President, Steve Jackson, at sjbullead@comcast.net.

WE GET E-MAIL

Hey Steve,

Well done! Your inspiring message should go into the PROBEmoter as well, I think?

John Elving

The following piece was sent to all District Bulletin Editors — maybe a subject near and dear to all of us? SJ

Why not join PROBE?

Ladies and Gents (mostly gents):

There are only a few of you that have joined PROBE. How can we effectively promote our "communications hub" (PROBE: Public Relations Officers and Bulletin Editors) when our leaders (you) don't lead by example? Please, take a moment, browse the site — harmonize.com/probe, send a check for \$10 (yearly dues) to our Secretary/Treasurer **Dick Girvin**, dickgirvin@juno.com. It's NOT about the money. It is about being true to yourself as communicators.

PROBE is changing! There is probably going to be a website contest SOON. There are articles about websites and PR and marketing (for the District and chapter VPs), as well as for the editors. Slowly but surely, we are adapting to meet the needs of all of our communicators. It's not just about the PR and BE guys any more -- it's everyone! We can help you. We are a great support and info system just waiting to explode upon the Society scene. Wow! That was good, I should write that down.

Please pass this along to your District webmasters as well; I need a few weeks to build the complete list of District webmasters -- I know of a few. I will copy everyone when completed. The list and photos will appear in a future issue of the PROBEmoter.

Please welcome our newest DBE, **Tim Rutherford**, Ontario, who has stepped forward for the shy and retiring **Waldo Redekop** (hmm). Congratulations to Waldo for his many years of service to PROBE, the Ontario District, and the Society. **Jamie Bell** is the new Seneca Land District editor replacing Pete Frank.

I am well aware of the challenges faced as a DBE, having served the RMD for many years as editor (and still going strong). So, my peers, let's get with the program, please? Talk up PROBE in your publications. Our VP for BE's **John Elving** is no slouch at writing articles (#1 Rapid City editor); ask him for copy. Or how about **David Haase** (CSD) or **Bruce Anderson** (CSD) or **Lowell Shank** (CAR) or **Dick Girvin** (FWD)? There are lots of us around ready to assist in any way we can.

Steve Jackson



HARMONOTES STAFF

Editor Emeritus **Wade Dexter**
 Editor **Todd Anderson**
 Photographers at large **Matt Bostick**,
Don Fuson, **Ron McIntire**
 Distribution Manager **Dick Irwin**
 Staff Reporters
ALL Our Chapter Members!

All chapter officers and quartets are expected, and chapter members encouraged, to contribute their ideas on a regular basis. The editorial staff reserves the right to deny publication of material deemed inappropriate for *Harmonotes* and to edit all submissions for reasons of space and clarity (grammar, content and spelling). Permission to reprint articles is granted to barbershop editors as long as the author and *Harmonotes* are acknowledged. The utmost care was used in preparation of this newsletter. Should you notice erroneous copy, please let the editor know!

Comments/submissions may be made to:

Todd Anderson (Editor)
 2909 West Trevor Trail • Ozark, Mo. 65721-8438
 (417) 581-2961 • andersondesign@centurytel.net

The HOA Board of Directors meets at 6 p.m. on the second Monday of the month, at the Johnson County Car License office, located at 6000 Lamar Avenue. Chapter members are welcome!

HOA Website: www.hoachorus.com
 Web Address: webstaff@hoachorus.com
 Chorus Manager & Webmaster - **Vince Perry**
 Chapter Telephone: (816) 221-7888

Lifted verbatim from the Aug/Sept *Harmonotes*, Kansas City, MO chapter bulletin, **Todd Anderson**, editor

In Memorium

Don Himmelman

loved and respected member of the Central Florida chapter and bulletin editor extraordinaire has passed away. Don served as co-editor of the *Heartbeat* and was a charter member of the **Heart of Florida** chorus.

He was also a retired Lutheran minister and was an excellent Master of Ceremonies, always knowing the right thing to say.



...A Vacant Chair

PROBE Launches Cartoon Contest

Written by Dick Girvin

New cartoons needed by Society BE's



Acting on the approval of the **PROBE** membership, as represented at the International meeting in Denver, on July 5, 2007, a search for new barbershop cartoons has been set in motion. A "call for new cartoons" and a contest to reward the best of the submission were approved, as well as a plan to pay the creator for his/her work upon acceptance. Further, it was determined that the results of the cartoon contest" would be made available on the **PROBE** website for Society bulletin editors to select and use (for a nominal fee) in their own publications.

PROBE Treasurer/Secretary, **Dick Girvin**, who proposed the plan to the **PROBE** members, has been given the leadership of the committee to implement the contest and establish and publish the rules of engagement. Generally the cartoons must :

- Be new
- Be of good taste
- All submissions that are accepted and paid for (at a price to be established) by **PROBE** become the property of **PROBE**.
- Accepted cartoons are to be placed on the **PROBE** website for purchase. Each cartoon will be shown in a reduced size and with an overlay to prevent direct copying.
- Each cartoon will be stamped as copyrighted.
- Interested parties can purchase any cartoon from **PROBE** for a nominal price (to be established).
- At the end of the year, the authors of the cartoons that have had the most copies purchased will receive recognition and prizes.

The newly formed committee will be charged with the review of all entries, will provide for payment of accepted cartoons and place them on the **PROBE** website. Methods for procuring of the cartoons for use in Society bulletins will be established and posted.

Artistic members, especially the youth, are solicited to submit their ideas and finished cartoons (in digital format). They are encouraged to take playful stabs at the "old guys" and concentrate on how the "young guys" are excelling, and to include funny mishaps at practices and performances and the like. Questions and future submissions should be addressed to:

Dick Girvin
34888 Lyn Ave
Hemet, CA 92545
951-926-8644
dickgirvin@juno.com

PROBE HALL OF HONOR Nominations Now Open

By Dick Girvin

Top directors and medalist quartet members justifiably receive high praise. But there are many other members who work behind the scenes in non-singing tasks to support our Society and the musical accomplishments. They are the marketing, public relations and bulletin volunteers who help communicate our message and our music, both within the Society and to other music lovers.

PROBE wants to recognize the top practitioners among them. And you can help -- by nominating them for the prestigious **PROBE** Hall of Honor award, established in 1989.

Nominations are open for persons who will be considered for recognition at each summer's international convention.

A nominee, living or deceased, must have been a **PROBE** member for at least 10 years, and must have made contributions to **PROBE** and its purposes beyond the normal duties of performing **PROBE**-related functions for a chapter or district.

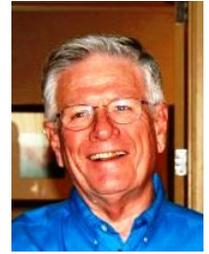
Any current **PROBE** member may make a nomination. If you're not a member, join now or pass your nomination on through a member. The nomination must be in writing, specifically describing the nominee's services and contributions. Include supporting evidence if available. You also may include letters of support from other persons who know the nominee.

Your nomination need not be extremely sophisticated or professionally prepared. The selection is not based on the presentation, but on the nominee's merits. Further, this is not a competition, but recognition. The deadline is April 30 of each year. Send your nominations now, before the deadline, to the award committee chairman:

Dick Girvin, Chairman
Hall of Honor Committee
34888 Lyn Ave,
Hemet, CA 92545
dickgirvin@juno.com

Past honorees listed alphabetically on page three



Biographical Information**Martin L. Banks, Marketing and Public Relations VP**

Martin L. Banks has a bachelor's degree in English and an MBA in Human Resource Development. He was editor of his college newspaper and sang in the glee club. He served on active duty in the Navy and Naval Reserve as a surface warfare officer, recruiting officer, public affairs officer, and manpower/personnel manager. He graduated first in his class from Defense Information School and served as media liaison on the prime recovery ship for the Apollo 13 space mission.

During a break in active military service, Martin was employed at Walt Disney World as an attraction and restaurant manager. Following retirement as a Navy Commander in 1988, Martin entered federal civilian service and subsequently retired from the Joint Staff at the Pentagon in December 2000.

Martin's barbershop experience began with the *Greater New Orleans Chapter* where he served as Program Vice President. Upon military transfer to the Washington, DC area, he joined the **Alexandria, VA Chapter**. He received two gold medals while singing with the *Alexandria Harmonizers*. He also sang with the premier Washington classical choral ensemble, the *Paul Hill Chorale*, at the Kennedy Center and at Carnegie Hall.

Martin served at various times in positions of responsibility for the Alexandria Chapter in the areas of Program, Community Service, Grants, and Marketing/Public Relations. He was able to consistently secure the top arts grants from the City of Alexandria and nurture outstanding relations with the arts and business communities. He also won grants through the Virginia Commission for the Arts and several private foundations. He successfully nominated the chapter and its 50-year history, "*Breathless Moments*," for a special history award from the Alexandria Historical Society. Martin received the Harmonizer Honor Award and several citations in recognition of his service to the chapter and the community.

Exposure of political leaders, city, state and national readers/viewers to the benefits of vocal music and fellowship and to his chapter's goals and accomplishments was a major achievement in Martin's marketing and public relations efforts during CY 2007. He was recognized by PROBE as Public Relations Officer of the Year (PROTY), Year Long Effort, at the 70th Annual International Convention in Nashville.

Martin was selected as PROBE Vice President, Marketing/Public Relations, 2008-2009. He looks forward to serving PROBE members and receiving nominations from District Coordinators for PROTY, Year Long Effort and Single Event.

