



"The most influential communications fraternity in the Society"

Published quarterly, Public Relations Officers and Bulletin Editors, BHS

www.harmonize.com/probe

PROBE Emoter

Vol. 49, No. 4 BARBERSHOP HARMONY SOCIETY Oct/Dec 2012

Who will be willing to "rebrand" PROBE and stand with those of us who want this great organization to continue?

The purposes of PROBE are to:

Provide for the regular exchange of ideas and information among the Society's Chapter and District Communicators

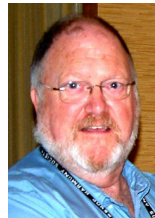
Encourage and promote mutual cooperation in the furtherance of Society objectives

Create, update and administer the annual PROBE work plan for internal public relations as described in the Standing Operating Procedures (SOP)

Provide all PROBE members with advice, assistance, guidance and counsel with respect to good and effective communications through publications, seminars, training schools, contests and other programs and activities.

PROBE President

John Elving



How are you going to communicate?

I just came across some very interesting information which we all need to take heed of. Actually, there are two different points of information we need to look at.

Last year the average age of men joining our Society changed dramatically. It came down just a ways—to the level of 19 years old. Imagine that! We have been told that we're an aging society, and it is true. However, we are also starting to get younger because of the youth movement and especially the youth chorus festival. Young guys are hearing what we all know—ringing chords, and they want to be a part of it.

The second bit of information is how we communicate with this younger generation. Yes, it is true that they all have cell phones, but they don't use them in the same way we do. More on that in a minute. The three ways this younger generation communicates is via social media like Facebook and Twitter, and by texting. (See, I told you I'd come back to the phone use.)

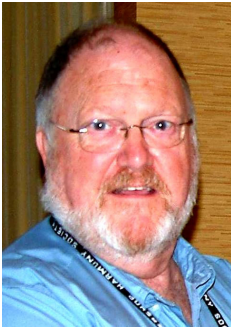
So, what does that all have to do with PROBE? To me it seems very clear. We need to start thinking of our communicating within our chapter, districts, and the Society in new (to us) and different ways. The days of publishing a bulletin or newsletter, even in pdf format posted on the website, are gone. Actually, those days never were here for this young generation we are courting to carry our beloved "hobby" on. It means that we will need to learn how to use email blasts such as ConstantContact or MailChimp. It means we will all have to become proficient at tweeting. It means that we will have to become proficient at setting up mass text messages. It's time to come in to the "Brave New World" of communication.

In the paraphrased words of Paul Elinger when he speaks to prospective singers, "So, how do you like to receive your information?" For us as communicators, that translates to, "So, how are you going to communicate?"

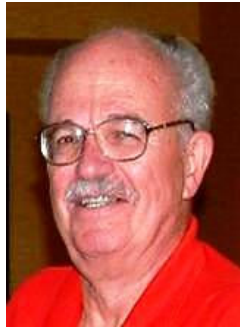


"Why you clumsy ox, you never could carry a tune!"

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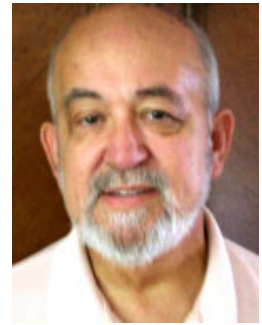
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Bulletin Exchange

FWD Editor Dick Cote Hangs Up the Eyeshade!

Fullerton, California July/Sept. 2012

The Bridge Thus Far

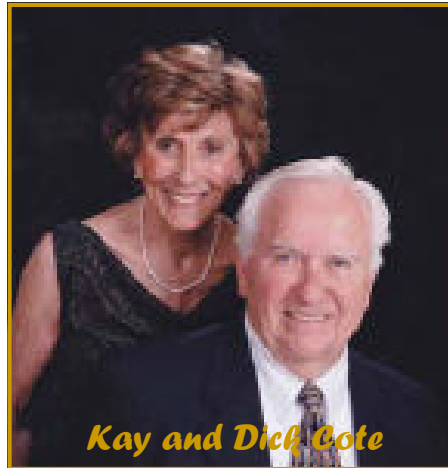
By Al Bell, Foreign Correspondent

We all know that a bridge connects opposite sides of a river. Singers know that notes linking two (often contrasting) parts of a song are also referred to as a bridge. Both types don't just connect; they provide a welcome transition in the physical or musical journey.

We have a third type. It is called the **Barbershop Clippin's**. It connects us to each other and links us with the rest of the Barbershop world just as surely as a river is crossed and the verse of a song leads us to the chorus by means of a musical bridge.

This third type has been going on for a long time—almost since the beginning of the Fullerton chapter. **George Kabacy** published the *Clippin's* for years. There were others, like **Ron Soderquist**, who picked up the pen from time to time. There were silent gaps. Then **Bill Preston**, in the late 1980s gave the *Clippin's* a flashy new look. His last edition was the June-July 1991, 16-page extravaganza in red and blue print, sporting a few three column spreads.

It wasn't until **Bob and Diane Hein** took the reins in the early 90's that the modern *Clippin's* came into its own. Not surprisingly, Bob's first edition of August 1991 looked a lot like Bill's. In fact the format didn't change that much by Bob and Diane's last issue in December 1996. Other changes were more profound. Bob invented the "velvet whip," a sometimes not-so-gentle reminder to contributors that it was time to whip out their column for the next *Clippin's* issue. In due course, a hard-core of regular contributors could be counted on to escape the whip by delivering without prompting. Bob created a culture of member involvement with and commitment to the *Clippin's*.



Kay and Dick Cote

The power of that energy has sustained it ever since. Many bulletin editors dream of such a situation. When Bob and Diane moved, they left behind a distinct trail of awards at the FWD level.

A relatively new chapter member by the name of **Dick Cote** stepped in to produce the *Clippin's*. His first issue appeared in January 1997. It was then and remains today a heroic effort. Dick and his team went on to garner more FWD awards and three International Bulletin Gold Medals. Dick and **Kay Cote**, over a period of 16 years, spent literally thousands of hours building the fine product they inherited into a truly world-class communication.

The test of true commitment is what happens after the thrill of competition and winning is over and all the gold one needs has been acquired. It is true that publication frequency has diminished slightly, but the quality has never faltered. Little tweaks now and then continue to sharpen what was already outstanding. This has all been going on so long now that it has become synonymous with the Fullerton Chapter. Some members will go to any length to avoid being left out of an issue. If you are an officer, writing in the *Clippin's* is just part of the position.

If you are **Fred Robirds**, man of a thousand hats, you wear them under the byline of multiple articles each time the *Clippin's* heads out the door. He'll never be plagued with identity theft; he has so many identities he would never miss one or two!

Members come and go constantly in an organization like ours. What is it that keeps those who go elsewhere so connected to Fullerton and the **Orange Empire Chorus**? The bridge, of course. The *Barbershop Clippin's*. It is today a presence that makes the present in our part of the musical universe far better than it would otherwise be. **Dick Cote** published and edited in style, with able support from his loyal Kay and liberal supplies of photos from many members, but especially our stellar chapter photographer, **Joan Golding**.

It is doubtful if barbershoppers in any other chapter are as well photographed as we have been because of her tireless commitment to capturing us on film—and now in pixels. This speaks to part of the magic Dick has brought to the process: a partnering with so many individuals who extend themselves to be part of this printed voice of our chapter. It doesn't mute our musical experiences; it simply shares them in another way.

And now, well into his eighth decade, our astute publisher and editor has decided it is time to pursue other challenges and other joys. We are indeed fortunate that a talent as accomplished as **Don Derler** is picking up the traces after the next *Clippin's* issue. He walks in powerful footsteps and he's just the guy who can do it.

Our bridge has taken us a long way thus far. It is in superb condition. It doesn't have to be rebuilt, only polished and cherished, just as it has been for a very long time. Thank you, Dick and Kay and all of those who joined with you in creating such a fine testimony to the memories we share. We are enriched. So, we trust, are you.

Editorial Musings

By Dick Cote, Publisher/Editor

As I review this, the penultimate issue of the *Clippin's* for which I'll be the editor, I glance over the names of the many contributors. I am struck by the loyalty, perceptiveness, astonishingly good writing ability, and responsiveness to the needs of the chapter and the *Clippin's*. The inputs have been great, as always, and the words of encouragement from so many loyal readers and contributors have really touched both **Kay** and me.

Now is the time for me to review these many years of guiding the publication. At the very outset, I was new to both the Fullerton chapter and to the Society, and I knew virtually nothing of putting a publication together. But with the encouragement of Kay and some old friends, I took the job with gusto. It was a tough act to follow because my predecessors, **Bob** and **Diane Hein**, had done such a good job of improving the breed.

My first few issues were especially hard because I decided, early on, to do the whole thing with a computer instead of the then traditional cut and paste. So it was that, with Kay's blessings, I made some fairly significant investments in computer gear. Then came the problem of learning how to use it. I'll save you the agony, but there were many days when the work day ended at 2:00 am, just to make the schedule.

