

PUBLICITY MANAGER'S REPORT 2018

Publicity has a 3 pronged purpose:

Players – both in getting information out to current players & attracting new ones.

Sponsors – providing exposure for our current sponsors & attracting new one.

Audience – providing information to our current audience & attracting new people.

I think this has been another successful year as the orchestra & choir continue to grow in numbers and in skill. Concert attendances have been very good. We've still managed to sell out most Sundays, despite having added the extra row of seats. There's room for improvement on Friday nights though. Maybe people are exhausted after a week at work. I'll be very interested to see if this coming Saturday night concert proves more popular.

It's heartening to see the number of people who commit to a season ticket. We first offered subscription tickets in 2015, when we had a grand total of 7. This year we have 67 subscribers.

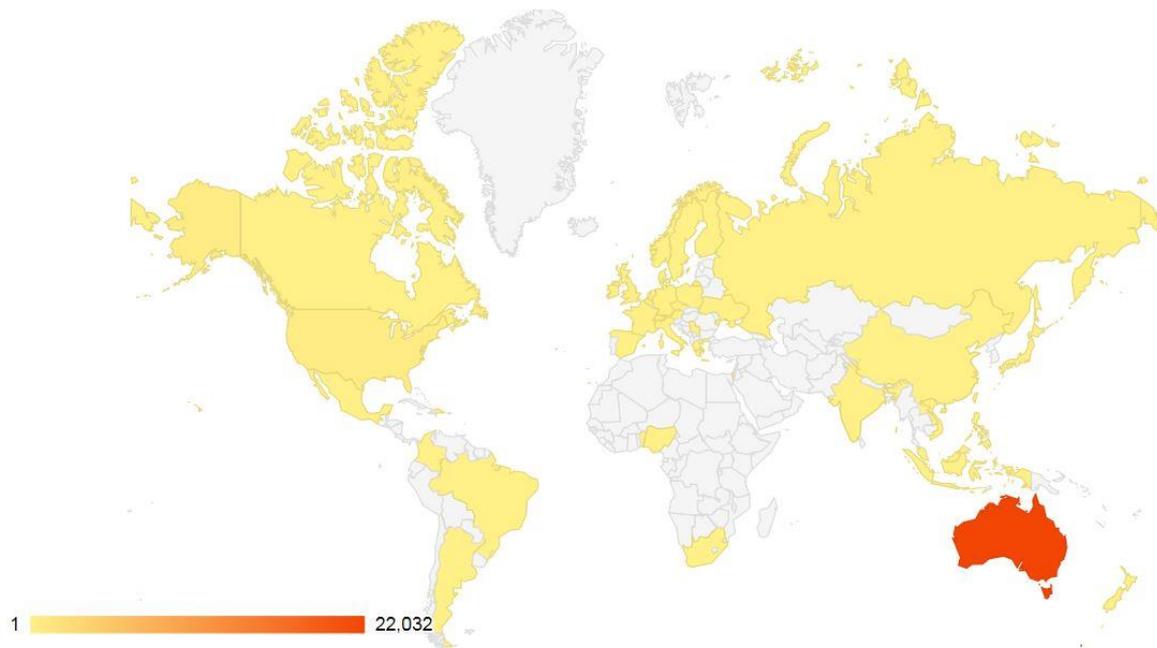
Our Email List continues to grow as I add the names of people who book online. After this concert I added another 24 names. That brings us to 464 on our mailing list. I also have a very small snail mail list.

Facebook Likes are growing at a slower rate. 373 likes on Facebook should mean that many more than that are seeing our posts, but Facebook is continually and frustratingly changing its algorithms, so that it is harder for what they call 'organic' ie: 'free' posts by organisations to reach people. I have paid for advertising on Facebook, but that has not been particularly successful. The best way to reach people on Facebook is by you people sharing photos and events to your friends. So if you haven't liked us on Facebook, please do and if you're a 'lurker', who likes to see the posts but doesn't share them, please consider spreading the word about the orchestra.

The website is probably our most successful method of reaching out to audience and players alike. It also provides exposure for our sponsors, with their logos and links to their websites displayed in several places. You may have noticed other ads starting to creep onto the site. That is because we got enough traffic for Wordpress to deem us worthy of advertising. However, we've putten a stop to that by paying a little extra to keep the site advertising free.

For the statistically minded, in 2017 the website was visited by individual 5,233 visitors, and had a total of 23,411 views. Our site was viewed from a total of 46 different countries. After Australia with 22,032 views, the countries that viewed us the most were the US, the UK, Singapore and China. The people of Benin, Curaçao and St Kitts & Nevis only visited once each. You can see the vast reach of our tentacles in the image below:

Stats for 2017



Our concerts are advertised on the Council website, and the Gallery newsletter, as well as at Mosman Library. The Music Teachers Directory also sends our poster out to its members, and we have done some mutual back scratching with several other groups including Manly Warringah Choir and Sydney Youth Orchestras but....

Outlets for free advertising have diminished this year, and I'm open to suggestions as to new avenues.

The Mosman Daily has undergone significant changes. The emphasis seems to be much more on glamour & real estate. They no longer have a dedicated arts reporter, and it is much harder to get an article printed. It also seems that their distribution isn't what it was. Some of our members have said that they no longer have it delivered, and also that it isn't always in the shops where it used to be.

Limelight Magazine now only takes paid ads.

ABC FM no longer offers community ads.

Word of Mouth I'm not sure that all this is such a problem as a great deal of our custom comes from word of mouth. Just mentioning that you play in an orchestra could lead to a new ticket sale or a new player. Obviously the players themselves are one of our major sources of audience, so don't be shy about inviting your friends & family to come to our performances. Once people come they are quite likely to come again – sometimes bringing

along new people. If you take a poster, please display it somewhere, especially if you're a Mosman local. There must be lots of places in Mosman that are unknown to me (not a local) where posters could be displayed. Some of our audience suggested to me that we should display posters in local GPs' waiting rooms. If anyone would like to help with that please see me!

We should be very grateful to the players who take a bit of trouble to publicise the orchestra. Whether it's by enthusiastically liking and sharing online, providing photos that can be used in publicity, distributing posters around the place, or bringing your large entourage to our concerts, it all helps to keep the orchestra in people's minds as an active and positive place to be!

Linda Entwistle 2018