Martin Banks
9190 Lake Braddock Drive
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Martin L. Banks, Alexandria, Virginia chapter, was honored by PROBE at the 70th Annual International Convention in Nashville as Public Relations Officer of the Year, Year-Long Marketing and Public Relations Activity, for his work in 2007. As Marketing and Public Relations Vice President, Martin developed a comprehensive program that publicized the Alexandria Chapter, the *Alexandria Harmonizers* chorus, quartets, and smaller ensembles.

The challenges in obtaining media coverage in the Washington, DC metropolitan area are substantial both because it is the nation's capital and it is home to many well-known arts organizations, both professional and amateur, all of which compete for limited exposure opportunities. While the barbershop community may recognize the name *Alexandria Harmonizers*, overcoming stereotypes of "barbershoppers" and barber-shop harmony is a major challenge in and of itself.

Martin was remarkably successful in the face of frequent rejection by the media which tend to favor more immediate news of local, national and international interest. He succeeded in making timely and frequent inroads in both audio/visual and print media markets. In the process he developed numerous contacts and significantly increased his chapter's exposure in many area publications.

Marketing and Public Relations traditionally supports the Alexandria chapter through media and community contacts, chorus performances, and outreach activities. Tools include media releases, chorus recordings sales, a chapter web page, chapter voice mail and charitable giving activities. The *Harmonizers* produce two annual chapter shows locally and market contracted performances in the Mid-Atlantic region. Information is communicated to chapter members through the "*Harmogram*" weekly newsletter; "*The Echo*" chapter bulletin, on line subscription group e-mail, and the chapter web site.

Martin employed both traditional and new methods to market the Alexandria Harmonizers brand in the face of social, cultural, and economic challenges to membership and audience development. The chapter web page was redesigned and included an "in house" on line show ticketing service. The chapter published a new Harmogram supplement and launched a Harmonizer presence on "MySpace.com" together with a different recruiting effort aimed at the younger generation. Several unique Harmonizer stories surfaced in the local press and in virtually every issue of the *Mid'l Antics* and *The Harmonizer*.

The chapter formed a new ensemble to garner additional performance opportunities and developed a new format for the holiday show. Harmonizer show and competition performances earned applause and awards under a new, energetic music director. At year's end, the chapter had gained 15 new members, average age 44 years, and a performing chorus with average age 52 years, and launched a major Youth in Harmony effort. Selected as performers for America's 400th Anniversary Weekend at Jamestown in May, the Harmonizers were congratulated by the Mayor of Alexandria who wrote, "*It seems only appropriate that you have been asked to bring your unique form of American music to help celebrate the beginning of our Nation...I thank you for your gift of music that enriches the lives of so many.*"

2009 Singing for Life**2009 International Blood Drive
& Donor Recruitment Program FAQ****Q: When will this event be held?**

A: Pick a time that is best for your chapter sometime in the month of May 2009

Q: Why May?

A: This month is known of having low blood donor turnout due to travel and holiday plans. This is also a time when blood is needed most because of the increased number of travel-related accidents.

Q: What happened with our first project?

A: There were 176 chapters that registered and through their efforts, collected over 3000 units of blood. Many lives were saved and new relationships with other performing arts organizations were fostered. In some markets, media coverage for Singing for Life exceeded what has been experienced for chapter Singing Valentines activities.

Q: Who will be promoting this event?

A: This event is chapter driven! Your chapter should promote locally through chapter members, the local or regional blood collection agency, the local media outlets, and the venue hosting the event.

Q: How will this event be promoted?

A: Your event partners will be asking your community to come to the blood center, local mall, civic center or other predetermined venue where the drive will take place.

Q: What makes this “giving” experience different?

A: This event will stand out from any other blood drive. It will be exciting and entertaining. Donors will be entertained throughout the day with SINGING! This is our gift to say thank you for their gift of life.

Q: Will this help us build awareness for barbershop in your community?

A: Yes. This is an opportunity to showcase your chapter and what your chapter does in your community. If you attract and recruit a few more members in the process then that's fantastic! Your chapter should take this opportunity to build relationships by networking with other community groups including choirs, bands, schools and churches. The possibilities are unlimited.

Q: What kind of external promotion tools will be provided?

A: Posters, boilerplate press releases, and PSA radio spots have been produced and are available on the Society's website right now. These tools can be delivered to blood collection agency and to the local media. This is your event! Promote it like any other chapter event.

Q: How should we inform the media?

A: As with any chapter program you should be developing and maintaining relationships with important media contacts in your area year round. This would be a good time to begin developing or rekindling the relationship you have with your local blood center and leverage the media contacts that may have available. Work with your local blood center to develop a promotional plan.

Q: What kind of internal promotional support will be provided by the Society?

A: The Society will promote this program internally through www.barbershop.org, Livewire, and *The Harmonizer*. Stories from members from last years SFL events will be published. The Society will also notify the national wire services and networks sometime during the first quarter of 2009.

Frequently Asked Questions — Cont.**Q: What are some other benefits of this project?**

- **Goodwill** – That's the feeling of knowing you have helped saved a life. Thousands of people you may never know will benefit by the efforts of your members. Every unit of blood has the potential to help save up to four patients: a newborn baby, a burn victim, a car accident survivor, a cancer patient, etc.
- **Pride** – Barbershoppers across North America can feel proud of their efforts.
- **Media Exposure** – Because of the nature and size of this event, you will help achieve media exposure that our Society could never afford to pay otherwise. Your chapter and the Barbershop Harmony Society name will be front and center in your community.
- **New Members** – Your ability to attract new members can be improved through increased public awareness.

Q: What does this blood drive have to do with the Society?

A: The gift of music is supporting of the gift of life. One of the four Society AIMs is to be more involved in community service. Participating in the Singing for Life Program supports this AIM. Society members are encouraged to give blood, however blood donation is not required.

Q: How can I help get things started in my chapter?

A: Encourage your Chapter President to appoint a Project Chairman in your chapter very soon. Convince your chapter leadership that this project is an incredible opportunity to foster goodwill and community spirit. The deadline to register your chapter is January 31.

Q: Does the agency contact the chapter or does the chapter contact the agency?

A: It depends on your region. After you register, instructions will be provided in a confirmation email. In most cases, the agency will contact you within two business days. This info will also be discussed in detail when you're contacted by a Society PR & M Committee member within 24 hours of registering.

Q: What else is expected of my chapter?

- **Register** – It is imperative that your chapter registers first before doing anything else at www.SingingForLife.org. Instructions on how to register your chapter will be provided to your Chapter President and or Secretary.
- **Volunteer** - There will be plenty of volunteer opportunities, such as helping with the organization of the blood drive, the logistics, the recruitment, etc. Your chapter should invite other performing arts organizations like community churches, local schools and any other choral group that wish to celebrate with you.
- **Reporting** – Your chapters will report results. This would include units of blood collected, performances, number of groups participating, location of the event, and media coverage achieved. Your chapter should work closely with the blood center's representatives to obtain final numbers.



The Barbershop Maze

Many barbershop songs were written about girls, and this maze includes the names of some of the girls from these songs. The names may be in any direction; horizontally, vertically, diagonally or backwards. The answer key is on page 21.



Find these names in the puzzle

In the puzzle, there are no spaces between two word names and no apostrophe or period in Little 'Lize and Mrs. Murphy.

- | | | |
|--------------|--------------|---------------|
| CAROLINE | LILI MARLENE | NELLIE |
| CREOLE CUTIE | MAGGIE | SALLY |
| DAISY BELL | MANDY LEE | SUSIE |
| KATHLEEN | MARY LOU | SWEET ADELINE |
| LIDA ROSE | MRS. MURPHY | |

Many thanks to Al Ries and his **OVERTONES**, Lake County, Indiana chapter bulletin, July 2008

Thanks, Jon Wagner, for the "LogOff Warning!"



Planning Your Singing Valentines?

By Philip Maxfield
SWD PR & Marketing VP



I hope your chapter is planning to have a huge return on your Singing Valentines planning. There are always things that we forget to do in the final planning. Here are a few ideas.

1. Register with www.singingvalentines.com. This FREE service is offered through the Society. There is a short registration process that takes five minutes to complete. The referrals will come right to the main contact's email address. Many chapters have seen huge results using this FREE service.
2. UPDATE YOUR WEBSITE!
3. Contact your news media with news releases.
4. Make arrangements with local talk radio shows.
5. Cable TV has a community channel that can be used to get the word out.
6. Notify the other civic organizations in your community. You could develop a mutual fundraising effort. If that organization helps you sell SV's they could earn a percentage of the SV. Some chapters have done this and increased their earnings.
7. Make a .jpg file that can be inserted in the text of emails for your membership to send to their address books. If you really want to be fancy, insert a hyperlink to your ordering page of your website.
8. Schedule a time with your local TV stations to be on their morning show.
9. Create flyers and leaflets that can be picked up on counter tops at areas businesses and/or that can be mailed.

In all actuality, the prep work is a year round process and these are just a few good ideas to get the word out. I encourage everyone to do everything possible to get the most out of Monday and Tuesday. Remember, District Chapter awards are now being given based on several categories so give your program your best effort. Have a profitable Singing Valentines season but most of all have fun.

This article first appeared in the SWD Roundup, January 2007. Never hurts to get organized early!



Trivia Time

OK, what year did Al Ries win the IBC?

