

Canadian Square and Round Dance Society
Publicity and Promotion Meeting

Saturday, February 10th, 2007

Attendance: Marion Knight Roy Church - NL Wendell Brown - PE
Bob Ruohoniemi – NS Cyril and Glendine Webster – NB
Medi – QC Brian Elmer – BC Roslyn Garnett – BC
Pat Golding – MB Peter and Norma Flemming – ON
Martin Mallard – SK Lorraine Kozera - MB

1.0: **Chair and Society Director, Marion Knight, “Called the Meeting to Order” at 4:00 p.m. CST.** Marion welcomed everyone attending the meeting on line. Marion is interested to get feedback about the efforts being done in each of the provinces with the DVD – Dancing Keeps You Young.

2.0: Acceptance of the July 13th, 2006 Publicity and Promotion Meeting Minutes:
Motion: Marion Knight, Bob Ruohoniemi
- **that the July 13th, 2006 Minutes be accepted as circulated. Carried.**

3.0: **Reports:**

3.1: **50 Plus Ads in CARP:** It was the consensus of the members on line that we continue with the two ads in the 50 Plus Magazine at \$170.00 for each insertion. The CSRDS ads would probably be inserted in July and September; and, Ontario would insert two ads also.

3.2: **Cool Moves:** This is an older production that is about 8 ½ minutes long focusing on youth recruitment. Marion asked the members on line to notify her if they do not have a copy of Cool Moves. Marion will arrange to provide the province with a copy of Cool Moves.

3.3: **Moving and Grooving:** This complete program with eight individual disks and a complete instruction book is targeted mostly for the younger crowd to be taught by the teachers in the schools; or, it can be used for adults living in a closed community. It was suggested that every province should obtain a copy. The program costs approximately \$75.00. A poster has been prepared to publicize this program. It was suggested that the poster should be posted in every elementary and middle years schools and community groups. Marion volunteered to forward a copy of the poster to each of the members on this committee.

3.4: **Dancing Keeps You Young:** This is an 11 ½ minutes DVD prepared for promotional purposes. Most provinces have distributed a copy of this DVD to each of the clubs in their respective provinces. It is unknown as to impact of the DVD for this year. No results known at this time. This DVD is to speak for us – the square dancers.

There are suggestions along with the DVD as to how to use the DVD. Another suggestion was to present this DVD to a small group of people at a social event. After seeing the DVD, if a caller is present, start with the dancing immediately.

If anyone requires more DVD's, Marion has offered to burn more DVD's.

3.5: Toll Free Line: It was the consensus of the members on line to support the continuation of the Toll Free Line.

4.0: Financial Statement: Marion stated that the 2006 – 2007 budget has been exhausted already. Treasurer, Roy Church, informed Marion and the rest of us that the PR committee has spent approximately \$6,200.00 at this point in time. Marion budgeted \$6,000.00 for 2007 – 2008. Roy informed Marion that he has removed the cost of the Web and the Toll Free Line from the PR expenses. It was suggested that Marion prepare a new budget and present it to the CSRDS Board of Directors.

5.0: New Business:

5.1: Public Service Announcements (PSA): It was the consensus of the members on line that Marion continues with the Public Service Announcements in the future. This is a project that Brian Elmer and Marion Knight co-ordinated several years ago. They are 30 second TV square dance commercials provided for Free. How do we get those slots? The CRTC regulates the signals coming in from the United States (and other foreign sources) there are two minutes that have to given up to local promotions and whatever spare time of these two minute time slots is left are given to charitable organizations.

Marion informed the members that Shaw Cable provides her with a print out of the times and places where these commercials have been shown. Rogers has questioned the legitimacy of our organization receiving these time slots for commercials because we are not a registered charitable organization, we are registered as a not-for-profit organization. Time will tell as to how long this free advertising can be used.

There is an ad for Advil where the couple is dancing in the promotion. The promotion would not be suitable for dance promotion, but it does show dancing.

5.2: CSRDS Lapel Pins: Marion has ordered 500 pins to have on hand. Marion asked if anyone else required some these pins. Marion was informed that Manitoba presents these pins to dancers who continue dancing for the second year. Other dancers are given the opportunity to purchase these pins for \$3.00. In April, we in Manitoba will determine whether we will need to order some more pins for the following dance season.

5.3: ABC Program: Marion informed us that this program provides for a shorter instruction period. The three dance sessions include a total of 22 calls. The fourth session is a party night. But, these dancers can attend only if they have danced all three sessions.

This program can be started at any time of the year. You can sell a dance but you can't sell lessons. It is preferable to refer to their sessions as a club rather than a class.

Last year British Columbia invited Nasser Shukayr to present the program to their callers and dancers. He also instructed a group of non-dancers. Marion informed us that the Ontario callers have booked Nasser to explain the ABC Program to them. This presentation is taking place in September 2007. It is thought that this type of program targets the "baby boomer generation" who do not wish to make long term commitments.

We have lost the sociability in square dancing. Some dancers don't get together other than for square dancing.

Some clubs have an 'open house' every dance night. The club members have accepted that idea to keep the club going. Other clubs have an entry point in the fall and another entry point in January. They all dance on the same night. In this situation, the caller identifies the levels as level one for the newest entries; level two for those that began in the fall and level three as the experienced dancers.

5.4: International Dance Day (a World-wide celebration of dance): Bob Ruohoniemi informed the members that the Nova Scotia Federation was approached by Dance Nova Scotia (the provincial dance organization) to arrange for square dance activities to take place in various locations for this special day. International Dance Day is always held on April 29th of each year. Bob explained the one event that is definitely taking place. Dance Nova Scotia is covering all the advertising costs. The hall is being donated by the Legion and the club is required to pay the caller. We will probably hear more about this exciting venture. The Nova Scotia clubs are to respond to Dance Nova Scotia by March 19th to get their publicity in place.

6.0: Adjournment: Marion adjourned the meeting at 4:25 p.m. CST.

These Minutes were prepared by Lorraine Kozera.