

## Publicity Committee Report to the San Francisco Class Annual Meeting - May 2008

Expenses from May 2007 to May 2008

### Publicity for 2007 **September Class**:

Noe Valley Voice - \$30 for July/August and September issues

Potrero View - \$50 for August and September issues

Glen Park News - \$24 for September issue

West of Twin Peaks Observer – Free

Craig's List – Free

S.F. Chronicle 96 hr – Free, submitted but not published

Mention by JoAnn Mar on KALW Radio - Free

Copying costs for advertising flyers designed by Susie, B&W and color - \$40

New postcards – Big Star Printing and Design in San Francisco - \$525.00

Printing of 1000 4-color 2-sided postcards - \$195.00

Design – 6 hours @\$55.00/hr = \$330.00

(Susie and I contributed to the cost of the postcards so the total cost to the class was \$125.00)

**Total: \$269**

### Publicity for our class participation in **Bay Area National Dance Week**, May 2008:

Noe Valley Voice - \$14 for May issue

Copying costs for flyers - \$40

Conga line participation by members of the class who handed out publicity - Free

Bay Guardian BANDW insert – Free

Many many hours of work by Elizabeth on behalf of the entire San Francisco Branch as our representative to the Bay Area National Dance Week organization – Free

**Total: \$54**

**Year total: \$323**

The Finance Committee has given us a yearly budget of \$250. We will be able to work within this budget in the coming year. The largest expense this year was the postcards and there are more than enough to use for publicity for the September class. The finance committee has asked that we submit any additional expenses to them for approval. They have assured us that if a good opportunity for publicity arises that is not covered in our budget they will consider it.

As in the past, the most cost effective publicity seems to be word of mouth and flyers. We are thinking about more color copies and fewer black and white. We will continue to evaluate other means.

## Some topics for discussion

The Class Web Site – On the sign-in sheet for the BANDW class, 4 people listed the web site as the place where they heard about the class. It wasn't clear from the sheet which web site, the BANDW web site or our class web site. Our web site gets better all the time and is very user friendly. Last year at the class meeting someone suggested a MySpace site with video of our dancing. If that could be set up and linked to the web site people could see motion and hear the music, which makes dance even more appealing.

This is beyond the skills of your technologically challenged Publicity Committee and we would happily defer to a more computer savvy/artistic/intelligent/good-looking/whatever other flattery works individual.

Other Web Sites – One person at the class for BANDW listed going.com as where he heard about the class. Are there any other community activities web sites, in addition to Craig's list, that we should know about?

Demonstration Team – We in San Francisco don't have an event as timely as the Solano Stroll for recruitment that works for the Berkeley class. So we were thinking of some of the summer street fairs here in SF. Union Street and Haight Street have fairs in June and they are both pretty big. We would need to explore the costs of participation.

Advertising in Dance magazines in the Bay area. Donna has a copy of a local dance magazine that carries advertising for local classes. We will look into advertising costs.

The Scottish organizations (again). I found a flyer announcing a "Summer Ceilidh" last August at the Encinal Yacht Club in Alameda. It was sponsored by the St. Andrews Society of SF, The Caledonian Club of SF, The St. Andrews society of Oakland and the Pleasanton-Blairgowrie-Fergus Sister City Organization. The music was by the John Taylor Ceilidh Band. At the bottom there was a box to check if you were interested in Scottish County dance instruction. Does anybody know anything about this?

The Publicity Committee welcomes any suggestions for other publicity ideas and anyone who would like to join.

Submitted by Susie, Eileen and Joyce