Bulletin Editor VP**John Elving**

In the past months/years I have been stressing chapter bulletins. You would expect that with my position as VP for Bulletin Editors, and rightfully so. This issue, however, I would like to focus on marketing and PR.

How does your chapter bulletin fit in with the goals of the VP of Marketing and PR for your chapter? Why should I as a bulletin editor even be concerned with marketing and PR? How can my bulletin even fit in with marketing—what use is it to PR? Let's sort these out one by one.

Consider that the goals of the VP of Marketing and PR may be to make your chapter more visible within the community and to create a positive image to all who come in contact with the chapter and its members. Is he able to point to your bulletin with pride and say, "This is an example of the excellence we in the Blahville Chapter of the Barbershop Harmony Society strive for in all aspects from our operations to our singing." Can he, and all members of the chapter take copies with them to put out at convenient places for perusal—doctor's and dentist's offices, public libraries, city office waiting rooms, mayor's offices, churches, police stations, drivers license exam stations—almost anywhere the public gathers and has to wait. In other words, can the VP of Marketing and PR use your bulletin for more than bird cage liner or to wrap up the fish and chips?

You as a bulletin editor should be concerned with much more than disseminating the news to your members and their families. You need to be concerned with what kind of marketing and PR tool it actually is. If your chapter members are proud of your efforts and proud of the bulletin you publish, they will be more than willing to place copies out where people can see them. They will gladly point to your bulletin as a shining light within their chapter. Many of us who have entered the BETY and IBC have experienced this in some form or another. Our chapters have seen how the critiques from caring judges have made us better at not only disseminating the news, but also making our chapter members proud to display our efforts.

If I, as a bulletin editor, only concentrate on putting out a bulletin that has great graphics but very little content, or include lots of humor (some is necessary—every newspaper has its cartoons and funnies) but very little meat to chew on, does it really serve your chapter well? I hold that everything we do as a chapter or individuals of a chapter, whether during a performance, at our weekly afterglow, or through our publications is used as publicity in one way or another. Are we a social chapter? If so let's point up all the great advantages we have as a social organization who also happens to sing great Barbershop music. Are we a competition oriented chapter? Then we need to let people know all about us so if that is their bent they can join us. (Oops, just lapsed into membership now!) Is your chapter a competitive social performing organization? Then you've got your work cut out for you!

The point is that what we as bulletin editors do not operate in a vacuum. That sucks! We must be in tune with all the officers of the chapter to make sure that what we publish serves their area of expertise. However, as far as the public is concerned, and we need to be concerned about the public, our chapter bulletins may or may not be one of the best marketing tools your VP of Marketing and PR has. It doesn't mean that it can't be. WE should all be striving to publish the best marketing tool available.

Graphics CD Available

Dave Stock still has the Barbershop Graphics CD available; made up as requests come in for the amazingly low cost of \$5.00 (cash or check, whichever you prefer) to cover the materials and shipping.

805 Juniper Drive Papillion, NE 68046
(H) 402-592-5552 dmstock@att.net

Editor's Note: This is an excellent source of clipart and cartoons. I highly recommend it for all editors.



The (E.E.A.) Employment Enjoyment Agency has openings for these positions:

LEAD, Personality ~ A leader who takes control of a song, delivers a message from the heart. Must be accurate, consistent and believable, have expressive face and hands. Must not forget lyrics!

BASS, Personality ~ Willing and able to support a lead, keeping him grounded. Must not punch phrases but flow with the lead. Once in a great while he may solo with "bm, bm, bm, bm"

TENOR, Personality ~ Soft, shining characteristics which help brighten the lead. Must add a feminine touch to the sound of the ensemble. (Without overdoing it!)

BARI, Personality ~ Usually bi-polar! His dual nature serves to enhance the bass with his low notes, to complement lead and tenor in his high notes and round out the overall sound. Must be resilient enough to stomach disparaging comments about his demanding role. These remarks usually stem from jealousy among the other three parts.

REMUNERATION ~ The priceless reward is the ecstasy of singing barbershop harmony! And the joy of pleasing an audience. On the job training available.

Mo Trudel, Membership VP
Englewood, Florida

Bryan Lynch Stepping Down



It's really over. After more than 17 years, a half dozen job titles, and dozens of co-workers come and gone... After the years of uncertainty regarding the headquarters relocation... after layoffs, changes in staff and governance... After assignments strange and exhilarating... I am departing from my position at the Barbershop Harmony Society, effective August 31.

When the headquarters relocation process was set in motion in 2006, I knew I would not be leaving Kenosha, a town I've adopted as home. (Detailed: brianturn.blogspot.com/2006/07/going-native-or-how-i-learned-to-stop.html) The Society extended me the extraordinary privilege to continue as a remote worker for the past year, an arrangement that has now reached its previously agreed-upon conclusion.

I'm the luckiest guy in the world. I've had the pleasure of working with our terrific, dedicated staff in Kenosha, and a brand new, equally terrific and dedicated group in Nashville. I've been mentored by a great succession of executive directors, supervisors and peers. I've pursued more careers with one employer than most folks experience in their entire lives.

Greatest among these joys has been the opportunity to serve the members of a Society and hobby I have loved. I've worked alongside our heroes of singing, sure; and alongside guys whose names will never be widely known, but whose passion and delight illuminates all those around them.

What's next? A number of things. Some consulting, a few job nibbles, a little breather to reassess. If you're interested, peek at my resume at brianturn.blogspot.com. Not that I'll disappear completely. I'll be of service in a number of ways, and of course, a singer and fan forever.

My first day of work, June 3, 1991, I had lunch with giants: **Gary Stamm. Tom Gentry. Jim DeBusman. Ev Nau. Burt Szabo. Joe Liles.** After the introduction to Whey Chai's sublime kung pao chicken, fortune cookies were passed around. Mine has been tacked to many a bulletin board in the many offices I've occupied since then: "All troubles are behind you now." Prophetic. True. Blessed.

Next man in

By David Haase



There comes a time when a person has to sit back and take a look at their life priorities. I had to do this recently in regards with my position with PROBE.

Being the Membership VP for PROBE takes a lot of time and dedication. I haven't been able to dedicate my time to the position because of work (60 hour weeks) and a new person in my life. I felt I needed to be honest with myself and PROBE and step aside from the position. I'm doing PROBE no favors by taking up a position and not doing the job.

The position of Membership VP is very important. The person needs to be creative in recruiting new members. They need to work with the PROBE secretary in following up on membership renewals. They need to communicate with the Barbershop Harmony Society, especially *Harmonizer* editor **Lorin May**.

I'm a big University of Iowa football fan and they have a team motto when it comes to injuries to starters, "Next Man In." When a starter goes down the next man in the depth chart steps up and does the job. So I'm saying, "Next Man In." Someone from the PROBE membership needs to step up and help Steve, Dick, John, Lowell, Bruce, and Martin out. I know someone will step up and do a fantastic job.

This decision of mine doesn't mean I'll be totally inactive with PROBE. I'll continue as a member of PROBE and will be glad to judge IBC and the Electronic Bulletin Contest, if needed. I'll also continue as editor of the Serenade, the Central States District publication, and do my job to promote PROBE and its contests.

Hopefully, things will settle down for me in the next few years and I'll get back in the saddle in some sort of capacity.

If you're interested in becoming the Membership VP for PROBE contact President **Steve Jackson** at 303 384-9269 or sjjbullead@comcast.net. Take care my friends.



David Wagner has been appointed Southwestern District's PROBE representative.

David Wagner
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Wed., Aug. 6th

Herb Bayles

Thanks to all!

By Barbara Bayles Adams
Barbara.Adams@ngc.com



Hello all,

First, I want to thank you all for your wonderful e-mails and cards to my mother, me and my family. I have been passing on your messages to my brothers and printing them out for mom. I apologize for this belated follow-up but life has gotten in the way of death the last few weeks.

The original notice of Dad's passing went out through two channels. The first channel was based on my contact list and a second channel, sent by my husband, after 'hacking' into Dad's computer and finding a message that hadn't properly been sent. The second channel was primarily to some family friends and a network of barbershop contacts. I realized after the fact, that the information regarding Dad's services, preferences on flowers/donations, and the wise words of my brothers were not sent to the second group. Here is the e-mail that I sent.

A Sad Passing

The family is going to have a private burial at sea this Saturday morning per my dad's request. Don and his wife, Cheryl, are flying in from Denver and Scott's oldest son, Julian, is still home before returning to his sophomore year at St. Olaf's College in Minnesota. Despite Dad's not being a 'religious man' I'm sure your thoughts and prayers would be appreciated by my family. Thank you again for your friendship and keep a song in your heart!

Love, Barbara

P.S. Thanks to the generosity of my former husband, Rob Menaker, I borrowed many of his quartet CD's from years passed. Dad will be honored to the ringing chords of the *Boston Common*, *Suntones*, *Bluegrass Student Union*, *Dealer's Choice*, *Four Renegades* and the *Most Happy Fellows*.

Barbershop Websites

From the March Pioneer Troubadour, Editor Michael Baribeau

For fun I was blogging our chapter, posting photos and reports about our rehearsals and shows. Like most blogs it had very little traffic and was mostly just my personal barbershop music log, weblog, blog. Then I was approached by my Grand Rapids Chapter and now we have a new official website for the Great Lakes Chorus and there's even an online version of the Pioneer District's publication of the Troubadour (nicknamed e-Troub).

OK, so that sounds cool but what good is it, would you want it, and how would you get it?