More importantly, perhaps, was the goal, the vision that I had for the bulletin. It had to reflect the character of the Fullerton chapter, that is, it had to be upbeat, full of fun and information. And I set out to be what I frequently referred to as "The Cheer Leader." There were some missteps at the outset, but I learned that the task of the editor was more than just correcting spelling and sentence structure, and I always made sure that negativity was held to a minimum, if at all. More than once I rejected articles which crossed over the line, and got some heat for that. But it was worth it. The *Clippin's* is looked upon with envy in the Society, and my wall full of trophies attests to that.



I'm sure that you all know by now that our successor as Publisher/Editor is my good friend, **Don Derler**. He has to be a brave guy to step into this role while he's still in the work force, running his own business, and keeping up with all the other duties he has undertaken for the chapter. But Don is an outstandingly talented and creative guy. He's an artist, a designer, very literate, and has what seems to be unbounded energy. I have no doubt that he will take the reins of the *Clippin's* and take it to a new level of excellence. And that is my fervent wish.

There isn't enough room here to express my thanks and gratitude to all of you who have helped make the *Clippin's* such a winner, so I'll reserve that until the final issue. So, until then, keep working on your articles for that issue.



We Get Letters

Thanks, Kay!

Kay,

My sincere thanks for your labor of love in the production of the *Clippin's*. For many years I have enjoyed receiving and reading this wonderful magazine, and I know the dedication that you and **Dick** have given to it. Dick has often said he would not have won all the top notch awards without your continuing support, which you have given him in so many ways. Thanks!



Howard Jones

On the Lighter Side

Kudos and condolences

By Sam Glorioso

There is a beginning and there is an end. We had our beginning of the **Dick Cote** era and now we are at the end of the that era. After umpteen years and umpteen awards as editor and publisher of the *Clippin's*, it's time to pass the torch to someone else. And he kept the torch lit all these years. For someone with no experience in the newspaper industry he learned very early on how to put out an award-winning paper for the Fullerton **Orange Empire Chorus**.



Uncle Sam Glorioso
Joan Golding Photo

I can imagine all the hours he and his wife **Kay** spent preparing each issue and worrying when he was short on copy. In newspaper parlance there is what is known as fillers. These are bits of sometimes useless information that are used when there is too much space. That is only effective when there is not much space. There were times when I hadn't planned on turning in a column for whatever reason, and I would get a call, an e-mail or a "personal" visit. It didn't take much for me to understand why. With him coming at me with a cattle prod, it was easy.

Kudos to you, Dick and Kay, for all the effort you made in the years. Condolences for seeing you relinquish your post. You did your time. I hope Dick doesn't pass on the cattle prod too. Although he may not run the paper any longer, I will still have to sit next to him at Harmony for Lunch. That's okay. He's the better for it.



PROBE NEEDS YOU!
Volunteer to give something back
IT FEELS GOOD!

Bulletin Exchange Program

Does your chapter publish and distribute a bulletin, even if only a weekly one-page? 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 experiences 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.

We need the hard-copy bulletin and we need to be able to distribute and/or mail it to our supporters, 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 informed of chapter activities - published/mailed 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 barber-shopper owns a computer or is computer-literate. 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 barbershop editor!"

Alexander Edwards
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PROBE HALL OF HONOR

Bruce Anderson, **Ray Barrett**, Herb Bayles Grant Carson
Jerry Coltharp, Dick Cote, Lloyd Davis, Wade Dexter
Mel Edwards, John Elving, Leo Fobart, **Jim Fulks**
Harry Gault, Dick Girvin, **Ray Heller**, Bob Hockenbrough
Paul Izdepski, Steve Jackson, Terry Jordan, Grady Kerr
Art Lane, Deac Martin, Bob McDermott, **Roberta Miller**
William Moreland, John Morris **Roger Morris**, Buddy Myers
Karen Nanninga, 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

Photos still needed

This edition, we have included a special item of poetry sent in by a member of the Clippers. We are sure that all of you who have been to Harmony Colleges, chorus retreats, or over-night gigs will sympathize...

"Ralph's Ruminations"

I do enjoy my barbershop,
I am a loyal Clipper.
So when I heard about this camp,
I thought, "You little ripper!"

I loved it there at Tambourine,
The nights were quiet and deep.
But when we reached the midnight hour,
I could not get to sleep.

I'd hoped for restful hours of peace,
And soothing calm and quiet.
But what I got was elephants
Indulging in a riot.

I heard the sound of ghastly snores,
Like diesel tractors starting.
Of camels fighting to the death
Of giant rhinos f-----g.

And so the morning came and I
Had barely had a blink.
I had to get some sleep and so,
I settled down to think.

I found an empty cabin, and
I moved my luggage in.
But fate moved in to punish me
For selfishness and sin

Two other Clippers came in late,
And moved in next to me.
After midnight I awoke
To a fresh cacophony.

"Oh Lord," I cried, "what have I done?"
I heard an angel talk.
"This you must do my child," it said,
"Take up thy bed and walk."

I took my mattress up and walked
Up to the meeting hall,
And put it down and slept the night
And friends, that's nearly all.

I got about an hour's sleep
Upon the concrete floor.
With mossies, bugs and creeping things,
But at least they didn't snore.

At dawn the sunshine woke me up,
So gently on my face.
And soon I'll pack my luggage up
And leave this bloody place.

And next time someone mentions CAMP,
I'll say, "I THINK I'LL PASS."
Just take your registration form
And stick it - "in the bin."

Bulletin Editor VP

Jerry Daiker



The world of newsletters

Why print newsletters, stuff them in envelopes, and mail them?

- Some members don't have computer skills (or a computer) needed to access online.
- That is what we are accustomed to doing.
- We don't have the skills or software to do it online.

Why do it online?

- Much lower cost.
- Makes the newsletter/bulletin available to anyone.

What do we do?

I found in our medium-to large-size chapter (about 75 members) we only have one or two members who do not have Internet access. I provide a hard copy for them and another copy for visitors.

I know the newsletter is read by most members because, when they like it, I get a lot of feedback. This brings me to another topic: feedback! Through the use of technology, I found that there was a way to get great feedback, positive and negative. The negative feedback is the most important because that is how you learn what needs fixing. I used surveymonkey.com. It gave a lot of data from those who responded. There were only six questions, some multiple choice, some true/false, and some "fill-in the blanks."

There are two important points I would like to make:

- Surveymonkey was expensive for the few members who responded.
- If you have Groupanizer it has the functionality to provide that feedback at no additional cost IF you design your questions properly.

Even though very few responded, the feedback was invaluable. I (re)learned that watching details is very important. No deadline is as important as getting it right! I also learned what topics were most read. Getting to know more about the other members of the chapter is the most read article. If you want to know more about the survey we did, see the Survey Results article here....

http://www.thoroughbredchorus.com/pdf/STARTING%20GATE%20Vol%2012%20Issue%2010_Rev1.pdf

Jerry is also the editor of *The Starting Gate, Louisville #1 chapter*

BARBERSHOP HISTORY QUIZ

author: Mark Axelrod, editor
"Blue Chip Chatter," Teaneck, NJ.



QUESTIONS:

Define the following musical terms:

- 1- Blossom
- 2- Expanded Sound
- 3- Glee Club Style
- 4- Unit Sound
- 5- Whiskey Tenor

Answers on page 12

Mark Schuldenfrei

I do software quality assurance, risk management and software process consulting for a firm in the Boston area.

There are two risks to ALL of us, in relation to the work we do on computers.

The biggest risk is this one: if the data is just on one computer, it can be lost if that one computer fails. Back up your data, back it up, BACK IT UP.

It doesn't matter if it is your livelihood, or just pictures of your family. If you'd miss it, back it up. You can use online backups, or push things onto sites like Google Drive or Facebook or DropBox.

You can purchase back up drives, or use little thumb drives, or burn data CDs or DVDs. The more copies, the more places those copies are stored, the safer you are.

The other issue, is one more like what happened to our friend: even if you have copies, if the data is in an unusual format that only one program can read - if you don't have that program any more, you have nothing.

It's not enough to have copies of unreadable data - you have to have the means to read them. If you do you taxes on the computer, or create music - make sure that you save your data in ways that OTHER computers or even people can read.

If your stuff matters to you, spend the very short time it takes to make a viable and useful plan to back up your data, ASAP.

"If you have it and you know you have it, then you have it. If you have it and don't know you have it, you don't have it. If you don't have it but you think you have it, then you have it."

Jackie Gleason

ABM: Always Be Marketing Your Chapter, That Is **John Elving, PROBE President**

Ever struggled with ideas to promote your barbershop chapter? You're not alone. Here are some things you can do to get your chorus's name out there for all to see.

Try online news releases.

They put your name where customers look—search engines. They can get your name to the very top of a Google page so potential customers find you faster. They have a broader reach than email marketing and they reach people way beyond your email list, like prospects, journalists and bloggers.

Don't think you have any news?

No matter where you're chapter is, or how many members you have, your chapter makes news regularly. And you can turn any piece of news into an online asset that helps you increase awareness, attract more customers and win more business.

Just think of everything you do.

