

## **Marketing and Public Relations Report**

**June 2015**

### **Open House Marketing [completed]**

Flyers for Open House were created by Jerry Wong. Vocal Clinic members have received copies on heavy paper. Members have been distributed copies for their placement about town. Email announcements to ba-choir and ba-acappella with flyers are planned for release. Vocal Clinic guests received a flyer on heavy paper.

### **Vocal Clinic Marketing [completed]**

Jerry Wong has handled most Vocal Clinic Marketing. Tear off flyers were created, and email announcements to ba-choir and ba-acappella with flyers were released. Flyers were distributed to members for their placement around town. Flyers were posted at DeAnza and Foothill Colleges.

### **Fall Cabaret Marketing [continuing]**

Cabaret date has been confirmed, but not yet the venue. The mailer will include a mail-in order form, and enticements for our patrons to come back to this year's show, emphasizing the new music, new director, new sound and new attitude. Spellbound will be our Guest Artist. As the show theme is Prohibition/Speak Easy, the handbill will be given an Art Deco design. Flyers should be in the mail at the end of September 2015. On-line ordering should be available by September 12, 2015 to coincide with a potential advertisement in the program at the Bay Area show, but no later than flyer mailing date.

### ***Upcoming Dates***

September 12, 2015	Bay Area Shows
September 18-20, 2015	FWD Youth Harmony Camp

October 3, 2015	San Mateo Chapter Show (The Fault Line A Cappella Chorus)
October 4, 2015	Walnut Creek Show
October 6-10, 2015	SAI International Convention, Las Vegas, NV
October 15-17, 2015	FWD Fall Convention, Mesa, AZ
November 1, 2015	International Choral Festival, San Mateo College
November 7, 2015	Harmony Fusion (SAI) Fall Show, Pleasanton, CA
November 15, 2015	Palo Alto-Mountain View Cabaret Show

## Web Properties Update [continuing]

### ***Domain Name***

The domain `barbershop-harmony.org` is completely within my control. Jerry Wong and John Hinkle are backup keepers of the registration information. The registration information has also been filed with Chapter Secretary for safekeeping. For further forward compatibility, all administration information regarding the Web Properties and providers has been recorded in a file that is accessible directly by the MPR account at `zoho.com`. In the event of password loss, the information provided to Wong and Hinkle should provide for recovery of recorded information.

The domain names `peninsulapetes.com` and `acappella.ninja` have been reserved in the event they will be needed for chapter needs. I purchased them for future expansion. If the chapter wants either of them before either I use them or they reach expiration date, I will transfer the name(s) to chapter ownership.

### ***Email Service***

Email service for the domain `barbershop-harmony.org` has been created. Email addresses have

been created, and login information has been given to president@, program@, marketing@, music@, secretary@, treasurer@, membership@, and director@. We are using 8 out of 15 emails.

The previously existing info@barbershop-harmony.org needs to be retired as it is a spam magnet.

## **VPS**

Purchasing a chapter Virtual Private Server (VPS) has already been approved, and will be appropriated on or about July 1, 2015. The move is scheduled for the week of July 13, 2015. At the time the server is appropriated, other chapter domains including <http://www.freevoicelessons.net/> may also be moved.

## **New Site**

A site for testing the construction of the new chorus web site has been instantiated at <http://peninsulaires.barbershopchor.us>. Note that this site is currently testing back-end construction, not content nor design, and is subject to complete removal and re-installation until it is comfortable and self-explanatory to future admins. At this time, it is requested to not share this site with anyone.

## **Music Licensing [new]**

We pay an annual fee to ASCAP/BMI/SESAC for the license for live public performance of copyrighted musical compositions. While that license covers our shows, open house nights, sing-outs, and guest nights, it does not license music streaming over the internet, sold as a permanent download or on physical media, or any use of synchronizing music to video. A public performance is one that occurs in "a place open to the public or at any place where a substantial number of persons outside of a normal circle of a family and its social acquaintances is gathered" Copyright Law of the United States, Pub. L. No. 94-553, 90 Stat. 2541 as amended.

A mechanical license grants the rights to reproduce and distribute copyrighted musical compositions (songs) on CDs, records, tapes, ringtones, permanent digital downloads, interactive streams and other digital configurations. If you want to record and distribute a song that you don't own or control, or if your business requires the distribution of music that was written by others (including playing the radio as your hold music), you need to obtain a mechanical license. A mechanical license

does not include the use of a song in a video. The chapter is responsible for mechanical licenses for learning tracks burned on a CD for distribution. See

<http://www.barbershop.org/files/documents/copyrightlegal/Learning%20CD%20Duplication%20Policy%20FORM.pdf>

Most Mechanical Licensing can be obtained through Harry Fox's Songfile. In some cases, Harry Fox does not represent 100% of the rights to a work. In that case, the remaining percentage must be negotiated with another agent.

Mechanical Licenses for internet streaming are at the rate of \$0.01 per stream when licensed for between 100 and 10,000 streams. Licenses are valid for 1 year at a time for not more than the quantity of interactive streams requested. This licensing rate is only for music streaming services.

For physical recordings or Permanent Digital Downloads, licensing fees are \$0.091 (9.1 cents) per unit for songs that are five minutes and under in length or \$0.0175 (1.75 cents) per minute or fraction thereof, per unit for songs that are over five minutes in length. This licensing rate is only for physical recordings and Permanent Digital Downloads. This license would be paid per song on the total number of physical recordings created. This license may be also be required for our learning tracks downloaded through Groupanizer.

In addition to royalty fees, there is a per-song processing fee of \$16 for up to five songs. If you license 6 or more songs at one time, the processing fee is reduced to \$14 per song. All license fees must be payed in advance. Licensing fees appear to be simple to obtain, but the proof will be in the actualization of the plans. I have signed up for an account at SongFile for future needs.

**Respectfully submitted,**

**Jeff Harris**

**2015 VP Marketing and Public Relations**

**Palo Alto-Mountain View Chapter, SPEBSQSA**

**Silicon Valley's Barbershop Chorus<sup>SM</sup>**