**Audience Features Webmaster
Server Domain Name
Software Web design**

Audience. Who's your audience and what do you want to accomplish? For the internet if your looking just to keep members updated then email or an email newsgroup will work well and is free. The Grand Rapids Chapter has all the member email addresses on a Yahoo newsgroup with weekly automated rehearsal reminders and the rehearsal report Chorus Notes by Chorus Manager John Trestrail. But if you want to put a shingle out for the cyberspace public to see for learning about your group and activities then you want a website.

Features. There are several levels of online presence. I've made up these distinctions but they seem to encompass what you will generally see.

a. Contact Page. The most basic website is just a Contact page with your group's photo, location, and contact info. It requires very little expertise or maintenance. But it's usefulness and traffic is limited. A visitor might view it only once and not return. It's essentially an online flyer.

b. Plus Event's Calendar. Next level is a site that also provides an Events Calendar. It can either have just a simple list of scheduled performances for the year or a little trickier using software with some kind of calendar like pages. This requires some maintenance for updating events. It gets a little more repeat visit traffic by fans tracking upcoming performances and audiences confirming show times.

c. Plus Public Relations. A full blown website with multiple pages like the group's history, a page about the group, a page how to join, a newsletter, etc. By including current photos, audio, and video clips this encourages visitors to explore the site. This gives prospective members, audiences, and clients a more complete picture of your group. Plus it's a nice morale boost for member's able to see photos of their recent shows and share with family and friends. This means an online photo album and considerably more time spent in website maintenance.

d. Plus Marketing. Providing online ticket orders for attending shows, online forms to contract the group like for Singing Valentines, music CDs and any other merchandise. Lots of Maintenance for this too.

Webmaster. If you're hiring a professional webmaster they should be able to set up any website feature level (provided the server is equipped for it). The upside is usually a professional and reliable site. One downside is expense. I haven't priced it myself since I had no money to spend anyways but I got a friend who charges minimum \$1,700, but I assume there are prices both lower and much higher. Another downside is maintenance. Typically once your website is set up it can be tough to get a webmaster to update it in a timely manner. And your group still may be expected to maintain things that require frequent updates such as a photo album.

Using a chorus member provides easier access to the webmaster but not always more reliable website maintenance. In either case having two webmasters with at least one from your group as maintenance backup might be helpful.

If thinking of using a chorus member as webmaster their level of expertise will be a big part in determining the website features. For just a Contact page a simple documents program can be used. Most computer users are familiar with document programs like Microsoft Word which may already be available on their system. Word is not only good for composing letters but for flyers as well, just like in a Contact page. It's saved as an html file for a web page instead of doc file as a printable document.

The Calendar page level can be added in the same way and Word can produce web links connecting the two pages. Some sites also combine the two pages on one.

If you're using a group member for a webmaster then going much beyond the Contact and Calendar pages they will need to be VERY computer savvy and prepared for the steep learning curve and time. I have to say when I made the leap from simple blogging to webmaster it was a lot of work but rewarding. The exposure it has provided the group and access to the public has proven to be a significant contribution. Many of these features do require considerable maintenance, updates, and time. A photo album can be very time consuming so if this duty can be split between the group's webmaster and a photographer that would be helpful but in my experience they are often the same person.

Server. The IP/ISP (Internet Service Provider) is the company you use to get online using your cable TV lines, phone lines, or some area wireless provider. But a SERVER is the company that hosts your website, allowing internet users to access your website online which is stored on the server's own computer system.

Many chapters and quartets are using the server Harmonize.com. It's a fairly basic setup with a few feature limitations. It's generously provided for free to any barbershop music group by Steve DiNino from the 2002 Silver Medalist quartet Uptown Sound out of Ohio.

For a server with additional services like email, running of certain software for music or forms, and to pick or reuse your own domain name Harmonize.com/services.html recommends Virtual Creations, "A web development and hosting company run by Mark Virtue, a Barbershop singer with Sydney Harmony and Ignition quartet, and provides commercial hosting solutions for many Barbershop groups." I believe Virtual Creations' prices start around \$60 per year. www.virtualcreations.com.au/

Our chorus website is using the server ipower.com. The cost is \$70 a year and comes with many useful features but their tech support right now is spotty at best.

The Pioneer District website and online Troubadour publication are using server space donated by Matthew Tipton, the Pioneer District Director of Music & Performance, lead with Macomb County Chapter's Guardians of Harmony Chorus

and the quartet Border Crossing. www.harmonize.com/BorderCrossing/

The Pioneer District website was designed and is managed by District Webmaster Steve Sutherland, Musical Director of the Detroit-Oakland Gentlemen Songsters and baritone for the quartet Night Shift.

www.harmonize.com/NightShift/Night_Shift.htm

Domain Name. This is your web address, your url, what you type into your browser to get to the website, like PioneerDistrict.org for the PioD website. Many server websites have a search feature allowing you to type in a domain name you would like and it will tell you if it's available. Don't be surprised if your first choice is taken. A small yearly fee of about \$7 is required to purchase and maintain your domain name.

Software. If doing your website in-house your going to want to use some real website editing software, I think a popular one right now is FrontPage. Or if you're adventurous and have no budget (like me) there's all kinds of free software (freeware) online. Some are no good and some come with trial periods or limits on features that you won't find out about until after it's installed. But then your not stuck with them and you do get to experiment with different software until you find one your happy with for free. I've been using a freeware WYSIWYG, What You See Is What You Get, (barbershoppers aren't the only ones who like long acronyms) the website editor Nvu (N-view). It's pretty bare bones.

To upload your new website online sometimes the servers with the extra features provide an interface you can use. But another useful method that is usually faster is FTP (File Transfer Protocol) software. A lot of times typing the FTP username, password, and address provided by the server into an Internet Explorer browser will work like a Windows Explorer screen to your online directory but not always or sometimes with limits. There are a lot of free FTPs but I've had trouble getting some to work with my particular system. What has been best for me so far is the freeware FTP Core Lite.



There's all kinds of other software but these will get you up and running.

If you have any trouble using ANY software the best place for answers is the software's online forum if they have one. But even then half of the time you'll have to figure it out for yourself.

Web design Style. What do you want your website to look like? Best way to answer this to take a look around. Go to Harmonize.com and view all the other group's, list your favorites, then pick and choose what you like about them and try incorporating them together. If you right click on the webpage you like and from the drop down window select View Source (or however you Mac users do it) you'll actually see the code being used, then cut and paste the part you like into your editor. It doesn't hurt to also take a look at some brand name sites and see what the big money is doing. Use a template that comes with your editor or find one online either free or for a fee, or if your server provides one use their template for a starting point and add the code you like to it.

What to expect from your site. You won't see a big jump in ticket sales for shows, membership, or even website visitors. For any of that to happen the website has to be part of a coordinated effort. The web address has to be on your business cards, your flyers, posters, show programs, MC announcements, and any ads. Group members have to be encouraged and repeatedly reminded to forward the website address to friends and family announcing upcoming shows. Send out email announcements about the latest site updates of photos, news, etc. Combine fundraisers with online visits. Offer a drawing for a free Singing Valentine for having ordered online, or have a drawing for a free barbershop telephone message for an online ticket order, etc.

Be proactive. If you never change the site then don't expect people to return. Put your next performance on the main home page and a link for a map to the location. Change the photos. Add photos to a photo album, a Newsletter, a members only page.

On a personal note. I have been unusually blessed by a very supportive Chapter who gives me loads of atboys and they go a long way to making it all worthwhile. Our donated server guys and webmasters put in a LOT of hours and typically gets very little feedback so be sure to give them a pat on the back.

Understanding the Public Relations Process

By Nicole Fondry

Public Relations Specialist, Krisp Communications

Many thanks to Kristine Parkes for sharing this article on PR

From blogs to websites, the number of media outlets is growing rapidly, opening many windows of public relations opportunity for your organization. However, during this time of innovative growth, it's important to remember the basic rules of public relations.

Let's start off with asking ourselves: What is public relations? Although public relations has many variations of definitions, we believe this particular definition explains public relations at its best – Public relations is the establishment and maintenance of a mutually-beneficial relationship between an organization and its publics.

This definition emphasizes that public relations is a process; a process that involves research and analysis, policy formation, programming, communication, and feedback.

Time is a major player in the public relations process. Before the public relations professional even reaches out to the media, we must research the topic and plan action steps to address the topic. Follow that with interviews, gathering quotes, drafting a press release, and receiving press release approval, time can often seem like our worst enemy.

Deadlines can make or break an organization's effort to receive coverage. Did you know that a weekly newspaper needs one to two weeks lead time? In other words, a weekly newspaper needs to have a press release at least two weeks before they can print it. And remember - most papers have several sections of the paper all which have different deadlines.

As we continue to work our way through the public relations process, let's take a deeper look at a key approach in communicating your organizations message to the media. Public relations does not only include impeccable writing skills, it's also about relationship building and a relationship must be established before pitching a story. Building relationships with reporters, editors, and journalists is the foundation for successful public relations. Can you build a house without a foundation? Sure you can, but would you live in that house?

Unlike the days when we were young and the child next to us in the sandbox became our best friend, public relations professionals and the media must find other ways of building relationships. The initial step in building this relationship is to research the newspapers and the reporters/journalists who write for them. Researching a reporter is also known as "source filing." We need to ask ourselves some questions. Which reporter writes certain types of articles? What is their deadline? Is there a specific region they cover? What is their target audience? What types of sections are included in the newspaper?

