

Canadian Square and Round Dance Society
Publicity and Promotion Committee Meeting

Thursday, July 13th, 2006 @ 9:00 a.m.

Montreal, Quebec

An attempt to have some members of this committee on a teleconference during this meeting didn't materialize. Pat Golding was on line for a short period of time. Messages were left on the answering machines of Brian Elmer and Roslyn Garnett, and, Cyril and Glendine Webster.

There were 35 members attending the Publicity – Promotion Meeting.

1.0: Publicity and Promotion Chair, Marion Knight welcomed everyone to this meeting.

1.1: Society Director, Chuck Jordan welcomed everyone to this meeting. Chuck THANKED Marion for the great job being done with Publicity and Promotion.

2.0: Acceptance of the March 12th, 2006 Teleconference:

Motion: Edythe Brown, Marguerite Jordan

**- that the Minutes of the March 12th, 2006 Teleconference be accepted.
Carried.**

3.1: Cool Moves: a request made by Nick Turner:

Chuck provided a brief overview of the video "Cool Moves". (Cool Moves: Part 1 – shows children dancing in a school; and, Part 2 – is strictly about teen competition and exhibition. Competition seems to keep teens dancing. Some of our own national callers have come from this program. Chuck had made it known that the BC President, Nick Turner, had asked permission for the use of the video "Cool Moves" as a motivational device before using the program "Movin' and Groovin'". The CSRDS owns the RIGHTS to the video "Cool Moves".

Motion: Chuck Jordan, Pat Golding

- that we allow British Columbia, and any other Provincial Federation/Association (that is a member of the Canadian Square and Round Dance Society) the use of the video entitled "Cool Moves". Carried.

Motion: Ralph MacDonald, Inge Rouhoniemi

- that we allow each Federation / Association to reproduce the video "Cool Moves" at their own cost with permission from the CSRDS. Carried.

For clarification: it was suggested that each Provincial Society Director have a copy of the promotional items, such as Cool Moves, the promotional DVD, the PSA, etc.

3.2: DVD Promotional Item:

Chuck Jordan introduced Lloyd Juhala of Langley, BC. Lloyd is a caller that became interested in the production area of square dancing. Hence, Lloyd was involved in the preparation and production of the promotional DVD to get individuals interested in square dancing. Chuck welcomed Lloyd to the meeting.

Lloyd Juhala provided the attendees with an informational document about the DVD Promotional video.

Lloyd shared some of the problems, as he sees it). Firstly, dancers have difficulty in explaining why square dancing is such a great activity. Secondly, we need to improve (change) the image of modern square dancing. Lloyd then provided us with a preview of the DVD as it stands at this point in time. Lloyd felt confident that the DVD editing should be complete in several weeks. Steve Edlund is the caller that is providing the calling on the video (which was not on the part that we had been shown). The DVD is a ten-minute presentation to encourage participation in the square dancing of prospective dancers.

Lloyd informed us that the British Columbia Federation has funded the cost of this project of \$12,000.00. The BC Federation is going to distribute at least one copy of the DVD to each club in the province of British Columbia.

Chuck mentioned the use of the ABC Dance program that is being used to get people interested in square dancing as well.

Lloyd received some suggestions for changes to be made on the DVD, e.g. the part referring to the US National Convention rather than our own Canadian National Convention. Lloyd apologized for not having any clips of Canadian nationals.

Martin Mallard offered Lloyd Juhala his copy of the First Canadian National Convention video that was held in Edmonton in 1978.

When the DVD is complete, Lloyd will provide Marion with a copy. Then Marion can reproduce enough copies for the Board members. The Board Members can then get these DVDs reproduced for the associations and the associations can reproduce enough for their clubs. Or, whatever other procedure works best for each of the provinces.

It was suggested to edit audio clips for 30-second bits to be used by radio and television stations. Lloyd stated that the audio is on a separate track.

Lloyd informed the meeting that Marion would receive the master copy of the DVD. This has been approved by the BC Federation.

Marion reported that we (as a Board) might have difficulty in the future to be provided with free PSA advertising because we are not a registered charitable organization. We are recognized as a not-for-profit organization. Marion reported that our PSA's would commence on July 15th, 2006.

Both Marion and Chuck thanked Lloyd Juhala for his presentation.