Perhaps you recently started working toward a new show or a service like free voice lessons, or are offering a great chance to sing in a festival. Maybe you hired a new director, created a website for your business or moved to a new rehearsal location. They're all opportunities to make news. So spread the word, and get your story out there with an online news release.

Here are some ideas to get you started.

1: Tell everyone about your latest accomplishment or award.

The next time you win an award or have a major breakthrough—or win an award for your latest major breakthrough—let the world know about it. An online news release can take the story beyond your chapter in all sorts of ways and connect you with all sorts of people, including journalists looking for a story, and customers looking for a well-reviewed, credible product or service. Why not publicize an award that one of your members has won? You're selling award-winning performances; you should shout about it and that person is a vital part of your chapter.

2: Share an inspirational story.

For inspiration for your next release, look no further than... inspiration. Readers love to hear about people going the extra mile, overcoming adversity, and becoming successful—and the publicity can **generate even more success**.

3: Offer useful, free educational resources.

Educate the public about your latest initiative, event or service. No one likes to be lectured, but you can present helpful, useful information by telling a story. This sort of news can build your credibility with readers and provides a resource they might share.

4: Your recent event was a hit.

You're organizing an event—that's a neat story. But why only get one news release out of it? Recapping its success once you're all done gives you a brand new story angle for no extra legwork. Who attended? Which quartets, either chapter or guest, soloists or VLQs stood out? What was the highlight? Let the world know. Details. Details. Details. Not only do they make your story interesting; they also help make an impression that sticks in readers' minds.

5: Debunk a myth.

Don't go outside without a coat; don't crack your knuckles; and whatever you do, don't swallow your gum. There are tons of myths that relate to singing Barbershop, and an online news release is a great platform to debunk them. It's the kind of "told-you-so" link that people love to send to their friends.

Learn to debunk and brand at the same time.

6: Announce a charitable contribution.

A news release about your latest charitable contribution can help generate awareness and credibility for the cause you believe in. But it can really help you drive business, too. It can win you positive media coverage and connect your business with the many consumers that believe in your cause. Use keywords to promote your charity or organization.

7: Broadcast your upcoming holiday event.

There are tons of holiday events every year and for every type of company, organization and industry. There are also tons of people searching the Web for events, shows, gifts and more. The competition is fierce but the rewards are well worth it, so complement your existing publicity with a news release. Make your announcement sooner rather than later.

8: Hook your story to a technology trend.

A CEO making an announcement – that's nothing new. But it is when they do it on YouTube, or Twitter. Tech is one of the most talked-about industries today, and you don't need to have a high-tech product to get in on the action. Seriously, you can capitalize on the buzz out there with just a notepad. **Don't just talk tech—use it as part of your story.**

9: Provide helpful tips.

Publishing a few helpful tips can turn a search engine user into a potential customer, so get your singing knowledge out there. You have the tips and people are out there searching for them. Get publishing and get connected. Remember though: just one or two brilliant tips is much better than a long list of useless ones. **ABM: Always Be Marketing.** If your chorus's singing relates to the tips you provide, promote it.

10: Promote your event or team sponsorship.

A great way to reach local customers is to sponsor a local team or event, and then publish a news release promoting your involvement. It's added publicity for them, and it's great publicity for you – especially when it connects you to customers and journalists looking for the team/event. Announce ongoing sponsorships, too. A 25th anniversary of a sponsorship is as newsworthy (if not more so) as a first-year sponsorship.



Web VP

Lyle Southam



Social Media and the Barbershop Chapter

Most chapters have a web site and that site likely defines who they are, where they rehearse, where they have shows, where they perform and some history. Some of the content items used include descriptions, photos with captions, video clips and in some cases, interactive elements that allow their web audience to interact and contribute to their site. This last element is, in many cases, handled by a social media provider such as Facebook or Twitter. Some choruses' use Facebook and a Blog for their website. Both offer simple WYSISWYG interfaces and many popular Blogs have apps that help your readers connect via Facebook, Twitter and other social media tools.

Blogs have many benefits - they are interactive in that visitors can respond to posts; it is easy to set up "child" pages for all the important info that you need to get across about your chorus: where/when you meet, who you are, pictures, your repertoire, some history, etc. They are every bit a web page, but with some social benefits mixed in.

Blogs can also link to your own domain. This is very important – having a domain name that reflects your chorus name is going to be the easiest and quickest way to bring in visitors. Facebook – at this point in time – does not permit you to use your own domain. You need to use <"facebook.com/yourchorusname">. You also have to sign in to Facebook to visit the Facebook page. You don't need to do that with a Blog or web page.

We want to provide some instruction on how to use social media – specifically Facebook - and how to integrate it with your chapter's overall goals and with your chapter's web site goals.



First, it is important to set some basic ground rules. A well planned chapter web site is a good starting point, and in this issue there is a separate article on that topic. (Look for "Create A Chapter Web Site That Gets Results"). It is important to establish some goals for the site - what do you want to accomplish and how do you measure the results? Separately, you need to establish a presence on a social media site such as Facebook. The goals of the chapter site may be very focused on chapter activities and informing the public about the chapter. The goals of the social media element should focus on the timeliness of content and how that content can include events and or reactions to events that are happening NOW. Now means today or within a few days.

Scan through any Facebook page and you will realize that you spend only a few seconds looking at any one entry. There are many entries - both by the account owner and by visitors. The content there will, to some extent, be driven by the conversations, the comments folks leave about your events or pictures and the linked content that others put on your Facebook page. It is vitally important that each site cross-promotes the other site with links and captions on those links suggesting WHY one should follow the link. In this article, we link to another within this issue of **PROBEmoter** in a similar way.

Second, social media is very much a time-based tool that using social media requires someone in the chapter who spends a lot of time on line - on a computer, a Wi-Fi Tablet or a Smartphone or iPhone with a data connection. Having several chapter members who monitor and contribute to the social media site increases your chances of realizing you chapter goals for that social media site in a timely fashion.

Entries and comments are time-stamped and responses can come within seconds. A good strategy is to have new content about timely events ready to post so that your page always looks fresh. Reposting content in a different way can also help bring focus back to the event in cases where comments sidetrack or go off topic. Keep the focus clear on what you are trying to accomplish.

What audience are you trying to attract? Speak their language and appeal to what they are interested. Spend an hour with someone half your age and watch how often they check their Smartphone for tweets and FB comments. Those folks are who you should appeal to

mainly because they are already connected to Facebook! The challenge is – are all your chapter members connected with a Facebook account (many will need help) and does your chapter have a Facebook account?

There are a number of tutorials available that describe how to use social media and how to set up an account. **Michael Baribeau**, webmaster for the Grand Rapids chapter, has recently established an account on Facebook and along the way, has assembled a detailed tutorial on how to use Facebook with a focus on the barbershop community. Thank you Michael for your work on assembling this info!

This tutorial can be found at [<greatlakeschorus.org/misc/facebook/>](http://greatlakeschorus.org/misc/facebook/).

It is very detailed and is well suited to the barbershop chapter folks who want to start using Social Media for the first time. Baribeau includes many links to helpful resources. For his tutorial and others we provide here, it is good to keep in mind the limits of any social media site. Open Baribeau's tutorial and read the last couple of paragraphs starting at "**Some caveats.**"

Before jumping into any tutorial and starting an account, get an overview of what Social media can do and then set your chapter goals with that in mind. Some may not agree with Baribeau's last paragraph of his tutorial:

"Although websites have important uses, generally they're not frequently visited and it can be difficult to get a webmaster to update them in a timely manner."

Would that same "timely manner" not apply to the chapter Facebook page? It is critical that chapters update BOTH the chapter site and the Facebook page on a regular and frequent basis.

Baribeau goes on to say "If I had to choose between a website and a social networking site I would consider something like Facebook that's far easier to use and has more benefits."

Most chapters on Facebook use BOTH rather than choosing between and many of those chapters link each site to the other. Yes, Facebook is far easier. The question of having more benefits to your chapter has not been answered in most tutorials, and, based on a recent survey of a collection of local chapters, none had any procedure for measuring results.

So, what does your chapter want to get out of Social Media? With that in mind, have a look at these tutorials:

greatlakeschorus.org/misc/facebook/ - A detailed tutorial full of links to helpful resources.

PROS: In a Barbershop context. A roadmap of "how to" as done by this chapter's webmaster. Encourage all chapter members to participate with their own Facebook accounts.

CONS: For many self-taught volunteer BHS chapter webmasters, this might be too complicated for them to tackle. Page/ Group/Private Group/ member accounts. Perhaps too daunting for the average chapter of 25 seniors...

www.socialbrite.org/sharing-center/tutorials/facebook/

PROS: Almost a hundred brief tutorials on how to really maximize Facebook tools. For example "<http://www.socialbrite.org/2012/07/23/how-to-use-facebook-to-pump-up-your-nonprofits-events/>">How to use Facebook to pump up your non-profit's events" Worth taking a look at.

