

## Publicity Manager's Report 2011

We have 2 main target areas when publicising the orchestra:

- Musicians (in order to attract new players)
- The general community (to attract larger audiences & possible sponsors)

I think that we've been having some success in these areas, with concert attendance improving and new members helping to boost the quality of the orchestra.

Obviously the more members who make an effort to publicise the orchestra, the more successful we will be. I know that many of you have been inviting friends, distributing fliers and generally spreading the word. I'd like to particularly thank:

- Rana Wood, who quietly puts the banner up and down outside the gallery every concert
- Brett Richards, who has been printing our concert fliers at work
- Carolyn Thornely, who does such a wonderful job with the program
- Kate Sweeney. Kate noticed that there was a Children's Festival in Mosman the week before our Peter & the Wolf concert and suggested busking there, so she and I went along with our instruments & some fliers. We noticed several familiar faces at P&W so I think it was well worth doing and is well worth doing again!

### Sources of Publicity

#### Print

- We've done very well again this year with the Mosman Daily, who have published articles and photos for every concert that we've done
- Mosman Council Senior Citizens Newsletter
- Mosman Council Events Calendar
- Art Gallery Newsletter (some success)
- Posters and Fliers. These can be downloaded from the website. There's currently a 'Strings Wanted' poster in the members' section.

#### Radio

- ABC radio (including ABC FM & Simone Whetton on 702)
- 2RPH FM
- 2MBS FM

I know some radio stations take calls from listeners who advertise their own events, so if anyone would like to do that let me know!

#### Online

Many people (both old and young) have commented on the usefulness of the **website**. It has got us some new players as well as new audience members. One lady who brought her children to our Peter & Wolf concert told me she came from Werrington, and had come across our concert while browsing the web.

New this year is our online booking system through TryBooking.com. This was particularly successful with the Messiah audience, & was also well used last concert.

With the orchestra's name change we needed to update the website so we asked our web designer to redo the banner. You'll notice a few changes to the look of the site, but not the content. It's not exactly how I had envisaged it and in the future I would like to make some

changes to the look of the site, including a logo (yet to be designed) on the banner.

Our **Facebook** page is a more informal web presence. It is very useful for spreading information about concerts and it can also be a way for players to get to know each other a bit better. You can share photos, info about other gigs you might have on, make comments about repertoire etc..

We have 111 **Twitter** followers, many of which are American orchestras, but there are also publicity sites like What's On In Sydney, who sometimes retweet our concert information and quite a few local community groups & businesses, which could come in useful when we are actively looking for sponsors.

We also have our own YouTube channel, where there are several videos of the orchestra as well as recordings of whatever our current concert program is.

Other websites that we advertise concerts on include:

- Mosman Council
- The Australia Council (The Program)
- Mosman Daily Online
- ABC The Diary
- **Out & About Sydney** – this is mainly online, but they also publish a newspaper that gets delivered to cafes & restaurants & some homes in the Mosman/Crows Nest area.

There are various music websites where we advertise for players and sometimes concerts if relevant to that instrument:

- Hornarama
- Double Reed Society
- AUSTA
- Sydney String Centre

### **Some Goals For The Future**

- A new logo for the orchestra & some aesthetic improvements to the website
- Different forms of print advertising (eg: a bookmark with the entire year's program on it)
- Post concert feedback. I think we're doing pretty well in advertising the concerts, but it would be great to see reviews of the concert or letters to editors of local papers.

### **Suggestions?**

I'm sure many of you have all sorts of brilliant ideas & talents that you might be able to bring to the orchestra, so don't be shy!

I think that we would all agree that the quality of our orchestra has improved greatly over the last few years so we should all be proudly spreading the word.