

MSO Publicity Manager's Report 2022

Thankfully there was a bit more to publicise in 2021. We decided not to offer subscriptions because of the ongoing uncertainties with you-know-what, but managed to retain most of our audience and attract newcomers. Our recent Winter concert was one of our most successful ever in terms of revenue from ticket sales. People are happy to be coming out and hearing live music. I'd like to thank the volunteers who help make the concerts run smoothly, including Lee Purches has been doing a great job on the ticket desk.

We're pretty much at capacity for most of our Sunday afternoon concerts, but there's certainly room to grow our Saturday audience. I wonder if an earlier time might be worth considering. Perhaps 4.30 or 5 pm? The daylight might lure more people out, & an earlier start would give them the chance to be home for dinner & Netflix, or if they're feeling festive, go for dinner in Mosman after the concert. I'd be interested to hear what you think.

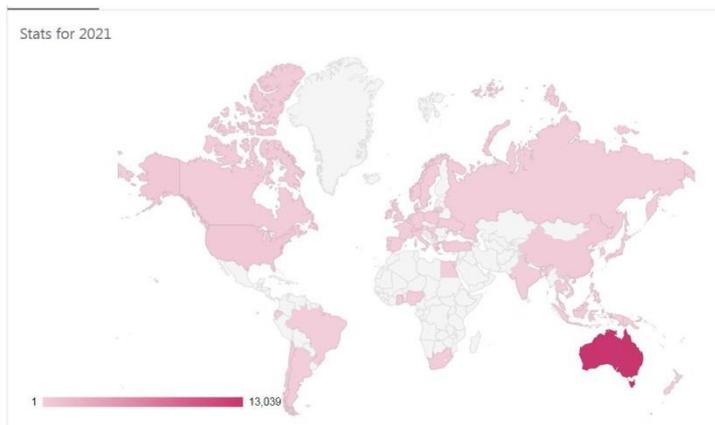
SOURCES OF PUBLICITY

Our main sources of publicity are our website and the email list that I'm updating regularly (at last count 733) with data from our online booking facility.

Speaking of the website, I try to keep it up to date, but if you notice a problem, maybe your name's not on the players list, or there's a link missing, please let me know.

I have a few ideas about the website. I'd like to share more about/from our players. I've set up a blog on the website, but been a bit slack with writing. I'd be very keen to hear from you have something that you think would be of interest to our audience or players. So for example this year Zhiliang contacted me about Resound – an organisation that was collecting unwanted instruments and giving them to flood victims. I shared it on our Facebook page, and I think a few of us responded with donations, but I really should have put it on the blog. Maybe you have a unique perspective on one of the pieces we're playing, or thoughts on rehearsals or practice. Written a poem? Let me know.

For those who enjoy crunching data, our website was viewed by people from 35 different countries in 2020. There were 15,666 visits, which is considerably down on our pre-covid numbers. The graph below shows just how far our tentacles reach. The majority of views were from Australia 14,134, with the USA at 523, and China at 211.



Here are the countries that viewed us the most:

 Australia	13,039
 United States	523
 China	211
 United Kingdom	180
 Serbia	132
 Turkey	104
 Canada	68
 Hong Kong SAR China	47
 Poland	34
 Switzerland	33
 Germany	32

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 Choir and Players pages, as well as Past Programs – the quality of which, I am sure, attracts program writers from other orchestras.

Other publicity sources are our Facebook page 619 followers; 550 likers (not sure what the difference is there) – please like it, comment on it, share it. I think FB works best if people actually comment on and share posts. We do have a Twitter account, although I don't always remember to use it. If you've read this far please let me know. The first person to do so will receive a free ticket to our next concert. Other ways of getting the word out are Mosman Council website, Limelight Magazine events calendar, & posters. You may have noticed that I haven't been printing the smaller flyers lately. I've seen a few sitting in music folders months after concerts & thought that it's probably more economical, more environmentally friendly, & easier for you if I send out a file for you to share online. I usually print a few A4 posters if you have somewhere you'd like to put them.

But most important for publicity is 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...

Now we're back playing together regularly I think many of us have 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 musical talents? Have you invited them to a concert? Especially a Saturday night one! 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, June 2022
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