CONS: Most presume that you already have a Facebook presence. Only one tutorial (a video) on how to start from scratch.

www.wildapricot.com/blogs/newsblog/2008/06/16/how-to-set-up-a-non-profit-facebook-page

PROS: Focus on non -profit and on membership organizations - the core of BHS chapters.

CONS: Has much commercial content geared to selling you a (costly) service.

ginnytoll.com/what-you-need-to-know-about-the-pitfalls-of-social-media-P5324

PROS: Like many web pages / social media pages, content can become stale quickly - this is a tip sheet of how to prevent that. A strong marketing / branding focus.

CONS: Not focused on non-profit. Also, a site selling expensive services.

www.cnn.com/2011/TECH/social.media/06/20/people.shunning.facebook/index.html?hpt=hp_c2

PROS: A helpful look at why some don't like Facebook and why.

CONS: It's not as bad as this author portrays. Imagine comparing Facebook with the Harmonet?

stacykinney.com/how-to-set-up-and-use-facebook-pages-and-facebook-groups/

PROS: Covers Facebook pages and groups - in a video presentation.

CONS: A jack of all trades type but master of non - it shows in the content of this tutorial.

www.barbershop.org/document-center/category/25-marketing-and-public-relations.html?download=567%3Asocial-media-for-barbershop-quartets-and-choruses

An important excerpt which could be applied to all chapters considering social media:

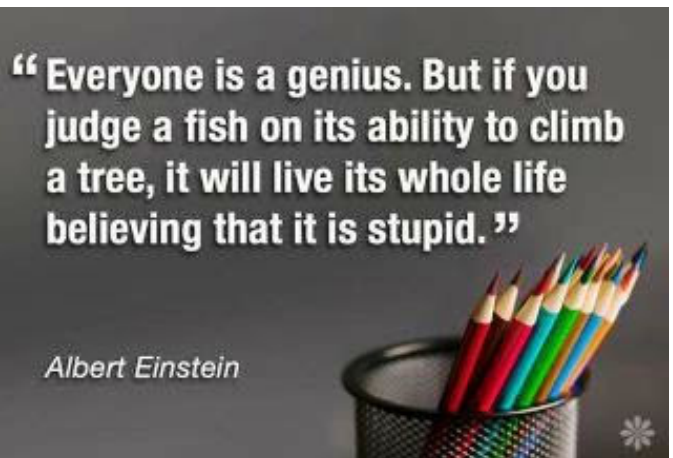
"Before you dive in and start setting things up in any of these sites, there are several important questions to which you should know the answers:

1. What do we want to accomplish with social networking?
 - a. Raise awareness of our quartet/chorus?
 - b. Sell tickets?
 - c. Recruit new members?
2. Who is going to set it all up?
3. Who will manage the content over time?

PROS: Barbershop Chorus/Quartet specific content. Cites (BHS) examples.

CONS: Somewhat dated material - no mention of timeline.

The strongest promotion is still that which happens in person. Our chapter web sites, Blogs and Facebook pages will cross-promote each other and all this content will support what our chapters want to do. Cross-promotion support also comes from our printed brochures, bulletins and any info provided by local media outlets (newspapers/radio/TV). A visitor coming to your chapter (rehearsal or show) will likely look up your chapter on the web first to get some background information. Make sure you have links on Facebook back to your chapter site. That chapter web site is clearly a good place to say "come visit us" or "come to our next show" or "hire us." Use social media to generate excitement about your events by creating an event and inviting your friends (and all your chapter members' friends). Try promoting a draw for free tickets based on visitors being asked to "LIKE" your Facebook page or event. Post the winner back on your web site pages. Again, let the chapter web site invite prospects and let your social media site support those invitations.



Create A Chapter Web Site That Gets Results

By Lyle Southam, Web VP

First principle is [KISS Principle – Keep it simple, stupid](#). Any web page has only **seconds** to capture the interest of a person browsing through the web – so keep your content short and the important content above the fold. Have a look at [why people leave your site](#) to avoid the pitfalls of poor web page design.

Ideally, your chapter has a mission statement and goals. You should set a mission statement and goals for your chapter web site and separately for any social media sites you have. Each of your sites will cross-promote with others and with other media you use - bulletins, press coverage, printed brochures, advertising, PSAs. All media should cross promote by referring to (or linking to) the other forms of media.

Put some content on your Facebook page and the rest of the details on your chapter web page

Print advertising posters or brochures that direct readers to the chapter web site

Have a bulletin that sends people to the show ticket guy

Have a LIKE button on your chapter web site that links visitors to your Facebook page

You get the idea.

Above all else, your site content should be what your prospects are looking for. Put yourself in their shoes as you create the content. Once the prospect is converted – buying show tickets or hiring the chorus or joining as a member – you will no doubt inform the converted prospect of all the info you think he now needs to know. You don't have the luxury of doing that on the first encounter he has on your web site – far better to inform him in person during the show or during new member orientation.

Use Social Media sites like Facebook to support your chapter site's goals. Use Facebook to promote specific aspects about the chorus that don't appear on the chapter web site. You will find the most success by using Facebook for time-sensitive issues and expanding on the "character" of the chorus. People will see multiple exchanges between people about your chorus and that will show the prospects that you are a group of real people who have a serious hobby/art form but the people involved seem to have a lot of fun. Good impressions can be made by the exchanges between your Facebook administrators and your prospects. For instructions on how to set up a Facebook account, be sure to follow the links in the article "[Social Media and the Barbershop Chapter](#)" in this issue. Your Facebook page is easy to maintain and can do a lot to support the goals of your chapter web site.

Your chapter web site should be made up of pages that are short, have visual impact and immediately convey the message intended. A photo can convey a lot of information. A photo of the typical chorus pose at contest shows no motion, no emotion and doesn't convey an invitation to join. A photo of the chorus in intense performance mode or in a social setting can convey the "character" of your chapter without using a single word. Still, it is good practice to add a caption to the photo.

It's NOT easy to keep a page short because you, the barber-shop guy, know lots about your hobby, and you want the world to know everything! OK, but keep the reader in mind and break that knowledge into levels of priorities and pick only one of your priorities for each page/section.

The wealth of information, once broken down into sections, will allow you to establish different pages for each topic. Topics of interest to your browsing reader (and important priorities to you) become your site map and navigation links.

With a chapter site that has fresh and up to date content, it will be a pleasure for visitors to surf your site. As you start to realize your web site goals, be sure to measure them. Start with a hit counter, and also poll each person who contacts you to find out how they heard of you. Count the number of hits to the show page and the number of ticket purchases. Count the hits to the membership page and the number of new guests coming from the web site. Measurable goals are important. The chapter treasurer will also want to know so that he can show the return on investment in the web costs. For answers to questions about content ideas or how to put your chorus on the web, please contact Lyle Southam, PROBE V.P. Web at Lyle@BarbershopHarmony.ca or call 1-800-611-8830



A special blend of friendship and teamwork creates a great barbershop chorus. The payoff comes when the crowd leaps to its feet and applauds.

Singing with us, you can become the singer you've always wanted to be. We make learning to harmonize easy and fun, and rewarding in ways you've never imagined.

Call (800) 611-8830 to find out how you earn your spot on the front row. (*Limber up first — we dance hard.*)

Barbershop Chorus

We make music with impact.

Here is how your navigation links might look:

Attend Our Next Show

- describe the theme of the show,
- who is performing,
- venue location
- date(s) and time(s),
- ticket prices,
- how to order/purchase tickets,
- the benefits of attending the show (sizzle)
- an invitation to BUY TICKETS (on-line) - an obvious call to action

Hire Us

- Full chorus for a show package
- VLQ/Small Chorus for smaller settings
- Quartet for more intimate settings - including Singing Valentine deliveries

Join Us

- Describe the singing style and how a singer can fit in – barbershop style, chorus (and quartet).
- Describe the chapter “character” – what you do before, during and after chorus.
- What the group does in and for the community (charity) – a “feel good” component
- How to show up at rehearsal as a guest.
- Invitation to Guest Night/Free Singing Lessons Christmas Only Singers

Contact Us

- List names, thumbnail photos, phone numbers, and email address links for each activity a browsing reader might want to contact you about:
- Guest Coordinator – internally known as the membership front man.
- Show Ticket Sales – the ticket guy.
- Performance Coordinator – a marketing guy and/or the director
- General Info – internally known as president – who will forward to the right guy if required
- Provide a contact form for those unable to use (or blocked from using) an email client

Learn About Us

- Variety of backgrounds in employer types – surgeons, engineers, factory production workers, teachers, office/ support staff, and some retired folks who golf a bit.
- Levels of singing talent - music educators, church choir singers, ear singer (some who can't read music), and “shower” singers learning how to sing.
- A bit of additional detail to enhance the one or two phrases that describe you on your home page
- A description and perhaps a sample of the Barbershop style. Keep it legal...

- Testimonials/press coverage/show attendee reactions
- Results of chapter charity work in the community
- Brief description of chorus position within the Barbershop Harmony Society.

