

PUBLICITY MANAGER'S REPORT 2019

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. The Saturday night experiment seems well received. Our last Saturday was the best booked evening performance in 2 years, and one of our best ever.

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 subscribers.

I've been making a spreadsheet of our concert attendance. From this we can get a picture of what pieces or soloists are our big draw cards. As yet it only contains the online bookings, but it gives a good idea of how we're going. In 2018 2 of our 4 concerts sold out on online on Sundays: *Classical Favourites*, and *Spanish Nights*. Both those concerts included the choir. *Spanish Nights* was our most popular concert overall, with 196 bookings, (Greg on the piano always draws a big crowd), and *Tears & Laughter* (with Tchaik. 5 and Jacquie doing her best Edith Sitwell impersonation) was a close 2nd with 193. But last week beat them both with 212 online bookings. I was talking to Marlene Reid last week. She's been attending our concerts for 20 years. She told me that at the first concert she went to, there were 9 people in the audience. So as we celebrate Andrew's 21 years with the orchestra we can see what a difference he has made!

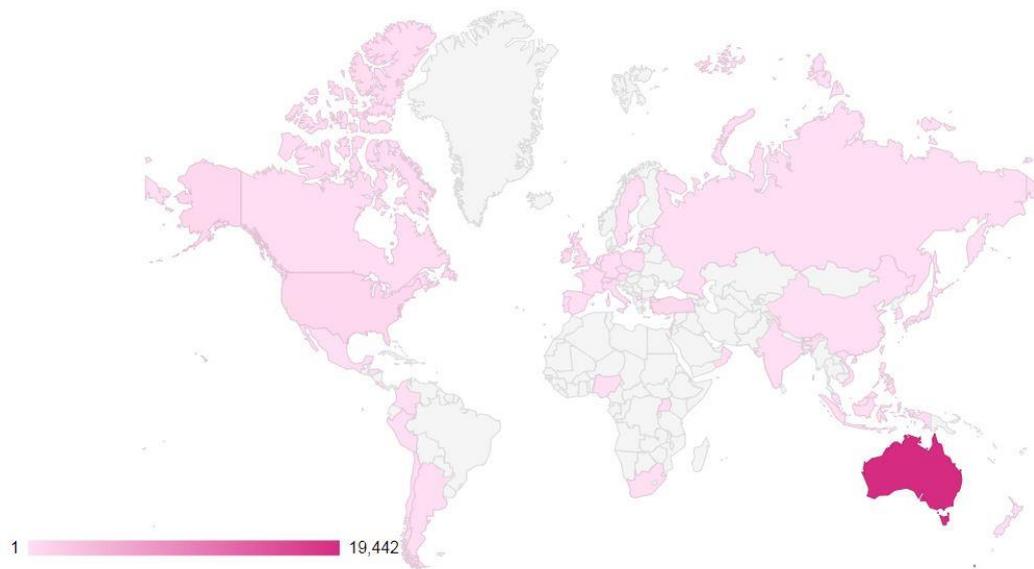
Our Email List continues to grow as I add the names of people who book online. Last year we had 464 on our mailing list. This year it's already at 592. I also have a very small snail mail list.

Facebook Likes are growing at a slower rate. We now have 391 followers on Facebook, but NSO has more than double that! Maybe our audience is older? Surely not our players! 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. Liking a post is ok, but it will be seen by more people if you actually comment, and even more if you share the post. 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.

For the statistically minded, in 2018 the website was visited by individual 5,177 visitors, and had a total of 23,411 views. Our site was viewed from a total of 46 different countries. After Australia with 19,442 views, the countries that viewed us the most were the US, Turkey, and Canada. The site was viewed from 48 different countries. You can see the vast reach of our tentacles in the image below:

Stats for 2018



Our banner is put out before every concert by Rana Wood, who used to play horn in the orchestra. She did a fabulous job of altering it to reflect the change to Saturday nights. 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....

Word of Mouth continues to be one of our best sources of publicity. 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 2019