Once publications are narrowed down to best matches for an organization's audience/readership, it becomes a priority to make these targeted media outlets a part of your daily reading. How would you know what is newsworthy if you don't know what made your local papers' headlines today? This will help determine if something your organization does is newsworthy or more importantly, how to make it newsworthy.

For example, the majority of local newspapers express an interest in highlighting human interest stories featuring local people. Rather than announcing an event, highlight someone involved with your organization who has a great story to tell. The odds of a newspaper running this type of article are much greater than simply publishing an event announcement.



Once we become more familiar with the publications, we can begin making contacts with reporters. Blasting off a general press release to publications tells them we didn't do our homework. It's insufficient for your organization and annoys reporters. Take the time and do the research. Did you know that reporters/journalists at local-level media outlets receive approximately 200 emails a day? Customizing your pitch to a reporter will give you an edge. Every day your organization is competing against other organizations, corporations, and breaking news on the local and national level.

On that note, our good friend time comes back into the game for the winning (or losing) point. Remember deadlines can make or break your coverage. Not only must you coordinate the date of your event/activity with the media outlet's publication date, you also must be prepared when the newspaper decides to pick up the story. The public relations process does not end after a press release is sent. A reporter may need an interview, a photo, or a quote. Reporters are working with strict deadlines so it's essential that their requests be made a priority. Today is ideal, tomorrow may work, but a few days may be too late.

This is also the time when the relationship between the public relations professional and the media can strengthen or fail. We need to be dependable, available, and of course timely; there are no re-do's in the world of public relations.

If all goes well, the story gets picked up and the newspaper plans to run it. Now what do we do? Monitor the newspaper for the article and have your scissors handy. It is against public relations etiquette to bother the reporter wondering when something will run (unless they provide you with a specific run-date). Remember, with about 200 emails to tend to each day, there's barely enough time for a cup of coffee!



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Help bring "American Harmony" to a movie screen near you

What better way to introduce Barbershop Harmony to the community than to make "American Harmony," the documentary, available for viewing. The movie had a successful screening at our 2008 International Convention in Nashville. Now the producers, Aengus James (who is also the writer/director) and Colin Miller, want to take it beyond the barbershop devotees. The film, which is a tribute to the human musical spirit, was more than three years in the making and was edited by Kate Amend, the editor of two Oscar-winning documentaries.

Their goal is to get the film into theaters across North America so that everyone will have the opportunity to see it on the big screen. They are asking everyone to go to their Web site, www.americanharmonythemovie.com and sign up for their mailing list (located on the "Contact" section of the Web site). This will be their best resource for proving to distributors that there is a strong demand for the movie.

Filed during the Society's last three international conventions, the candid footage and other elements combine to tell a compelling and entertaining story." The film is a mixture of obsession, singing, zany comedy and nail-biting competition," says James on the Web site. "This is the story of several dreamers who journey from their 'ordinary' lives to the world stage in the hopes of winning the gold."

New SLD Editor is

Jamie Bell

345 Price St.

Jamestown, NY 14701

716 499-9594

jbelle@fastenal.com

**Jamie steps in to replace
Pete Frank**

Deadline for next PROBEmoter is Dec. 20th!

How many entry points do you use?

What they are and why they are important

By Grant Carson



Lorin May, master of entry points

Some years ago Lorin May addressed an annual PROBE meeting. He chose as his topic “entry points.” Of course, I had used entry points for years, as you do. But I had never assessed their variety and importance. Because of Lorin’s talk, I began to take note of the entry points he uses in the *Harmonizer*. He is the master of entry points. I will use Lorin’s latest issue of *Harmonizer*, July/August, for illustration.

What is an entry point?

An entry point is a device for directing the attention of the reader to the article, and then holding the reader’s interest.

How many are there?

You probably already use headlines and photographs or line art. That’s two. But here are five more I know: subheads, side bar, special starting capitals, enlarged first line, first sentences across two columns. There may be more. I’ll discuss each type.

Headlines

If you haven’t read the PROBE judging criteria for Layout and Reproduction, please do. Headlines are so important there are people paid to do nothing but write headlines. An interesting headline is the most important entry point.

*“Headlines are so important there are people paid to do nothing but write headlines.
An interesting headline is the most important entry point.”*

Subheads

There are two types. The main headline draws attention to the article. A subhead immediately following draws the reader into the story. See page 14 of the *Harmonizer* for an example. Actually, you don’t have to go that far. See the headline and subhead for this article. Ahem!

A second use of subheads is continual subheads throughout the article. Many years ago, when **Herb Bayles** was editor of the *PROBEmoter*, he found that of all the bulletins he received, he felt compelled to read every article in only one bulletin. He ruminated, and decided that the use of continual subheads compelled the reader on. See page 18 of the *Harmonizer* for an example. Or, gotcha again (pun there), notice subheads throughout this article.

Side bars

Again, there are two types. The first adds additional information. See the blue boxed sidebar on page 11 for an example. The second extracts an interesting point from the text for emphasis. See page 2. Sidebars can have several formats. Two are the blue box of page 11 and the bold print extract of page 2.

Special starting capitals

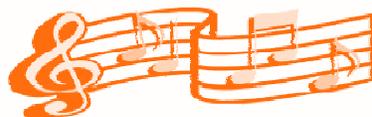
On pages 2 and 3 of the *Harmonizer*, note the large M and L starting the two articles. Medieval illuminated manuscripts do really great starting capitals, but only a few of us are as dedicated as medieval monks.

Enlarged first line

I’ve used that gimmick for this column as an illustration, but it looks kind of hokey, like a printing mistake, considering the use of subheads. But this is an easy way to have an entry point for an article that has too few entry points.

First sentences across two columns

This is much like “enlarged first line,” and is especially appropriate for the first article of page one, where there isn’t a problem with intrusion into the second column. Simply drop the second column to accommodate the page-wide enlarged first line.



What will Steve do?

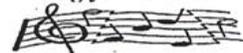
What will editor **Steve Jackson** do for additional entry points for this article? I’m sure he’ll use a photograph of the author. I suggest also a boxed sidebar quoting the italicized sentence about headlines, maybe in color. **Oh you do, do you? Hey, that’s not bad! - SJ**

Are entry points pertinent to web publishing?

I think even more so. When a reader holds a bulletin in his hands, he is somewhat drawn to reading it just because he has a personal copy right in his hands. A reader can delete a web site by the stroke of a key, and does very often, sometimes with not much forethought. Capture his attention with entry points.

Remember!

Bring your Music



Bring a Pencil (with eraser)

Bring a Recorder

Every Rehearsal



Editor's Note: I received the following in an email from our chapter webmaster. It sure makes a lot of sense. Thanks, Paul.

Resizing documents for your website

By Paul Dover, Denver MountainAires

When converting a file to PDF, you have several options before you commit the conversion. One of those options is the quality in dpi. If you were taking a huge poster to Kinkos to have it reproduced in high quality, you'd want it to be at 300 dpi or higher to keep the quality. For an 8.5 x 11, you'll never need to exceed 72 dpi. It can even be smaller for the web. The difference in file size is HUGE and there is no noticeable difference in the quality on the final product. I don't know what you use for PDF conversion, so I can't give you a step-by-step.

Original files can be big, but the document you send (to be posted on a website) shouldn't be too big for e-mail. If you find that your document is huge when you're done, I'll bet you never re-sampled your images to the proper size before you inserted them into the document. If you do this, a photo that is 2 mb in size that gets inserted in to the document and resized to fit, still stays 2 mb in size. If you do this enough times, the file will be enormous.

Suppose we have two single photo files: one is a file that is 2 mb in size and the other is 124 kb. When you open them, they will look almost identical. The difference is that I re-sampled the photo before I inserted it into the document. I can insert 16 photos this size before I reach 2 mb. Without re-sampling the 16 photos, I'd have a file 32 mb in size. When you use a PDF creator, it will squash the photos for you and shrink the document, but it still makes a bigger file than is necessary if you start with huge files.

To re-size your photos, any decent photo editing program should do the trick. Also, graphics (i.e. clip art) are treated the same way. If you have a graphic that fills up the page when you insert it and you resize it with the handles of the picture box, you will retain the original size even though it looks smaller. Resize those as well.

Now, all that being said, a publisher file is not good for the web either unless you are maintaining the site with publisher (very inefficient and very limited). Documents for the web should be mainly text. If you would like the document to look as it does within Publisher, then it is best to convert the file to HTML and post the entire document to the web. This is possible, but also a pain to do because you will have to edit the document to include page links, then you will have to find a place to put it on the web.

I used to use my own personal web space when I put the *Mountain Talk* on the web. Keeping it separate from the main site is a good idea because the document creates itself as a website with it's own "index.htm" file. You can only have one of those on any site. It's your home page (mountainaires.com). It's not impossible to do on the MountainAires site, but it could confuse someone working on the site and then we could lose the homepage and then nothing will work.

Paul Dover

Membership Matters!

Clark Abrahamson, FWD Membership Chairman

Telemarketing

When used properly the telephone can be one of the best recruiting tools that we have.

Dialing

Before you pick up the phone remember that the objective is to develop another person's interest in our hobby. The call should generate a potential new member as a prospect at the next rehearsal. Your goal is to have every phone call generate at least one more phone call, and the information you need to glean from each call is:

- Name and/or phone number of a new prospect
- The source of that prospect's name
- Be sure to practice what you intend to say. Never, never call "cold!"