Members Only

- Log In form
- Email forgotten password form
- List of what is behind members section
- Sheet music
- Learning tracks
- Rehearsal recording,
- Performance recordings and videos
- Performance evaluations
- Chorus rehearsal calendar
- Chorus coaches, section leaders and teaching talent
- Chapter Roster
- All the other stuff you wanted to put on the public site...
- Guest Registration form (for limited access to only audition song)
- Full Member Registration form
- Invitation to join us

Home Page

- Photo of the chorus in action (not the ‘contest pose’)
- Next show info
- Buy tickets (only within ticket selling season) link to Attend Our Next Show page
- Show review – immediately after show – replacing ‘buy tickets’
- Rehearsal location – with invitation to come as guest and link to Join Us page
- Chorus or quartets available to perform within metro area (your geographic region)
- Link to a map in a new target window
- Get In Touch – link to your contact page
- Social media plug-ins
- A Facebook “Like” button – only if you have a chorus Facebook page and several members as administrators.
- A Twitter button – only if you have several members who tweet and follow.
- A Google+ button – only if you have several members on Google+

.....Cont. from page 6

WHY ENGLISH IS HARD TO LEARN

We'll begin with *box*; the plural is *boxes*,
 But the plural of *ox* is *oxen*, not *oxes*.
 One fowl is a *goose*, and two are called *geese*,
 Yet the plural of *moose* is never called *meese*.
 You may find a lone *mouse* or a house full of *mice*;
 But the plural of *house* is *houses*, not *hice*.
 The plural of *man* is always *men*,
 But the plural of *pan* is never *pen*.
 If I speak of a *foot*, and you show me two *feet*,
 And I give you a *book*, would a pair be a *beek*?
 If one is a *tooth* and a whole set are *teeth*,
 Why shouldn't two *booths* be called *beeth*?
 If the singular's *this* and the plural is *these*,
 Should the plural of *kiss* be ever called *keese*?
 We speak of a *brother* and also of *brethren*,
 But though we say *mother*, we never say *methren*.
 Then the masculine pronouns are *he*, *his*, and *him*;
 But imagine the feminine . . . *she*, *shis*, and *shim*!

- ANONYMOUS

Barbershop History Quiz Answers

1. An arranging technique in which four voices begin in unison and expand to a four-part chord in contrary motion (i.e., one voice part goes lower, the next higher, the next lower, and the last higher).
2. The vibrant ensemble sound that results from the production and reinforcement of overlapping overtones. (What my source didn't say is that the vibrancy manifests itself in greater fullness of sound and increased volume, and occasionally results in an audible fifth note. - Ed.)
3. An arranging style in choral music that places the melody in the highest voice; barbershop melodies are occasionally in the highest voice, but only very rarely. Glee club arrangements also lack the emphasis on dominant seventh chords that barbershop can't get enough of. This style of harmonization frequently requires the doubling of parts which is prohibited in barbershop harmony except in rare and limited circumstances.
4. Ideal sound production resulting from excellent balance, blend, intonation, matched vowels and strong overtone reinforcement.
5. A barbershop singer (applies to all four voice parts, not only tenors). This archaic term is derived from the caricatures of inebriated quartets in vaudeville.



Louisville #1 Chapter Receives Chapter of the Year Award

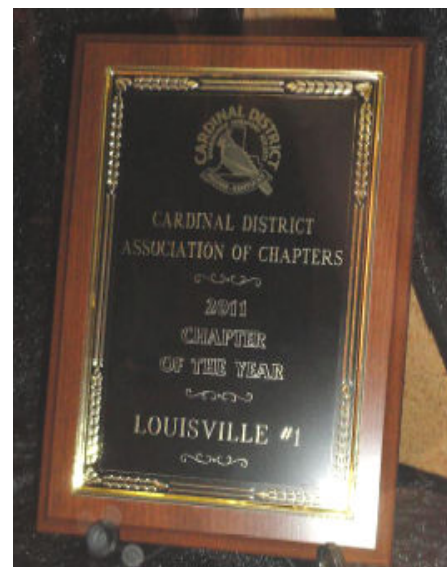
By Ron Brumleve

In the last issue of the newsletter, Ron discussed the top Society award to Louisville #1 chapter. In this article, Ron describes another award given to our chapter. Here is the presentation from Ron, District President, to Eric Hunstiger, Chapter President. — Editor



At the Fall 2012 Cardinal District convention, it was announced that the Louisville #1 chapter had been awarded the District's **Chapter of the Year for 2011.**

In the picture above, I, as Cardinal District President, presented to **Eric Hunstiger**, President of the **Louisville No. 1** chapter, the annual Chapter of the Year (COTY) award presented by the Cardinal Board of Directors (President, Executive VP, Secretary, Treasurer, and Imm. Past President)



Toosday Toons Newsletter

July 2012 Nassau Mid-Island, NY chapter, Chiz Bell, BE

Chorus Courtesy Commandments

— CONTRIBUTED BY BOB MIRAGLIA

1. Thou shalt honor thy conductor's musical knowledge and forgiveth his blunders.
2. Thou shalt be prepared: knoweth thy music, retain and apply new lessons.
3. Thou shalt not covet thy neighbors' voices (sing softly).
4. Thou shalt be attentive and not have conversations with thy neighbor during conductor's lessons.
5. Thou shalt maintain proper posture whilst singing (be it standing or sitting).
6. Thou shalt refrain from negative outbursts during practice.
7. Thou shalt be courteous to speakers (by being silent) during break time announcements.
8. Thy shalt not covet thy neighbor's air space with foul breath (practice oral hygiene before attending meeting).
9. Thou shalt cover thy mouth when coughing.
10. Thou shalt stayeth home when not feeling well.
11. Thou shalt enjoy the camaraderie of thy fellow singers.

Dated? What do you think!



In 2011 we did have positive membership growth, which, combined with our many other activities throughout the year, resulted in our chapter achieving the most points on the CAP survey of any chapter in the Society.

The Louisville No. 1 chapter was given the Cardinal District's COTY award for 2011 for several reasons in recognition of our chapter's overall leadership and accomplishment during the 2011 calendar year, including:

- Our having been the first chapter in the Society to sponsor the Youth Chorus Festival at the Midwinter Convention.
- Our having created and sent the Thoroughbred Youth Chorus to the Youth Chorus Festival in Las Vegas in January 2011.
- Our participation in the Cardinal District's Leadership Academy (COTS) by sending the most number of chapter member attendees.
- Our bringing acclaim to the District and the Society by singing at the national Medal of Honor Convention (not to mention our involving the Kentucky Vocal Union chorus from Elizabethtown and the Kentuckians chorus from Lexington in that prestigious performance), and
- In recognition of our having the most number of points in the Chapter Achievement Program, thus achieving a top 10 score for two calendar years in a row.



Harmonizer Editors

Current Editor: Lorin May
Asst. Editor: Melanie Chapman

Joe Stern	1941
Barber Shop Re-Chordings	
Carroll P. Adams	1942 - 1953
Barber Shop Re-Chordings	
The HARMONIZER	
Robert G. Hafer	1953/1955 - 1956
Robert H. Breunig Jr.	1953 - 1954
Curtis Hockett	1956/1959 1963
Robert M. Hockenbrough	1957 - 1959
Leo Fobart	1963 - 1984
Robb Ollett	1984
Mrs. Lynne Soto	1984 - 1987
Ray Heller	1987 - 1988
Jack Bagby	1988 - 1989
Dan Daily	1989 - 1999
Reed Sampson/Brian Lynch	1999 - 2000
Lorin May	2000 - 2004
Brian Lynch	2004 - 2006
Lorin May	2006 - 2012



Las Vegas, Nevada

City of Lights & Gamble-Aires Merge!

For those of you who may not have heard, Southern Nevada's two male Barbershop Harmony Society chapters -- 52-year-old Las Vegas (with its Gamble-Aires Chorus) and 14-year-old Las Vegas Metro (with its City of Lights Chorus) have officially merged to create a larger and more vibrant chapter and chorus. The merger is officially effective Jan. 1, 2013.

Formal approval of the merger by our Far Western District parent was received Oct. 21. We all are excited about singing in a chorus nearly double the size of each current one!

The surviving Chapter is Las Vegas, **originally formed under a BHS** (SPEBSQSA) charter dated Dec. 27, 1960. Las Vegas Metro was chartered in October, 1998. A name for the emerging chorus has yet to be selected. Both choruses have holiday performance commitments and will continue to perform separately until 2013. We are in the process of finding, interviewing and selecting a new director to take the reins of the new chorus.

Attached to this email is a commemorative, keepsake "special edition" of the Las Vegas Chapter's SHOWBILL newsletter, which contains details of our merger adventure, including many photos and "columns" penned by some of our new Board leaders, along with letters from Society President, Alan Lamson, and FWD President Russ Young.

The ongoing quarterly SHOWBILL will feature leadership columns, news/feature articles of interest and photographs. Flyers about both choruses' upcoming Christmas Shows appear on the two last pages of this Special Edition. The quarterly publication will be distributed to leaders and others throughout the District, Society and both choruses. It also will go to more than 300 others who comprise our collective "fan clubs" -- many who have never seen the SHOWBILL before or who may be unaware of the merger.

