

MSO Publicity Manager's Report 2021

There wasn't much to publicise for the greater part of 2020. It was more about communicating with our audience – particularly our subscribers – and sorting out refunds or credits. Initially most people who had paid for concerts in advance did not want a refund, preferring to either donate or take a credit for future concerts, but once 2021 rolled around and we were still unable to offer subscriptions, we gave more refunds.

But thanks to Andrew's imaginative programming, we did have some concerts to publicise by September, including some recitals and chamber concerts, which were very much appreciated by the small audiences that we were able to accommodate.

SOURCES OF PUBLICITY

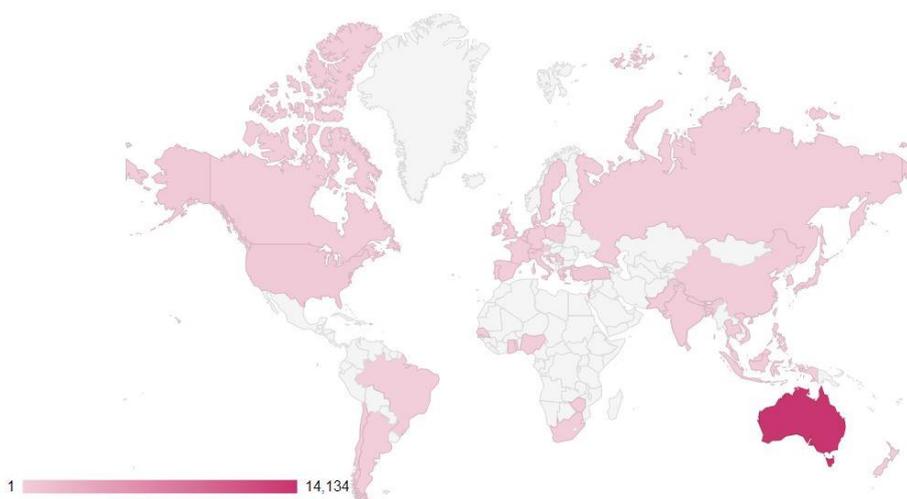
Our main sources of publicity are our website and the email list that I'm updating regularly (it's up to 661 with more to be added) with data from our online booking facility.

Other publicity sources are our Facebook page – please join it, comment on it, share it – as well as Mosman Council website, Limelight Magazine events calendar, 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.

Last year I wondered if word of mouth might be a way to attract a new sponsor? Still wondering...

For those who enjoy crunching data, our website was viewed by people from 52 different countries in 2020. There were 15,517 visits, which is about half as many as during the previous year. The graph below shows just how far we reach. The majority of views were from Australia 14,134, with the USA at 352 narrowly ousting Turkey (345) from 2nd place.

Stats for 2020



Here are the countries that viewed us the most:

Country	Views
 Australia	14,134
 United States	352
 Turkey	345
 China	177
 United Kingdom	86
 Serbia	62
 France	48
 South Korea	44
 New Zealand	24
 Hong Kong SAR China	23
 Canada	23
 Germany	16
 Croatia	14
 Singapore	13
 Poland	13
 Nigeria	12

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.

During that dark time when we weren't able to play together, I think many of us realised how much we value our orchestra – how much we love playing together, the wonderful music that we play, the beautiful venue in which we play it. People who come from other groups often comment on the warm atmosphere here at Mosman. Friendly, talented people who share pride in the orchestra's achievements & joy in the music we make. It's a wonderful thing that we are made up of such a diverse range of people with such a variety of skills – doctors, engineers, teachers, scientists....

But how many of your friends & work colleagues know about your other talents? Have you invited them to a concert? I think that we can all agree that in Mosman Symphony Orchestra we all have something of which we can be very proud, so let's appreciate what we have and share it around!

Linda Entwistle
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