Sample introduction: "Hello. This is _____ with the _____ chorus. We're a men's chorus in _____ and we're trying to identify singers in this area and would like to enlist your help. Who do you know that enjoys singing?"

Ask this of any adult! And wait for an answer before you say another word. Take notes on what your prospect is saying. It is probably easier to get the names of singers from women. Ask for the names of men who have really good singing or speaking voices, or type A personalities that might enjoy entertaining, etc. Direct their thinking—men they know from work, church, relatives, etc.

If you are speaking to an adult male, direct your questions toward getting a referral. Don't put him on the spot! You are just asking him to give you names of others who might enjoy the great sensation of singing—or the fun of singing with the men in the ____ chorus—or the fun the family has being involved. A person asked directly for anything is most likely to refuse. This approach tells them about our hobby and will hopefully spike their interest. At worst, it is making them aware there is a singing group in town, and you may be able to get them on your show ticket mailing list

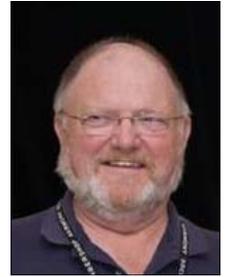
Listening

The key to making telemarketing successful is in listening. When an objection is raised, listen, then repeat it back in his words and respond with an appropriate question. For instance, suppose he says, "I can't sing like you guys." Your answer, "You can't sing like us? You'd be very surprised how easy it is to sing like us. Where do you sing?" The key is in keeping him talking. Be aware that this is not going to be all roses. If someone slams down the phone after cussing you out a fair piece, note that we probably don't need to call him back. Stress that there is no commitment necessary. We just want him to come down and enjoy a night of singing



Open Letter to All Chapter and District Presidents

By John Elving, PROBE Bulletin Editor VP



How much is \$10.00 worth to your chapter or district? How much is a \$20.00 or \$30.00 expenditure from your coffers worth? One of the figures is what your district or chapter should be spending to further the marketing and public relations of your chapter. You see, \$10.00 dollars is what it costs your chapter to pay for the membership in PROBE of just one person from your district or chapter. There are three members who should be members in good standing of PROBE (**P**ublic **R**elations **O**fficers and **B**ulletin **E**ditors). Those members are the **Bulletin Editor**, the **VP for Marketing & PR**, and the **Webmaster**. Are all three of those people members of **PROBE**? If not, then why not?

Now, some of you may ask, "What good is it going to do to have those people become a member of **PROBE**?" The answer is fairly simple. How much good do you want it to be? How can PROBE help?

Number one would be that it will help give you the tools to better publicize your district/chapter. In today's world, the most useful means we have of communicating what we are about is through the worldwide web. That's right, your web page will do more to interest other men to check out your chapter than most any other means. More people turn to the web to find things than the yellow pages, the newspaper or TV. Even those who have their interest piqued by individual contact (personal invitation) go to the websites to find out more about a group. Is your website attracting new "clients," for lack of a better term?

The weekly, monthly, bi-monthly, occasional bulletin or newsletter is a great way to keep the interest of members, visitors, and families up. It can be used much like any magazine in doctors' offices, to send to show sponsors, widows of members who have passed on – the list is really endless. Is your bulletin attracting and keeping interest up? If you don't have one, would you like help in getting one started?

Just what efforts is your district/chapter making at marketing – getting your "brand" out there for the local world to see? Do you need help in all of that? Are you satisfied with how the public perceives you – public relations? Could you possibly use any help with that?

PROBE is here to help in many different ways. As an official affiliate of the Barbershop Harmony Society, we want to help your chapter succeed in any way we can with these areas, and more. Also, as an affiliate, we exist and are able to do things for you and the Society through the dues that are charged for membership. If you figure the math, the more members we have, the more finances we have to help not only your district/chapter, but others as well.

As a legitimate expense, how much is \$10.00 per person for three people to gain so much help and knowledge? I would contend that it is the duty of every chapter to make sure that those three people hold valid membership in **PROBE**. Until it happens, you won't know how much benefit it is to you. I would also suggest that every district should be paying for the membership for their district bulletin editor, VP of PR & Marketing and the district webmaster.

Of course, some of you may say, "We don't need the help. Those three people are doing just fine and are helping very much as is." On question comes to mind – "How much help would they be able to other, sometimes struggling chapters through their membership and contributions to PROBE?"

Looking at my own chapter, I can honestly say that the membership in PROBE for all three of those people has been invaluable. It has given new ideas for marketing and public relations to our VP in charge of that. It has helped our webmaster, although a professional, with ideas he hadn't really thought of. It has also shown him things that unfortunately don't work on web pages. As far as my job as bulletin editor, I can't express how much positive feedback I have gained which has helped me become a better editor – not the best, but better than I was, and continuing to improve.

Take the time at your next board meeting, either chapter or district, to instruct your treasurer to write a check for membership for each of those men. Need an application? Email me and I'll send one your way. You can also find one on the PROBE website:

www.harmonize.com/PROBE/Membership.htm

I'm looking forward to meeting a lot of new members and gathering knowledge from them in district meetings and at Nashville. Maybe I can even share a little with them. We're here ready to help. Ten dollars for a world of help is cheap!



P.R.O.B.E.

PUBLIC RELATIONS OFFICERS AND BULLETIN EDITORS

Perspective**Chairing & Judging BETY Contests**
Seeing it from both sides

By Steve Jackson, PROBEmoter Editor



If you want an interesting job, try coordinating your District BETY contest. Now, add the challenge of judging several District contests along with that. After doing several years of just this, it seems to come (*almost*) naturally. Wearing several hats is a balancing act, knowing when to do what. A large calendar above my desk would help but I've got a large window, instead. So I've got a beat-up tablet filled with several pages of info (*remember those three bulletins I've got?*).

Staying organized IS the key to any busy barbershopper being relatively sane. I've had a list for the last few years outlining what and when I need to do it for the BETY contest, maybe it's time to share it! We're always getting new coordinators on board so we need to share our experience and knowledge with them so they'll stick around and enjoy the journey instead of running for the sticks muttering "*They can have this job, I'm outta here!*"

As a coordinator

I'll write three articles for the District bulletin (*gee, I hope the editor will publish them*) and copy the webmaster, too; one in September, one in December, and one in mid-January. They'll tell the RMD editors about the contest, what is expected for submissions with motivation and educating them why they should enter the BETY contest along with the deadlines for entering.

Throughout this process, I send emails (and phone calls) to all chapters having active bulletins (*everyone knows who their active editors are, right? We've got about 60% here in RMD*) encouraging them to enter. Some are reluctant because they don't feel that their bulletin is good enough. *Oh yeah?! You should see the first issue I put out (shudder)*. My point is the contests ARE designed to offer helpful critiques and positive coaching from the three judges.

When I have all the entries assembled, I generate the score sheets I need to put with every packet (*it's great to have a scanner/copier*). OK, three judges and three bulletins to each one: one L&R, one G&S, and one content score sheet. Where's that envelope? Ok, that's one, three to go. Now, to the snail mailing.

Hold on, I need to call BETY chairman. *Hey Lowell, who the heck is judging RMD this year? What do you mean you emailed me a month ago? OK, just a minute; all right, I found them, sorry — thanks anyway.* Now to email the judges to tell them that I just dropped the RMD entries into the snail mail and that I need them back by March 31st (RMD prelims are third week in April).

Time to head for the packaging store. Hey, I want to buy four more envelopes, and slap return postage on the empties, please. I actually bump it to account for the written critiques coming back from the judges. Where's those darn addresses for the judges? I sure hope they're NOT sitting on my desk (*tell me you've never done that?*). Never mind, I found them; success! Now to buy four more envelopes and more postage too. These are to mail the judged bulletins back to the editors AFTER the convention and results announced.

Now it's time to judge my pile of bulletins in L&R (*where's that red crayon and my Big Chief tablet?*). I wonder how long it will take to get the RMD results back? By mid-March, all three judges have emailed me with their scores first (*per my request*) then dropped the scored bulletins into the snail mail. **What would we do without email?** I promptly do the math, and email (*there's that word again*) the gold and silver winners to the Awards chairman across town (*love it when they're local*).

After the Prelims, I emailed the results to all editors after two editors have been notified (*if they weren't at the spring convention*). Then I wrote another article for the District bulletin, hoping that I had a (*recent*) photo of the winning editor. Now, to get the top two off to the **IBC (International Bulletin Contest — thought I was done, huh)**. Stop the presses, Owen is not eligible 'cuz he won the darn thing last year (**Owen Herndon, Colby, Kansas**). I guess I'm sending just one. So I contacted the other editor (**John Elving, Rapid City, SD**) and asked him to send me (not Lowell) his entries. John promptly responded and sent along a return envelope, too). Owen does that as well. **Smart editors will always be remembered!** My small budget does allow for mailing expenses, but I save all my receipts until the contests are done. Then I scan them, make jpgs. and send them to the RMD treasurer for payment. Now I can send John's bulletin off to the **IBC** chairman **Lowell Shank** (by April 1st, his deadline). After the **IBC** results are announced at the Nashville Int'l AFTER the **PROBE** meeting (*you ARE attending, right?*), I'll send John's entries back to him (*if he already doesn't have them*).

Tip of the Month

Be kind to your BETY Coordinator
send him a return envelope already stamped

One very important note: when mailing anything to Canada, send a check or money order to their coordinator instead of a return envelope. I learned this lesson the hard way, right, Waldo (**Waldo Redekop**)?

