

MSO Publicity Manager's Report 2020

I usually start these reports like this, reflecting on what it is we're trying to achieve, and whether we're succeeding:

Publicity has a 3 pronged purpose:

1. **Players** – both in getting information out to current players & attracting new ones.
2. **Sponsors** – providing exposure for our current sponsors & attracting new one.
3. **Audience** – providing information to our current audience & attracting new people.

1. I think we're doing quite well with the first. I don't think our current players have any problems with the information on the website, although if you do have a problem, maybe your name is missing from the players list, please let me know. And we're easily findable if someone is looking for an orchestra. I also try to keep our Facebook page lively and active, so as to be attractive to potential new players.

2. A few sponsors have dropped off, so we need to attract more. I know that Yvette is on the case, but it's a hard slog. I think that once we get them, we should make more of an effort to let them know that we appreciate it, and to give them more feedback.

3. Concert attendance in 2019 was up from 2018 (766 up to 813 – the numbers may be slightly rubbery as door sales are not included) Jupiter was our most popular concert, closely followed by Britten, with Ted playing Tchaikovsky. I don't think that we can improve much on Sundays, unless it were to have a 2nd Sunday concert. The change from Friday to Saturday nights is where the increase was in the main. (264 up to 296 for the year). Evening attendances averaged about 75 online sales, with about 15 at the door, so there's room for improvement there. We haven't sold out an evening performance yet. I think this should be our goal. There have been suggestions about putting up flyers in retirement villages, but that would probably only attract Sunday patrons. But surely we have more adventurous, going out types amongst our friends! We all need to get our entourage to venture out at night!

SOURCES OF PUBLICITY

Our main sources of publicity are our website and the email list that I'm updating regularly (it's up to 636 with more to be added) with data from our online booking facility. The email list goes both ways. I send out a letter & flier before each concert to our mailing list. They sometimes respond. I thought you'd like to hear a few of the emails I received from subscribers after I apologised for the cancellation of our next concert:

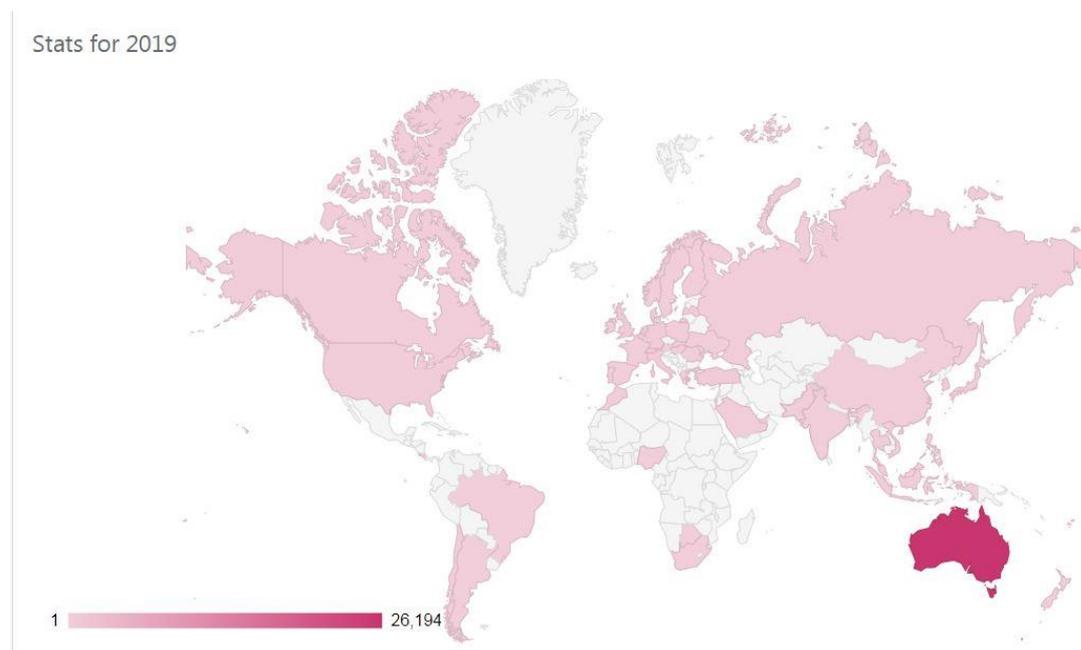
'Don't need a refund. Mosman Orchestra give us so much joy we are happy to donate the cost of our season ticket and look forward to maybe attending a concert or two this year still.'

