

FWD Marketing “Tidbits”



Our 2007 District Champs,
VocalEase

Marketing – PR, so what’s the difference?

In my travels, or through e-mails that I receive, I often hear comments that suggest a basic misunderstanding of what Marketing is (or isn’t), and what Public relations is (or isn’t). By definition:

marketing _

1 a : the act or process of selling or purchasing in a market **b :** the process or technique of promoting, selling, and distributing a product or service

2 : an aggregate of functions involved in moving goods from producer to consumer

public relations

: the business of inducing the public to have understanding for and goodwill toward a person, firm, or institution; *also :* the degree of understanding and goodwill achieved"

Please note that the very first definition really has more to do with the SALES part of Marketing – and can actually be a separate category unto itself – SALES!

Some thoughts:

- Marketing - What we DO to get the word out, i.e. Press releases, Flyers, Newspaper ads, Web post, e-mail blast, etc... Used in order to promote something
- Generally, we Market things like rehearsal sites and times, show information, events, or general news
- The key theme of PR should be promoting “Good Will”, and simply telling folks about what we love so much...Barbershoping.
- Sometimes the lines do cross. For example, with the upcoming Singing for Life Blood drive, while it is important to “sell” the event itself, it gives us the opportunity to promote goodwill while we actively engage in Marketing!

Remember, Tibits is supposed to be a means of sharing, so please send along your thoughts, along with suggestions for future articles.

Special events - Next two Months

March:

- 12th... Yuma Chapter 15th Annv.
- 13th-16th... **International Quartet Prelims – So Cal West Division and Spring Convention** – Bakersfield, CA
- 15th...Greater Phoenix 65th Anniv.
- 26th...Fresno Show
- 30th... [Westminster show](#) with **The "Fantasy Quartet", OC Times, The Crush**Arizona COTs
- 31st...Whittier show

April:

- 5th... Visalia show with **Hi-Fidelity, Visalia Little Theatre Actors, Visalia HS Chorus**
- 5th... Laguna Hills Show with **South Coast Harmonizers**



May 10, 2008 – Giving the greatest gift, the Gift of Life

Singing for Life – why is it important?



Sing in a Quartet – get chicks!



**Invite the Ladies to sing with you!
Don't you get tired of looking at the
"old guys"!!?**

On the Singing for Life page of the BHS Website the first thing you read are three simple questions:

- ***If you could save one life, would you?***
- ***Would you work to save many lives if you could?***
- ***Would you appreciate the added bonus of gaining greater recognition for barbershop harmony and your chapter in the process?***

Talk about getting to the point, and reaching out and "plucking the heart strings!

The thing that has plagued me since the beginning of this great effort is the fact that so many people don't understand what we are trying to do with the Singing for life program! It's not only about

Blood! Yes, that's the key reason, but it isn't the only one! The message should be...

We love people, and we love to sing – won't you come and join us! Opportunity to help our community (our world, for that matter!) and the clear opportunity to sing for folks, and look for new singers!

The FWD currently has the most chapters enrolled with 24 chapters participating. Over 28% of our chapters are onboard!

It is not too late to participate! You can either decide to have your chapter sponsor a local Blood Drive, or you can choose to help those chapters in your area with their Blood Drive. We will post a complete list of the Chapters that are participating within the next week!



Press Releases – a class in Bakersfield!

On March 14th, 2:00pm-4:00pm (In Bakersfield), Keith Eckhardt and myself will be leading a class entitled The Productive PR workshop. Basically, we will be talking about Press Releases. Some of the key points will be as follows:

1. Asking the question – What is it we are trying to promote!?! Sometimes the bigger picture is hidden within the storyline!
2. Getting the Story straight – and mapping out the plan of what to write. Basically addressing the Who, What, Where, Why, and How!
3. Writing the "Body" of the actual press release.
4. Formatting and Faxing – Who do we send it to?

The second half of the class will actually be concentrating on writing some actual Press Releases about our convention to the local media!

Also, we'll try and cover some generalized topics on Marketing – please come and join us! It promises to be a great workshop!

In Harmony, Kevin P. Smith