As a bulletin judge

I expect three things from the BETY Coordinators:

Cover letter with ALL editors names, bulletin names, chapters, and cities/states — why? Because the info is not always all together in the various bulletins. Some editors enjoy dividing up the information throughout their publication; it's an issue but one easily corrected with subtle coaching and gentle prodding.

Their deadline for sending entries back to them; spring conventions are different in each District. I feel that bulletin judges need to be responsive because the BETY Coordinators are responsible to their Awards chairmen, too (*and chairladies — we have Paige Faubion, Denver Mile High, serving RMD*). We all enjoy the attractive plaques and certificates we receive for our efforts; it would be a shame if it didn't get done because a judge was unaware that their spring convention was in March, not April.

Include score sheets with the bulletins; they're easily found on the PROBE website under "Contests." Fill in the information on top of each score sheet if you don't wish to include the information in your cover letter.

Please include a stamped return envelope for each editor. Thanks. It's a courtesy and trust me, it will be remembered. Let's do it right, gentlemen. Keep it professional. Thanks for all your efforts; it's great that we have men willing to step into these important BETY Coordinator positions. **That should do it!**

Public Relations Officer of the Year Revised 9/17/2008 – Lowell Shank

Year Long Activity

Single Year Activity

1984	Frederick P. Schneider	Auburn, NY	SLD		NONE	
1985	Sylvester T. Buszta	Pottstown, PA	MAD		NONE	
	Morris (Kutch) Mayers	Princeton, NJ	MAD		NONE	
1986	Mike Gorham	Arlington, VA	MAD		NONE	
1987	Bill Severinghaus	Champaign-Urbana, IL	ILL		NONE	
1988	Jim Styer	Battle Creek, MI	PIO		NONE	
<i>(1989 – 1992 No awards)</i>						
1993	John Sugg	North West Arkansas	SWD		NONE	
1994	William E. Garland	Bryn Mawr, PA	MAD		NONE	
	David George	Minneapolis, MN	LOL		NONE	
1995	Frederick P. Schneider	Auburn, NY	SLD		NONE	
1996	Alan Wile	Alexandria, VA	MAD		NONE	
1997	Jim Bush	Bowie, MD	MAD	A. Sherwood Platt	Greater New Orleans, LA	SWD
1998	John Parker	Newmarket, ONT	ONT	Jerry Orloff	San Jose, CA	FWD
1999	Bob Fisher	Harrisburg, PA	JAD	Art Lane	Holland, MI	PIO
2000	Dick Nyikos	Greater Indianapolis, IN	CAR	Jack Oonk	Holland, MI	PIO
2001	Lee Roth	Hunterton, NJ	MAD		NONE	
2002	Lee Roth	Hunterton, NJ	MAD		NONE	
2003	Philip Maxfield	North West Louisiana	SWD	Lee Roth	Hunterton, NJ	MAD
2004	Hal Maples	St. Charles, MO	CSD	Fred Teller	Hastings, NE	CSD
2005	Darby Vannier	Lincoln, NE	CSD	Jack Gardener	Hunterton, NJ	MAD
2006	Mike Fordice	Hunterton, NJ	MAD	Ray Ashcroft	Fullerton, CA	FWD
2007	Ray Ashcroft	Fullerton, CA	FWD	Allen Baum	Greater Phoenix, AZ	FWD
2008	Martin Banks	Alexandria, VA	MAD	Ray Ashcroft	Fullerton, CA	FWD
	Bruce Budde	Hunterton, NJ	MAD			

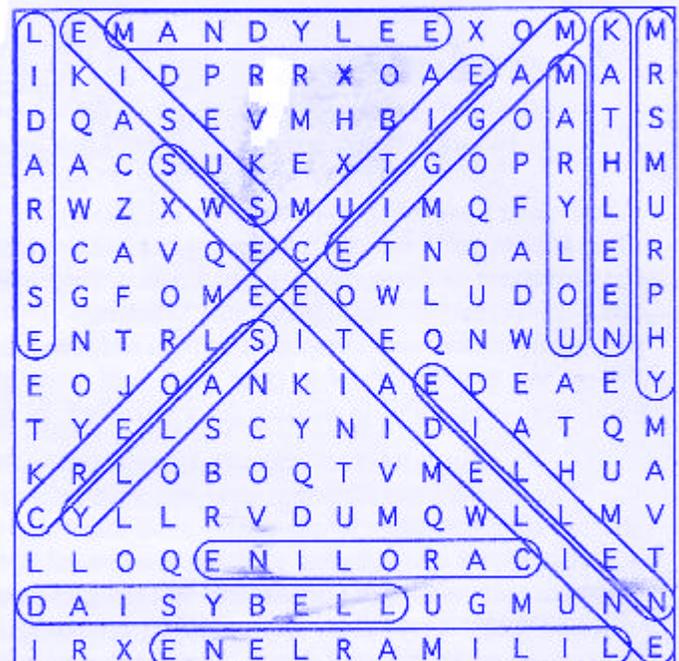
2008 Update: ASCAP

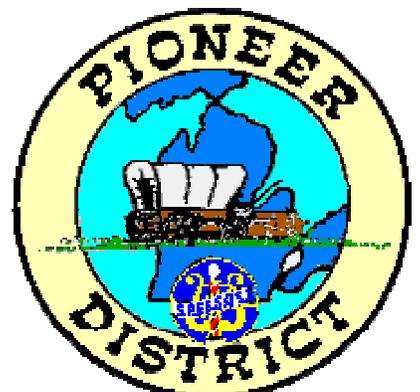
Having still not heard from ASCAP on the annual minimum fee for 2008 or the payment process for this year, the following process is adopted by the Society: If you have/had a chapter show in 2008, please send a check to the Society for a minimum fee of \$210 made payable to the Barbershop Harmony Society. We (the Society) will see that the appropriate fee is paid to ASCAP if/when they respond to prior communications. We are still trying to work with ASCAP to resolve this matter.

For chapters that have shows to the extent that they would exceed the annual minimum fee of \$210, please use the percentage of .0050 as a multiplier against your gross ticket sales in order to calculate the amount you owe ASCAP for each show. Most chapters will not even come close to the annual minimum and should just pay the annual minimum with their first show license fees.

The check made payable to the Society for the ASCAP fees should be sent along with the BMI/SESAC show clearance application. Questions should be directed to either our own NED Secretary, Doug MacLean, at doug.macleam@ns.sympatico.ca - or to John Schneider, jschneider@barbershop.org at the Society in Nashville.

Answer Key to the Barbershop Maze







Barbershop Harmony Society Districts

Abbr.	District Name	Where
CAR	Cardinal	All of Indiana and Kentucky.
CSD	Central States	All of Iowa and Missouri, and the eastern two-thirds – ¾ of South Dakota, Nebraska, and Kansas.
DIX	Dixieland	All of Mississippi, Alabama, Georgia, Tennessee, and North and South Carolina.
EVG	Evergreen	All of Alaska, Oregon, and Washington, the western half of Idaho, and all but the southwest corner of Montana, USA; and all of British Columbia and Alberta, Canada.
FWD	Far Western	All of Arizona, Nevada, California, and Hawaii.
ILL	Illinois	All of Illinois.
JAD	Johnny Appleseed	All of Ohio, all but the easternmost portion of West Virginia, and the southwestern corner of Pennsylvania.
LOL	Land O' Lakes	All of North Dakota, Minnesota, and Wisconsin, and the western half of the Michigan Upper Peninsula, USA; and all of Manitoba and Saskatchewan, and the western half of Ontario, Canada.
MAD	Mid-Atlantic	All of Virginia, Maryland, Delaware, New Jersey, and the District of Columbia, and the eastern two-thirds of Pennsylvania, the southeastern ¼ of West Virginia, and the southeastern corner New York (around NYC).
NED	Northeastern	All of Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, and Maine, and the northeastern ¼ of New York, USA; and all of Quebec, New Brunswick, and Nova Scotia, Canada.
ONT	Ontario	The eastern half of Ontario, Canada.
PIO	Pioneer	All of the Michigan Lower Peninsula, and the eastern half of the Michigan Upper Peninsula.
RMD	Rocky Mountain	All of Utah, Wyoming, and Colorado, and the eastern half of Idaho, the southeastern ¼ of Montana, the northern ¾ of New Mexico, and the western ¼ – a third of South Dakota, Nebraska, and Kansas.
SLD	Seneca Land	All but the eastern ¼ of New York, and the northwestern corner of Pennsylvania.
SUN	Sunshine	All of Florida.
SWD	Southwestern	All of Louisiana, Oklahoma, and Texas, all of Arkansas except for the NE corner, the southern two-thirds or so of New Mexico, and a very small portion of southern Kansas around Liberal.

Online Marketing for Chapters and Quartets

By Dave Baker, *Spirit of Phoenix*, Glendale, Arizona



Web-centric Offline Strategy

Now that you've gone this far, you might as well commit all the way and make sure you use your website in all of your marketing. You've spent considerable time (and perhaps money) designing and optimizing a website—why wouldn't you make it a central part of your general marketing activities?

Here's the rule: include your web address in everything you publish. Include a general e-mail address in all of your correspondence. As Internet use continues to grow and become more and more a part of everyday media consumption, your website will only become more important. Here are a few additional ideas to consider:

Pass-along Cards

Most choruses produce "pass-along cards" for their members to give out to guys who might be interested in singing with the group. Make sure your cards include your web address, and make certain that information about

rehearsal times and locations is easy to find and print. Also, it's critical to provide a valid e-mail address for someone in the group who checks and answers e-mail frequently. Someone who can write a coherent, polite e-mail message with minimal misspelled words is also a plus.