'Any chance of broadcasting past events online? Unfortunately I missed out on the last one which I was really looking forward to. I paid ahead for this year's events. I'm happy to donate tickets' value for unattended events or those not presented due to COVID-19. No refund or future reduction is necessary. Thanks to all involved in the running of and performing in Mosman Orchestra. I have a fair idea as to the amount of effort and energy put into the success you achieve. Sincere regards.'

'I'm very keen to keep in touch with the MSO; it will be so good to listen to Edward and the Beethoven in November. Very much hoping things will be back to normal by then.'

Other publicity sources are our Facebook page, Mosman Council website, flyers & posters, and most importantly, word of mouth. This is both from our players, inviting friends to concerts, or fellow players to join our orchestra, and also from happy customers who bring along new audience members. I wonder if word of mouth might be a way to attract a new sponsor? Any ideas??

For those who enjoy statistics, people from 58 different countries viewed our website in 2019. There were 28,280 visits, which is about 6,000 more than the previous year. The graph below shows the vast reach of our tentacles as we strive for Orchestral World Domination:



The majority of views were from Australia 26,194, Turkey 440, and the USA 361. Here are our top countries, but there were many others:

Country	Views
 Australia	26,194
 Turkey	440
 United States	361
 United Kingdom	227
 Italy	184
 South Korea	130
 Germany	125
 China	68
 Hong Kong SAR China	57
 Singapore	56
 India	55
 Japan	44
 Switzerland	32
 Latvia	31

The pages that were the most visited, apart from the landing page, were our Orchestra page, Next Concert, & Concert Season pages. Also popular were our Players and Soloists pages, as well as Past Programs – the quality of which, I am sure, attracts program writers from other orchestras. We're happy to share! More than 1500 people clicked on the link to buy tickets – although they obviously didn't all buy tickets!

The most referrals to the site came from search engines like Google, followed by Facebook, and then some local websites like Mosman Council (we advertise our concerts for free on their website), Manly Warringah Choir (we have a reciprocal arrangement with them), and a few others.

When it comes to the crunch, publicity is all about communication.

That's something we all understand as musicians, and practise every time we play.

In this very weird time, our ability to communicate with each other and with our audience comes down to electronic means. Our website is up to date, and you can find whatever information is available about repertoire and any possible rehearsal and concert dates, but it's a one way stream of information.

However, our Facebook page remains active, and I encourage you all to join it, and perhaps share some of your experiences. If you're worried about privacy, it's really easy to just get yourself another email address – Gmail's good for that - and give yourself a Facebook pseudonym. Andrew is Andy Del, for example.

Facebook's not all about cute puppies (although there are quite a few prowling around there).

Some of the things we've shared recently on FB have been:

- Violinist Sarah's work collecting for health care professionals
- Violist Zhiliang's work as part of a company researching ways to track the virus, as well as developing therapies and vaccines.
- Harpist Georgia Lowe's online concert
- The Berlin Phil's very entertaining puzzle book (available free to download)
- Information about free online concerts from the Berlin Phil
- A link to a performance at the Royal Albert Hall of Robert Oetomo's arrangement of 'Somewhere Over the Rainbow'.

And of course, there's always email & phone. There is a list of committee members' emails on the website. If you have any information, joys, concerns, or suggestions that you'd like to share, any time, but especially in this extraordinary time, please let us know!

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