

**VP Marketing and Public Relations  
Report for the House of Delegates  
April 2016**

**2016 Marketing and PR Objectives**

1. Improve social media presence
  2. Liaise with media organizations
  3. Create marketing materials for use by the district and chapters
  4. Make improvements to the district website
  5. Create and promote district-branded merchandise
1. *Improve social media presence*
    - Facebook and Twitter
      - Repurposed the 2015 spring convention Facebook page to serve as the official District Facebook page (with thanks to Lee Sperry)
      - Followers have increased from 155 to 196 since the switch.
      - Facebook posts are automatically shared to Twitter to increase exposure.
    - *Next step:* Find a more Twitter-savvy member for the marketing committee
    - YouTube
      - The DMT has decided to post contest videos and other performances on an Ontario District YouTube channel, which is consistent with the approach taken by the BHS. The loss of income from some groups who may opt out of purchasing a DVD of their performance if it is provided for free online is not seen as a significant loss
      - YouTube account has been created and many performances from the Fall 2015 convention have been posted. In the three weeks that they have been up, the videos have amassed 1,459 views and the channel has gained 10 subscribers.
    - *Next step:* Post the videos from Spring 2016 using the new process
  2. *Liaise with media organizations*
    - Snapd Quinte listed our fall convention in their events, and featured photographs of the event in one of their issues (<https://quinte.snapd.com/event/883522>)
    - The spring convention is listed in the events calendar for Snapd Scarborough and BlogTO. I expect Snapd Scarborough to cover the convention as well.
    - I have contacted a Toronto Star entertainment journalist to cover the spring convention. No response to date
  3. *Create marketing materials for use by the district and chapters*
    - Arranged marketing-specific services from our convention photographer for spring convention:
      - Second photographer for candid photos in the lobby, eval rooms, hospitality rooms, etc.
      - Executive portrait photos and group shot
      - Promotional video for the convention
      - Photos of awards that were not photographed at the last session
    - Photographer is also organized for HX Camp, OQE, and Pep Rally
    - Photos will be used for district press kit, social media, marketing materials, and individual choruses if requested
  4. *Make improvements to the district website*
    - See website report below
  5. *Create and promote district-branded merchandise*
    - Branded apparel has been developed through Marchant School Sport.
    - Created ad for merchandise for the spring convention program



## Website

### Goal Progress

2016 Goal	Progress
Keep chorus, quartet, and news information current	The homepage and news sections of the website have been kept current with brief articles on district events and information, and with articles from news sources that mention Ontario District quartets and choruses. The latest articles from BHS headquarters also appear on these sections of the site. All active quartet and chorus information is up to date to the best of my knowledge.
Explore the option of using the website as the platform for the district mailing list	No progress to date
Use EventSpot registration system for Leadership Academy and post all relevant learning materials from the event to the website	N/A

### Other Progress

- Link tracking has been added to music learning files (APOC, OQE, District music files) to record access and downloads.
- Page added to list vacant district positions and openings: [www.ontariodistrict.com/openings](http://www.ontariodistrict.com/openings)
- An archive of old Trillium issues and convention programs has been added to the site (with thanks to Waldo Redekop and Rein Breitmaier)

### Website Additions

Some sections of the website will be greatly improved with input and content from the relevant chairman/committee/VP. These include:

- APOC
- OntaFame
- Youth in Harmony
- History and Archives (in progress)
- Bylaws Operations and Policies (in progress)
- HOD/DMT/Executive files (in progress)

I encourage anyone who has any ideas or additions for these or any other sections of the website to get in contact with me.

### Usage

- In the past six months we have had 37 new registered users (up from 29 in the prior six-month period).
- In the past six months, the website has been visited 5,852 times by 3,549 unique visitors (up from 5,028 and 3,091 in the prior period). The average visitor stays on the site for 3:10 (up from 3:02), and views an average of 3.19 pages (down from 3.29 pages). 79% of sessions are from Canada, and 15% come from the United States.
- Number of weekly sessions fluctuates between about 100 and 250 through most of the year, with spikes to around 700 during the week of contest.
- The most popular pages are the homepage (20% of site traffic), followed by the scores archive, the spring and fall convention pages, the OQE page, the quartets page, and the District Music Files page; which collectively account for another 29% of site traffic.



## Budget

### Marketing and PR

Expense	2016 Budgeted	Spent to date
Candids photographer – Harmony Explosion Camp, Pep Rally, Ontario Quartet Event	\$1,500	
Candids photographer – Spring and Fall Convention	\$1,400	\$700
Social media campaign and outreach video	\$500	\$330
Marketing Committee Meetings	\$300	
<b>Total</b>	<b>\$3,700</b>	<b>\$1,030</b>

### Website

Expense	2016 Budgeted	Spent to date
EventSpot	\$350	
Hosting	\$220	\$22.08
Adobe Photoshop	\$160	
Search Engine Optimization workshop - Camp Tech, Toronto	\$85	
<b>Total</b>	<b>\$815</b>	<b>\$22.08</b>

Respectfully submitted,

Michael Black  
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