3.3: **Registration of Slogan:**

Marion reported that she would be proceeding with the registration of our slogan: **“For Fun, Fitness and Friendship”**. It was suggested that all of our dance organizations use this slogan for uniformity across Canada.

Marion suggested that we come up with one term that would describe a new dancer. Some of the terminology used to describe new dancers are: novice, class, etc. It would be beneficial for us to come up with one term to describe a new dancer. Marion asked us to think about it so that a decision can be reached at a later meeting. Marion's suggestion was “my new dancing friends”.

3.4: **Ad for the National Square Dance Directory:**

Although the paper publications will be ceasing printing, the Directory's web site will be up and running shortly. The information that could formerly be found in the paper publication will now be found on the National Square Dance Directory web site. This can be printed from the web and made available to the club.

3.5: **Music for Video:**

Marion opened the discussion regarding the production of a 30-minute video with callers calling square dancing to be used at ‘home shows’, open houses, etc.. There was much discussion regarding this topic. It was pointed out that the regular callers, etc. obtain SOCAN licenses. A licensed caller can use the music and go into malls, etc. to promote square dancing. A licensed caller can produce a disk for home use. It can not be sold, but it can be given away. If we were to use one of a caller's CDs and take it to a home show to use in a booth, is it legal? We would have to obtain written permission to use it if the caller was not present.

Martin Mallard and Gloria Roth are the only two Canadian callers who have received the Callerlab Gold Card out of eleven in the world. Applause.

Marion announced that Martin and Terry Mallard have just recently celebrated their fiftieth anniversary of calling in one club. Marion congratulated them. Applause. If you write to owners of record labels, they, too, can give written permission to use their music. The record, tape, or disk contains the contact name, etc.

3.6: A New View of an Old Hobby:

As Brian Elmer was not on line, this topic will be tabled for the next teleconference.

4.0: 2006 National Marketing Report:

4.1: Marion briefly spoke about the wellness / fitness testing done in British Columbia. Chuck requested that it be recorded that the **“fitness material from BC be included (forwarded) with the Minutes”**. Chuck had mentioned that British Columbia had a fitness plan study done in one of the regions of British Columbia. **Chuck volunteered to share this particular project with all of the Publicity and Promotion Committee members** in attendance. Marion encouraged the sharing of all PR projects.

4.2: Marion reported that Alberta had come up with a plan to promote square dancing in the province.

Wayne Stretch suggested that each federation / association web master get together with other webmasters for the advancement of the promotional strategies (probably together with the Publicity and Promotion Committee). Webmasters need to let Marion know whether they wish to be included in the PR discussions.

david@golden.net is Marion Knight's E-mail address.

Wayne and Doreen Stretch provided the attendees with an informational document introducing us to the work done by the Alberta Committee. A complete copy of the Alberta Marketing Report can be accessed on the home page of SquareDanceCalgary.com.

Doreen Stretch provided us with a brief description of Alberta's marketing tool. Some of the tips that were presented were: the use of the same symbol on all promotional materials, etc.; promotion needs to take place all year long; and a great deal of advertising. In closing, Doreen stated that “the objective of the Alberta Marketing Plan this year is to raise the awareness of the general public to the fact that square Dancing is fun and something they might enjoy, make the opportunity to get quality data regarding square dancing in Alberta easy and complete (the web sites), reduce the number of messages regarding square dancing and develop a common template (Branding to some extent) of the advertising messages and start to brain storm in one form or another through the year.”

4.3: Chuck talked about British Columbia's Proclamation for an Awareness Square Dance Week. A duplicate of the proclamation was distributed for all to read. Chuck reported that health officers would be talking about the physical and medical benefits of square dancing. British Columbia's Square Dance Awareness Week is September 10th to 16th. Chuck hopes that this idea will spread across Canada. Marion suggested that this be done at the provincial level.

It was suggested that “personal contact’ is the best promoter.

Many concerns were raised regarding E-mails. The E-mails should have the subject heading identified as square dancing so that the receiver pays attention to the message (rather than deleting the message before reading it). Also, a reply should be made to the sender of the E-mail.

Marion reported that this would be her last time at Chairing the Publicity and Promotion Committee Meeting. Chuck expressed appreciation for Marion’s work on this Committee. Applause.

5.0: Adjournment:

Marion adjourned the meeting at 10:50 a.m. EDT.