We hope you are as excited about the merger and equally excited as we are about the SHOWBILL's **re-emergence**. Both your feedback and input are always welcome. We want the SHOWBILL to be YOUR special newsletter.



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 2012 VP-Marketing & PR
 Las Vegas Metro chapter
 City of Lights Chorus
 2013 VP, Marketing & PR
 Las Vegas Chapter
 (Chorus name pending)



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 2012 President
 Las Vegas chapter
 Gamble-Aires Chorus
 2013 IPP,
 Las Vegas Chapter
 (Chorus name pending)



"TRI...AD" TO REMEMBER

By Stephen C. Rafe
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People will remember the points in your next piece of writing better if you present your information in threes -- three words, three numbers, or three topics, for example. "Triads," as these clusters of things in threes are called, are more familiar to us than we might have known.

Think about such well-known phrases as: "Duty, God, and Country," "Faith, Hope, and Charity," or even, "Up, up, and away!" Now try adding a fourth element to each one. Notice what happens when you say them out loud. Try these: "Duty, God, Country, and Friends." Or "Faith, Hope, Charity, and Kindness." Or how about, "Up, up, away, and gone!" Clearly, something suffers.

Try a few more. Consider: "I came. I saw. I conquered." Think what would happen if you had said: "I came. I saw. I battled. Then I conquered." How about turning "Friends, Romans, countrymen... lend me your ears," into "Friends, Romans, countrymen, and strangers..." Finally, imagine how it would sound if Gertrude Stein had not said "A rose, is a rose, is a rose," but rather, had said: "A rose, is a rose, is a rose -- is a rose."

In every case, something gets lost -- rhythm, meter, and power. We speak of "Morning, Noon, and Night. Yet there is no special reason for including noon. If asked, most people would say it just "sounds" better.

A speech or report should have a beginning, middle, and end. The middle of a written presentation, itself, will be most effective when it is limited to three ideas.

A phone number has three basic parts: Area code, prefix, and last four digits. Traffic signals have three lights: Red, amber, and green. There are three primary colors: Red, blue, and yellow. To start a race, we often say, "On your mark, get set, go." To entice children to jump into the water, adults often say "One, Two, Three." And the list goes on.

So then, what is this magic of threes, this power of the triad? Clearly, it works, and the reason may come down to something as simple as this: If you present information in ways that are familiar to audience members, they are more likely to understand it, accept it, and recall it.

And that's another triad.

Toosday Toons, Chiz Bell, editor, Nassau Mid-Island, NY

From the Harmonet

So what is Barbershopping all about?

Here is a story of what it means to those of us who are 'hooked' on harmony!

Wendy's Story

as told by her sister Stephanie Demmler Dingle

My sister is developmentally disabled and has spent the last six plus years in assisted living. As a barber-shop family, we all learned many songs when we were growing up. Although her learning disability has prevented her from accomplishing many things that we take for granted every day, she was able to learn words and melodies to songs that we sang.

For the previous seven weeks, she was in a hospital and was not receiving the type of care necessary, partially due to her inability to follow directions and partially due to the facility not having the knowledge in handling her disability. She was continuing to deteriorate physically and we feared her dying (literally).

While visiting Wendy, her mom, Betty Demmler, asked about getting a quartet to come sing for her. So I contacted **TJ Barranger**, who directs a chapter in Annapolis, MD—the **Sons of the Severn**. Through the chapter president they reached out and made plans for a quartet to come sing for her prior to a rehearsal.

Now this was awesome in and of itself. But it seems that they were having a 'visitor' that was extremely willing to participate in this non-paying favor. So my sister was serenaded by **TJ Barranger, David Bankard, Jeff Supko, and Sean Devine** of **OC Times!**

Tell me how many organizations have leaders willing to be a part of day to day 'good will' activities like barbershoppers? Most importantly is that during their singing to her, Wendy laughed, sang along and we were able to see the Wendy that we knew was 'in there' that we haven't seen for many years. And it was barbershop harmony that allowed this to happen! We have feared that "this Wendy" was gone for good—but **it was not so!** So, when people who consider joining ask "why?"— here is answer 6,589!

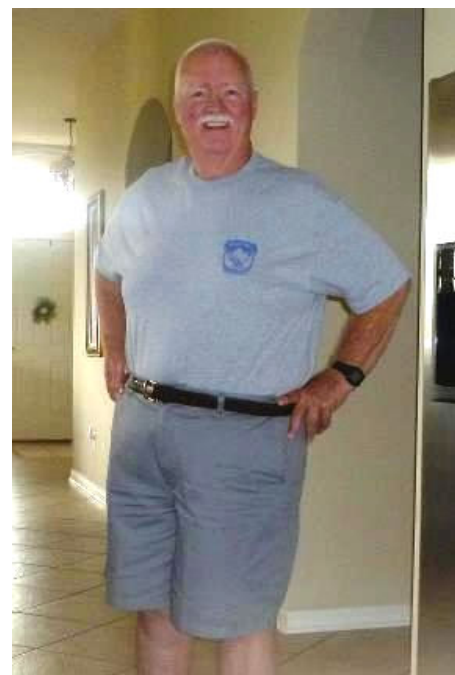


Illinois PROBE member (Category Specialist **Craig Rigg** and wife seeing the sights in Portland.



Harmonizer editor **Lorin May** hard at work during convention week—smile, darn ya, smile!

New webmaster
for the
Albuquerque, NM
New Mexi-Chords
Gary Cable
gdc@flash.net



Hey, another of our former editors who's dropped some weight. Barely throwing a shadow is **Dick Lambert**, now retired and living in Florida. Dick is the former editor of the Albuquerque **Serenader!**

The Chapter Bulletin A P.R. Tool

Alexander Edwards

was co-editor of Apple Valley's (Cal.)
bulletin, *The Desert Breeze*
(1993-99) and bulletin editor of Hastings



For years I have contended that the chapter bulletin is the chapter's best and most effective public relations (PR) tool. As stated in an earlier **PROBEmoter** article, *"the bulletin is the only window, the only source of information, for many barbershoppers [as to] what other barbershoppers are doing."* Granted, if they read **The Harmonizer** they can learn something about activity at the Society level (Harmony College, the International and Mid-winter Conventions, etc) and some of the Society's Board thinking.

Likewise, if they read their District bulletins, they may learn what's going on at the District level and even read excerpts from some of the chapter bulletins in their District. The fact remains, however, that the primary source of what's going on in the barbershop world is the chapter bulletin. Further, for most people, the chapter IS the Society. What does or should this mean? What do we mean when we say that "the chapter bulletin is the chapter's best and most effective PR tool?"

In business, theatre and politics PR is all about image projecting—making the man (or woman) on the street aware of a particular item, idea or person and the benefits or advantages of owning or supporting that item, idea or person. The Barbershop Harmony Society [BHS, aka **The Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America** (SPEBSQSA)] was formed as its first name (SPEBSQSA) implies—to encourage and preserve this unique style of music.

Good PR helped the Society to spread and grow. By the end of the last century some 38,000 plus men in 16 districts in Canada and the United States (but mostly in the USA) were pursuing and enjoying this hobby. They usually met weekly in various chapters to rehearse for upcoming shows and other events (i.e., "singing Valentines" & "sing-outs") and for fellowship with other men who also liked to sing four-part male harmony.

The close of the century, however and the opening of this century saw Society membership declining and the average age increasing. Some chapters folded, others merged. Some have felt this is because of a shift in focus or emphasis in the Society leadership thinking—in the first few decades, the emphasis was on quartet singing, but over the years choruses have evolved, still maintaining four-part harmony but allowing several voices to sing each part, and the focus of the Society seems to be more on chapter choruses. Others have felt it was basically a PR problem—barbershop harmony being perceived as simply some old men getting together to sing old-fashioned songs in an old-fashioned style not relevant or appealing to today's youth,

Has the Society drifted from its original purpose? Granted, the chapters seem to be more into chorus rather than quartet singing, but we do have some chapters that are strictly quartet chapters, mostly in the Far Western District, and most, if not all, of the strongest and healthiest chapters, have many chapter quartets, some them acting as section leaders.

Is the view that we need to change or alter the barbershop style in order to attract and retain young members correct? How do we explain the increasing number of younger members in this century—choruses such as St. Joseph's **American Barber Boys** in Missouri and the new **Westminster Chorus** in California, or champion young quartets such as **Vocal Spectrum**?

It would seem that better PR might be the solution to a declining, aging membership. The original **Operation Harold Hill** did slow down or stop the decline and the current one does seem to be equally effective. What role should the chapter bulletin play? How can the chapter bulletin better promote, preserve, and encourage barbershop harmony?

Let's look at the chapter bulletin. Through its bulletin contests and exchange program, **PROBE** (an acronym—**P**ublic **R**elation **O**fficers and **B**ulletin **E**ditors) has been attempting (with a little success) to help chapters recognize the importance of and supporting chapter bulletins. What is or should be the purpose of the chapter bulletin?