Chorus Shows

If your chorus gives annual or seasonal shows, make sure you include your web address when you submit an entry for the "community calendar" section of your local paper. Create a special landing page with all of the concert details and post a prominent link on the front page of your site. (Posting a link on the Harmonet and the Barbershop Wiki is also a good idea.)

When you actually hold your concert, make sure to give your web address a prominent place on the program. If you provide cards allowing audience members to be notified about upcoming concerts and other events, make

sure you ask for your audience members' e-mail addresses. Collect these addresses and send out several e-mails (one month before, two weeks before, the week of, the day before) notifying and reminding your "subscribers" about the event and inviting them to attend.

If you do this, it's very important that you include a method for people to get off your mailing list. It also follows that you should make sure to actually do remove them. Ticking off potential ticket buyers is never a good thing, and word of mouth can work both ways.

Oh—and be sure to remove the concert information from your site when the concert is over. It's just tacky to have stuff on your site that's way past its expiration date. Better yet, change the content to reflect the fact that the concert actually happened, and put some photos and audience comments to help get people excited about the next concert.

Cont. next page

PROBE is looking for a Member Services VP to fill the term of David Haase who has resigned. Interested? Contact President Steve Jackson at sjjbullead@comcast.net or 303 384-9269



Roberta Miller
Sound Bites editor
 West Portland chapter
 Evergreen District
4th place, E-IBC

Ok Roberta, now that you've taken 4th place, what's your next project?

Well, I think I'll bake a cake and take it to the next meeting to celebrate with the guys. I'll save you a piece!



.....mmmmm, chocolate!

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Quartet Gigs

When your quartet performs—whether for a church function, a corporate event, or a charity concert—make sure to take along your own pass-along cards. Include your quartet web address and a valid e-mail address and give them out liberally to anyone who wants one. If there is a program, ask that the quartet web and e-mail addresses be included along with your quartet blurb.

Customer service

Now that your website is a central pillar of your marketing activities, you can focus on actually accomplishing your goals.

You've created your website, you've used both online and conventional methods to send people to the site—eventually some of those people are going to want to contact a person. This is the whole goal of your site, right?

Providing good customer service means being there to respond to your customers when they attempt to contact you. Whether you're recruiting or promoting or just networking, a crisp, professional response will start you off on good footing with potential customers.

Easy Contact

Several prominent surveys of Internet users have shown that one of the biggest user complaints is companies and organizations that make it difficult (if not impossible) to find contact information on an institutional website. Some organizations mask all contact information from the customer, refusing to give a direct-dial phone number or an e-mail address, requiring customers to use a blind form to send messages to them. In marketing, we call this shooting yourself in the foot. Or the head. (Believe it or not, **Four Voices** actually sang about this phenomenon in their song **Lazy Bones** — "And when you conduct marketing activities, I'll be....")

The solution is simple: make it very easy for people to know how to get in touch. The most common strategy is to have a prominent link in the main navigation area that says "Contact Us." Some websites even provide perpetual contact information in their header or footer, so it appears on every page of the site. Just make sure to include both a phone number and an e-mail address.

Be Available

In this age of cell phones and always-on broadband connections, there is really no excuse not to respond quickly to calls and e-mails. It's sad to say, but many companies see their website as a way to "slow down" a customer. They apologize profusely when they make you wait in a phone queue for 30 minutes to talk to a customer agent, but see nothing wrong with making you wait 24-48 hours for a response to an e-mail. What they don't understand is that online customers expect an almost immediate response, and they become frustrated when they don't receive it.

Though an instant response is always best, your customer will probably understand that the chorus or quartet is not a full-time activity, so something less than instant is probably okay. For e-mails, somewhere between an hour and a day is an acceptable response time. For phone calls, aim for a return call within 24 hours.

On the other side of availability, it should go without saying that your website should also be available online 24/7. If your web hosting company is flaky and has lots of

periods of downtime, change hosts. If you anticipate a scheduled outage—if, for example, your host has to upgrade hardware or software—make sure to go in to **Google AdWords** and pause all of your ad campaigns during the outage so you're not spending good money to send customers to a site that isn't available.

Pass the Baton

Cell phones are great as contact numbers because they can be answered even when the contact person is on vacation. If the person charged with answering e-mails from the website has to be out of contact for more than a day or so, the messages from the site should be forwarded to a backup person. Remember that an e-mail that goes unanswered or a voice mail that goes unreturned can easily lead to the loss of a "customer"—which may be a prospective chorus member, a potential quartet gig, and so on. The better you close the loop on customer communication, the better you'll close the "sale" and reap the rewards of all of your marketing work.

Conclusion

If this sounds like a lot of work, that's because it is. Online marketing takes elements from traditional marketing and adds a healthy dose of technology to create a potentially daunting effort. But if you break it down and take it in steps, it's doable and—most importantly—profitable. With its global reach, its immediacy, and its emphasis on rich media, the Internet seems tailor-made as a tool for preserving barbershop harmony. This is where marketing is moving, and we as a society have to learn right now how to make online media work for us.

David Baker (me@bakerdavid.com) is the national Internet marketing manager for a large auto finance company, overseeing more than a million dollars in annual online advertising expenditures. He also consults with businesses and other organizations (including choruses and quartets) to help them meet their online marketing needs. He sings tenor with **Equinox** quartet and the **Spirit of Phoenix** chorus.



Words of Wisdom

Continued from last issue

A guy in a bar once told me that he had earned a black belt at his martial arts club. Not to be outdone, I responded that I had earned red suspenders at my chapter. He stuck four straightened fingers into my stomach.

Ask any barbershopper how many times he flats and how many of the chorus repertoire songs does he know cold-turkey. To arrive at the truth, multiply the former by two and divide the latter by three.

I recall telling an audience how much our quartet really loved singing barbershop. They shouted "You Always Hurt The One You Love." I'm glad they requested that tune; we too thought it was one of our better ones.

On a recent trip I found myself needing a "fix." I picked up a phone and listened to the dial tone, a perfect F#. I added a third ... then a fifth ... and ended up on a sustained sixth. You take your harmony wherever you can find it.

Accept a breath mint if either your spouse or a barbershopper offers you one.

Try to get a position on the risers that is on the break-line between another singing part. Reason: two-part harmony is better than no quartet at all.

I once sang in a quartet with a lead whose mantra was "Ready ... Fire... Aim." The District made us disband.

Get in the habit of putting your name-tag on and off within your car. Why have your neighbors think you're going senile?

You think you've been in barbershopping a long time? The first time I cranked out "You're The Flower Of My Heart," a girl in the front row wrote "Adeline Cash" in the margin of her spelling primer.

I asked an ex-district champion if he'd like to sing in our quartet. He said "yes" if, afterward, I could get Kenosha to put him and his family into its witness protection program.

A basic truth: either the lead or baritone picks 80% of all the songs your quartet will sing.

Strive to sing, privately, one flat note everyday ... just so your ear doesn't lose its ability to detect it.

Quiz: If one were to stand up in the Saturday-night audience of the next International Contest and shout "you're flat," would he be:

(a) subject to protection under the first amendment (free speech).

(b) subject to prosecution under the fifth amendment (conspiring to riot).

(c) appointed as Chairman of Judges at the next International Contest.

I asked our director if I could sing a solo while the chorus hummed in the background. He asked what my other two wishes were.

What's so difficult about forecasting the next International Quartet Champion? Over the past five years I've picked fourteen of them. Our last convention hotel had many amenities; bowling alleys, tennis courts, comfortable beds and other athletic facilities.

In every barbershop chapter, there will always be one person who knows what is going on. Get rid of him.

The difference between Rush Limbaugh and a bass is one of them is loud, offensive, abrasive and loved by a few misguided weirdo's. The other's a TV commentator.

If you took all the tenors in the world and laid them end to end ... it would be a good idea.

Why are Barbershop show intermissions limited to twenty minutes? So they don't have to retrain the bass section.



The following comment was heard at a lengthy board meeting. "Is this a talking society or a singing society?"

I always believed that if I could find three similarly talented guys we would be a shoo-in at International until I noticed an eighteen inch hair growing out of my left ear. Check your shaving mirror.

Why is it that too many quartets, having earned their medals, stop singing the songs and arrangements that got them there?

One week after joining my first chapter I walked up to the three best singers in the chorus and asked if they would form a quartet with me. They said "yes" provided they could all wear ski masks.

Much has been written about our "meeting night", i. e., did you leave home to go to a chorus rehearsal or a chapter meeting? Whatever rings your chord. Just don't kid yourself into believing that you can do/be both.

Contests are not a matter of life or death, they're more important than that.

Our Society consists of two groups: the 80 guys in the top twenty quartets and the 29,920 other guys that critique them.

If you are going on stage following a Sweet Adeline quartet, you better be ready with your best stuff.

Contest Tip: Make sure that your two songs were originally arranged on parchment.

A "totally fair" contest is a winners' definition.

Ninety percent of all barbershopping is half mental.

Barbershop contests are the nation's leading cause of statistics.

My quartet does a very animated version of "Mr. Touchdown." I use a stunt-double.

Refuse to go on stage when the audience consists of a group of villagers holding torches and pitchforks.

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