

Canadian Square and Round Dance Society

Publicity and Promotion Meeting

Thursday, July 17th, 2008

Suite 300, London Hilton Hotel

London, ON

There were **fifty-three** members in attendance.

1.0: Marion Knight "**Called the Meeting to Order**" at **9:00 a.m. EDT**". Marion was pleased to see so many dancers attending this meeting.

2.0: Acceptance of the February 10th, 2007 Meeting Minutes:

Motion: Wendell Brown, Harvey McLean

- that the February 10th, 2007 Minutes be accepted as circulated. Carried.

3.0: Promotions:

Basically, the clubs publicize their activities in their respective areas. The associations within the federations (possibly, the federations as well) have monies to publicize their activities.

The Society works right across Canada because we have access to larger sums of money.

CSRDS Promotional Items:

PSA:

This 30 second ad is being shown on various cable networks during July through to October right across Canada on various cable networks.

Fifty Plus ads:

These were not inserted in the magazine this past year due to lack of requests through this media. Marion is considering running the ads in the Fifty Plus Magazine this year.

Toll Free Number:

Marion stated that our Toll Free Number is our cheapest form of advertising. Marion asked that every club, association, and federation should use this toll free number.

Motion: Wayne Stretch, Dave Watson

- that we (CSRDS) continue the Toll Free Number for another year. Carried.

Moving and Grooving:

This program consists of ten CD's with a binder of instructions for square dancing, folk dancing, etc. These instructions are intended for use in schools. If anyone requires a copy, please, let Marion know. The cost of purchasing a copy is \$75.00 which can be obtained from Nick and Anne Turner

Dancing Keeps You Young:

Every province was provided with a copy of this DVD. This DVD is eleven minutes in length. It encourages individuals to consider taking up square dancing. A list of suggested activities is included with the DVD. Quebec has produced a French version of the same DVD. These DVD's (both versions) can be copied as many times as desired for distribution to the federations, associations, clubs and dancers. This DVD is also on the CSRDS web site. At this time the DVD was shown to the dancers in attendance.

PR Table at the Convention Centre: Marion asked for volunteers to sit at the PR table for a while. A paper was passed around for dancers to sign up for a time that was suitable to them.

ABC Program:

Mr. Nazer Shukur from Texas had come to introduce this program to some areas in British Columbia and in Ontario. One of the Ontario callers was to run this program in one of the parks (Victoria Park) in London, ON during this convention. It was also going to be offered at the London Convention Centre on the Saturday six o'clock time slot in the Basic Program room. For this program to be of value, the caller would have to book a hall, publicize and run the program. It was suggested that the caller running this program could receive financial assistance from the federation and/or the association (where this program is being offered). The Ontario Federation received the Trillium Grant of \$13,000.00 to be used to promote square dancing. Saskatchewan gets a \$35,000.00 grant from the Saskatchewan Lotteries Foundation. Each province should check out for possible sources of funding.

SOCIAL MEDIA:

Marion reported that the CSRDS Board gave her the opportunity to monitor, an Audio Conference and a course on Web Site Tools. The Audio Conference was a 90-minute university course presented by Dr. Thomas Klipstine, University of South Carolina.

Marion stated that there are three fundamental rules in SOCIAL COMMUNICATIONS. Various SOCIAL COMMUNICATIONS are: Blogging, YouTube, Face Book, My Space plus more than two hundred others.

Rule 1: Reduce written content by 50 per cent: This is necessary because internet users read content slower on the computer screen when compared to a paper-based document.

Rule 2: Do not use large chunks of text: In any electronic document, users do not like to scroll through documents or see large chunks of txt so the average paragraph should not exceed 50 words.

Rule 3: Use hypertext, headings, highlights, bulleted lists: Users tend to scan written material and do not read electronic content word for word so material should be developed in chunks of information with easy to find headings, highlights, bulleted list and hyperlinks.

Marion listed the Three Fundamental Rules Test:

1. Have I used any extra words or sentences that are not necessary?
2. Is my average paragraph approximately 50 words?
3. Did I use any headings of subheads in the text?
4. Could any information be presented in a bulleted format?
5. Would the use of bold print or other highlights enhance key points?
6. Should any information be linked to other documents?
7. Is my work mechanically excellent?

Marion invited Brian Elmer to present further on this topic of Social Communication. Brian had also participated in the 90-minute course with Dr. Klipstine.

Brian thanked the Society for paying the registration fee for him to take part in the Social Media Conference.

Brian stated that one of the articles that he had received recently was a shocker in that it stated that “ADVERTISING IS DEAD”.

Brian stated that “Social Media” is any place you can make a connection. Brian listed a number of electronic devices that are Social Media.

Brian has listed some of the terms used in Social Media, such RSS (Real Simple Syndication). The public is **very** trusting of social media sources, We need to listen to what the public wants. We need to identify our communication needs.

Public Relations is now about conversation in public. Brian stated that we should put our Society videos on web site: Dancing Keeps You Young and Cool Moves posted on You Tube. Brian had suggested BLOGGING. There were a couple of BLOGGERS in attendance.

Brian informed us about the guidelines for Social Media: PR is about telling the story best suited for Social Media – be genuine, be real – don’t be fake, it’s dialogue, it’s telling, it’s being social, it steps away from putting a spin on things, don’t be ‘pitchy’ any more – tell the real story, don’t finesse the message, do it in an artful way. Brian was wondering if we could have a volunteer army of dancers willing to be part of this PR network.

Dotty Welch reported that ARTS, a dance umbrella organization received a grant to get a specific place on the web site to put on pictures, action, etc.

Marion THANKED Elmer for the information that he shared regarding Social Media. Marion informed the audience that she would have her book of information (Social Communications) – which is 47 pages in length – on the PR table at the convention centre. Marion offered to send this information to anyone wanting to receive it by E-mail.

Marion acknowledged the work done by Nick and Mary Anne Turner. Nick and Mary Anne prepared a package of 10 CDs: half of them about square dancing and the others are of various forms of dance to be used in schools and communities. The price is \$75.00 for the whole package. The CSRDS has a copy or two that can be borrowed (a deposit of \$75.00 is required, but, when the package is returned the deposit is returned as well).

Chuck suggested that it might be time that we hook dancers with the term “Choreographed Ballroom Dancing” together with square dancing.

Chuck Jordan informed the group that British Columbia Government requested to do a professional TV ad for seniors who are alone. Chuck said that there was square dancing all the way through the advertisement. This ad will be on the Knowledge Network across Canada.

Gary Welch reported that a group of contra dancers, a small band of musicians, and, a contra prompter with a lot of electronics come via the internet on Face Book. Baby Boomers are not as electronic savvy as the younger generation.

Marion had asked for people to step up to help her with the new electronic media advertising. This will be the PR/Promotions' Committee task to get this off the ground in the next little while. It was suggested that there should be representatives from every province on this committee.

Marion THANKED everyone for attending this session on dance promotion.

Marion received a warm round of applause.

Marion adjourned the meeting at 10:30 a.m. EDT.

At this time Brian put on the video "Cool Moves" for those dancers that had not seen this means of promotion.

These Minutes were prepared by Lorraine Kozera, CSRDS Secretary.