I believe the chapter bulletin's main function is to apprise the chapter's membership (former, current, and prospective) of what the chapter is doing and what its Board is planning and thinking. If the chapter is healthy—its officers active and properly performing, its members regularly participating—the bulletin will contain reports from its various officers and committees as to what has happened, what is happening, what future activities and projects are being considered, how the chapter, both individually and collectively can improve (singing, performances, chapter rehearsals and meetings, attracting new and retaining old members, etc.). It will also contain interesting articles about its various members and officers—who they are, their hobbies and awards (especially any special honor and/or award as a barbershopper), how they became members (what drew them to this to chapter and/or to barbershop harmony).

It may also contain reports on what other chapters are doing and/or planning and guest articles on the craft of barbershop harmony or other pertinent or interesting subject. One of the reasons for exchanging bulletins is to find out what other chapters are doing. Some editors on retiring request to be kept in the loop.

A good illustration of how the chapter bulletin can be used as an effective PR tool is **Barbershop Clippin's**, the bulletin of the Fullerton chapter (**Dick Cote**, editor) in California. The chapter defines itself as "The Number Fun Chapter" and its bulletin shows how and why with many well-written articles and photographs of its various activities and members. The reader is strongly and positively impressed—what a marvelous good time is had by those singing barbershop harmony!

Many chapters, in response to rising printing and mailing costs, have replaced or, in a few cases, supplemented their hard copies with on-line editions, available on a web site or e-mailed as an Adobe, pdf or Word file attachment, but for PR effectiveness, there is no substitute for a hard copy in hand.

To underscore the importance of the chapter bulletin as a PR tool and strengthen the role of both PR VP and bulletin editor, I believe **PROBE** should be the Society's primary, if not only, PR arm and the bulletin editor an official board member.



Do you recognize any of the **Freudtones**, a quartet that was put together for a series of satirical skits on the late night (George) **Lopez Tonight** show? They sing very well — all four are members of the Far Western District. From left to right, they are **Gregg Bernhard**, baritone, **Martin Fredstrom**, bass, **Dan Jordan**, lead, and **Ken Potter**, tenor. This show was cancelled last December – here are the links of what they did on THE TONIGHT SHOW; the official NBC version of the whole sketch, as well as a YouTube segment someone did of just the quartet singing.

<http://www.nbc.com/the-tonight-show/video/summer-replacement-shows-71112/1409343/>

<http://www.youtube.com/watch?v=wGy7nPRmt64&feature=plcp>

It sure is great to see barbershop harmony “out there!” So many TV shows will hire a quartet and treat our medium without dignity. I love funny but I don’t like our “obsession” gaining a bad rep through the TV. I thought the Lopez show did a decent job highlighting the quartet. I wonder if they’re available for any chapter shows, hey, Kenny!

Top Ten GRAMMAR Peeves

1. “Your” and “you’re” are not the same word.
2. Apostrophes don’t form plural nouns.
3. “There,” “they’re,” and “their” are completely different words.
4. The contraction of “could have” is not spelled “could of.”
5. “To,” “too,” and “two” are also completely different words.
6. “Its” is the possessive form of “it.” “It’s” is the contraction of “it is.”
7. “Then” shows sequence of events. “Than” is used to compare nouns.
8. “Affect” is a verb and “effect” is a noun.
9. “Irony” does not mean “anything that is unexpected.”
10. Your pants are “loose.” You “lose” your keys.

Like Grammarly

Bob Hall
rhallrvm@charter.net



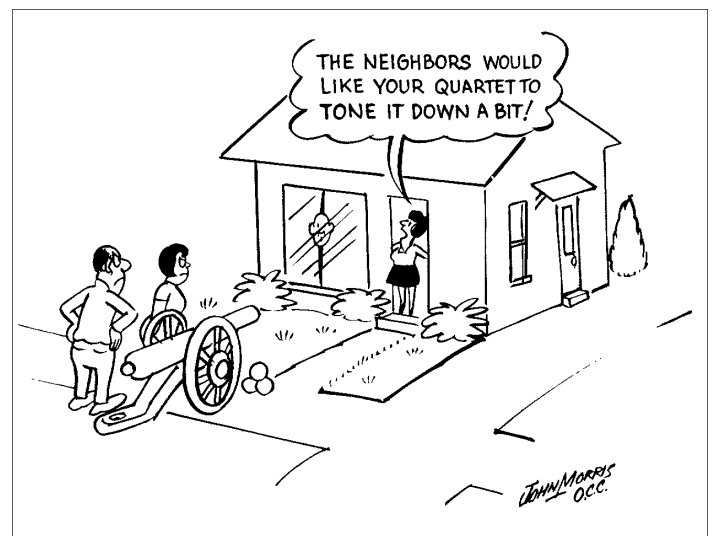
Steve,

Sorry for sending you a premature email response. On the other hand, I might not have been stimulated to send this one.

A year ago March, April, I authored and **Lorin May** published a cover article (attached) in the **Harmonizer**. Before and after that time, I continue to notice that most discussion among barbershoppers seems to be looking inward and backward. That whole article is about how to thrive by looking outward and ahead. Great communications needs to be about new and timely initiatives carried to completion.

A great example, started (I think) by BHS is the GASA program. Our version is a ten week program of weekly visits by our guys to classrooms to teach from the GASA book. We follow that up with a mass sing with our chorus in a performing arts center. Since that program began, so the Harmony MarketPlace tells me, about 4,500 GASA song books have gone out of which our chapter has placed 1,500 in classrooms. We have reached about 5,000 kids and the program is supported by our community through donations to our chapter through our Friends Of Harmony fund raising efforts. How come a minor chapter in Southern Oregon accounts for a third of the total effort and maybe more if we knew what the other chapter programs were?

It is very difficult to compete with successful singing groups in our communities by telling them that we want to preserve an esoteric (to laymen) art form. After all, 44,000,000 Americans sing in choirs and choruses. If 40% are men, then at 24,000 our guys are out numbered 700 to 1. Our chapter hosted our division contest this year. The night of our Show of Champions, there were 50 live performances competing for audience in a two county total population of 180,000 people. In spite of the competition, we had 750 people in the theater and the vast majority were not barbershoppers and their families. Let’s get our eyes out of the rear view mirrors and drive forward.





The *Alexandria Harmonizers* were spotlighted in a **Voice of America News** feature story as duplicated in the video links above. The Voice of America Video Journalist/TV Producer June Soh <jsoh@voanews.com> interviewed several *Harmonizers* and video taped a chorus rehearsal at Durant Arts Center, Alexandria barbershop chapter home for 64 years, and a City Concert performance in Old Town Alexandria's John Carlyle Square Park. The *Alexandria Harmonizers* enjoy the mutual support of the Alexandria Commission for the Arts, Alexandria Department of Recreation, Parks, and Cultural Activities, Alexandria Convention and Visitors Association, Alexandria City Public Schools, Alexandria Arts Forum, and Virginians for the Arts.

The *Alexandria Harmonizers* were also recently featured in the Washington Post Business pages (see link above). This story ran just prior to the June 19th feature performance by the Harmonizers at Constitution Hall during the 40th Anniversary of the Jefferson Awards for Public Service that were founded by former First Lady Jacqueline Onassis. General David H. Petraeus (US Army, Retired), current Director of the Central Intelligence Agency, led the parade of 18 national prize winners that also included New Orleans musicians Harry Connick, Jr., and Branford Marsalis, and former Buffalo Bills quarterback Jim Kelly.

<http://www.jeffersonawards.org/>

The *Alexandria Harmonizers* fly off in September to Beijing, China, to perform with members of Toronto *Northern Lights* in the Forbidden City and at the Great Wall.

www.theatrebeijing.com/whats_on/musicals

The *Alexandria Harmonizers* have also been invited to be the primary entertainment of the United States contingent at the 70th Anniversary celebration of the D-Day landings in June 2014, in Normandy, France.

If you'll be in the Lancaster, Penn. area this week, check out their two performances at the American Music Theater on Saturday, August 11th.

<http://www.amtshows.com/>

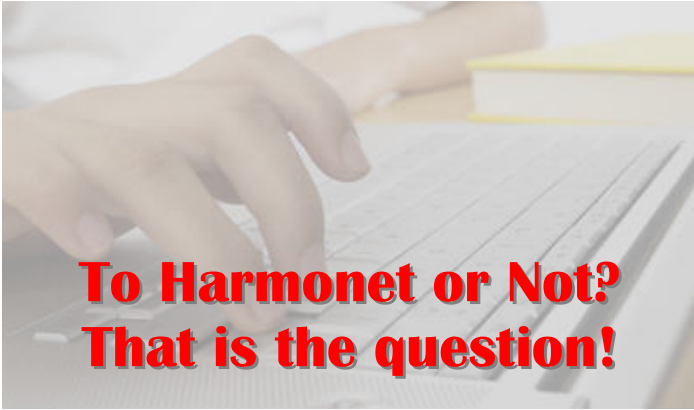
http://www.youtube.com/watch?v=2trGIO-li_s

http://www.washingtonpost.com/business/capitalbusiness/2012/06/22/gJQAqZpC0V_story.html

Martin L. Banks
Alexandria Harmonizers
Public Relations Officer of the Year, PROBE, 2007
VP, Marketing and Public Relations,
PROBE, 2008-2010
mlbanks111@aol.com



2012 Barbershop Harmony Open - Monday, August 13, 2012. All proceeds benefit the Harmony Foundation.
<https://www.facebook.com/pages/Harmony-Foundation-International/148806648482808>



Ann McAlexander

Even with the BHS international taking place last month, we averaged just under 14 messages a day, which was only about 55% of the number we had during July of last year. More people are using Facebook and other social media to get their barbershop news, so the **Harmonet** isn't as critical as it once was. Is that good or bad?

Keith McClary

For those that don't know me, I am one of the original members of **Harmonet** from many decades ago. I was one of the first 100 people on the original Humber list, then cray, etc.... I have never deleted my membership here, though I only post here on occasion. I am also a List Owner for many lists.

I can safely say that: YES, we have been declining in postings per day. But that is NOT a good measure of the true value of an e-list. The value of an e-list is proportional to the value of its content! A "high signal-to-noise ratio," and a small posting per day list is MUCH more valuable to ME, than those where people just "chat and babble" on it all day long just because they CAN, especially if it is on non-charter topics.

Ex: One of my tech lists allows political talk whenever the list gets quiet and is not talking about that tech. Boy, that drives me nuts! That's one of those sidebar topics that is NOT what the group was formed to do, where everyone is entrenched, and you'll never agree.

The other thing - why don't we all simply post more? Well, that's not good for the list either, if you don't have anything useful to say! It just increases the NOISE, instead of VALUE. Think about it. If everyone here posted even once per day, just to speak up and say "Hi," we'd be swamped with almost 6000 messages a day, and this forum would become totally worthless.

I'm GLAD when a group becomes quiet, because everyone is BUSY (doing that thing, hopefully, like being at the conventions), or when they have nothing to add! I just wish they'd come back and give us a SUMMARY of what was happening off-list, once they were DONE with it.

Therefore, I try to make it a habit to ONLY post when I feel I can ADD to the conversation. I honestly don't feel that I have a lot of valuable things to say that would REALLY interest almost 6,000 people all over the world (I'm not that vain)!

I also get over 300 messages a day from other lists. If every one of those lists would simply stay "on topic," and people only spoke up when something useful or interesting ON that topic was happening, my life would be a whole lot simpler. My email box wouldn't be so filled with chaff that I have to spend time wading through and weeding daily. But I don't honestly expect that to happen.

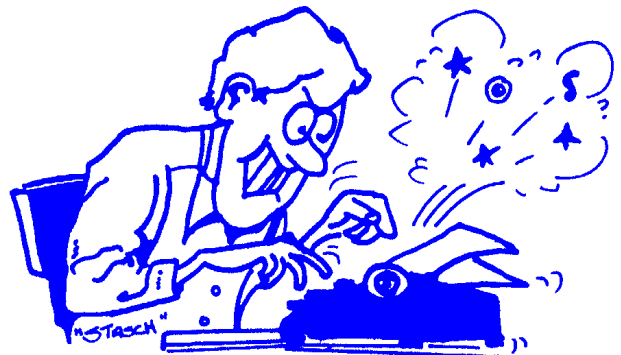
Now as to THIS list. For a long time, we talked about the craft, helped each other with arrangements, craftwork, announced our shows (hopefully with a LOCATION in the topic line) and told the happenings in the hobby.

Then for a quite a while, it became something of a misc. topic chat list. Sadly, the noise level increased, the list became less valuable to me, and I simply tuned out. My life was too complex to deal with that level of noise, and I simply peeked in on occasion to see if things had ever gotten back on-topic or not.

But now, we're starting to go BACK to a more focused "on-topic" stance, and I applaud it! So, don't sweat declining posts-per-day stats. Instead, celebrate increased signal-to-noise, and add in YOUR voice and efforts to help STRENGTHEN this forum! How? By staying on topic and only posting to ADD to the conversation, with positive, constructive contributions.

I'd like to take this chance to thank all the contributors over the years for a large stream of good, barbershop-related posts and conversation! This is a great hobby, and I hope this forum can survive in the face of the evolution toward other social-networking media and methods. I hope we can all strive to make and keep this forum the BEST place to be, for barbershop related news, help, and happenings. We just simply have to stay On Topic, and get into the habit of ONLY posting when you feel that:

- A) You are ADDING to the conversation, and,
 - B) Your posting is USEFUL to either the questioner, or to a good chunk of the 6000 people that are listening!
- Thanks!



Here is an interesting post found on another Yahoo discussion group. Submitted by Amos Glanz, Davenport, Iowa Chordbusters, BHS

In AlternativeAnswers@yahoo.com
Andrew Pacholyk

Entrainment: The Rhythm of Everything

Musically, entrainment involves the "merging with, or synchronizing to, the pulse of the music".(7) This principle is related to the isomorphic principle which states that one's mood should be matched to the mood of the music and then gradually moved into the desired direction. The principle of entrainment is universal. Appearing in chemistry, pharmacology, biology, medicine, psychology, sociology, astronomy, architecture and more. The classic example shows individual pulsing heart muscle cells. When they are brought close together, they begin pulsing in synchronicity. Another example of the entrainment effect is women who live in the same household often find that their menstrual cycles will coincide.

The entrainment process is quite evident in music. It is possible to have rhythmic entrainment, melodic entrainment and dynamic entrainment. Entrainment music has the potential to (1) resonate with the listener's feelings, (2) transform negativity into positivity, and (3) promote a state of liveliness or serenity. Certain sounds, in specific sequence can help bring the listener from one place to another. Entrainment is the tendency of two oscillating bodies to lock into phase, so that they vibrate in harmony.

The following are great tools for entrainment:

Music Therapy Tools

1. Affirmations: One of the many things that sets musical affirmations apart is that the music and text represents an integration of words, rhythm, voice and melody. Using this type of affirmations will give you the power to think positively, to remove the barriers to prosperity, minimize stress and create pathways to love and confidence. Today's non-stop, high-stress world means our minds are constantly in the beta (unreceptive) state, where the mind's mental energy fires neurons at random. Musical affirmations will return your mind to the alpha (receptive) state, a state where the neurons fire in harmony. Where the positive message of the affirmations can be absorbed effectively by the conscious and subconscious mind due to the power enhancing affects of a musical accompaniment.

2. Mind Quieting: A disciplined mind is a free mind. Gain control over your thoughts and you maintain control over your life. Re-train your mind and you regain your freedom. Calming the mind is a behavioral technique used to interrupt, minimize and eliminate "psychological noise". Obsessive, repetitive thoughts, anxiety and fears are all apart of negative, self-destructive patterns that can benefit from the power of music and mind quieting.

3. Breathing : Breath is life! Exchange of electrons. Flow of energy. Air is the primary nutrient. Survival without it is measured in minutes. It is so important that you do it without thinking. Your breathing is the voice of your spirit. It's depth, smoothness, sound, and rate reflect your mood. If you become aware of your breath and breathe the way you do when you are calm you will become calm. Practicing regular, mindful breathing can be calming and energizing. With the addition of music and it's rhythm, the "musical breath" can even help stress-related health problems ranging from panic attacks to digestive disorders. Fall into the rhythm of the music and breathe. Focus on your breathing and the music.

4. Mantras: No one can fully explain the mystery of mantras. Their magical sounds help heal physical imbalances, relax the mind, quiet the emotions, and open the heart. They stimulate, activate, motivate, and rejuvenate. Mantras can help you dance or sleep, laugh or cry, make love or meditate, turn tedious housework or heavy exercise light-hearted fun. They can help you forget someone or find someone. They are designed to remind us that love, laughter, and inner peace are our birthright. They help us go beyond borders, realize our potential, and celebrate the power of love. Mantras offer increased flexibility and strength while they gently expand your consciousness, and help you experience love, compassion, and inner peace.

5. Chanting: Chanting begins with an invocation - a prayer, a group OM, or some small line of remembrance that connects everyone to a higher source. To learn chanting has a healthy strengthening effect on the mind; it develops concentration, patience and determination. So, almost any word group - or even sounds - can be used although the emphasis should be on goodness. Try repeating the word 'love' a thousand time over. Creating a connection to Self is the goal of chanting, and the process is meant to be inclusive and fun.

6. Toning: Toning with your own voice can improve health, greatly reduce stress, release negative emotions, strengthen immune system, increase energy, improve self-confidence, enhance memory and creativity, transform relationships, accelerate natural healing help you ascend to new dimensions of reality. Toning is the basis process of "letting go" of basic, natural sounds to attain a sense of balance, harmony and centering. Some examples of natural toning include: yawning, moaning, crying, sighing or screaming. The release of these natural tones result in the harmonizing of emotions, mind and body.

7. Drumming: Research has shown that drumming can actually strengthen the immune system, create a calming focus and is even hypnotic. A steady rhythm on the drum connects us to the heart. The healing effects have been shown to improve conditions of Alzheimers, autism, trauma and emotional disturbances.

Andrew Pacholyk MS L.Ac
http://www.peacefulmind.com/music_therapy.htm

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