



PROBEmoter

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Vol. 44, No. 1

www.harmonize.com/PROBE

Jan — March 2007



Bill Saber accepts award for Mike Fordice who was chosen PROBE PR Officer of the Year — Year Long Activity

P.R.O.T.Y Contest

By Lowell Shank

Nominations are invited for the "Public Relations Officer of The Year" (PROTY) annual award for efforts in 2006. You may enter yourself as is done for the Bulletin Editor award, or you may enter the material that your chapter PR officer did in 2006. Current PROBE membership (2007) of the nominee is required for review and awards. Previous winners are not eligible for two years. Full details may be found on the PROBE web page. Two awards are given each year.



Ray Ashcraft
Joan Golding Photo

Option 1: "PROTY Award for a Single Event" for one-time marketing or public relations activity for a special project. Ray Ashcraft, Fullerton Chapter, California (FWD), won last year.

Option 2: "PROTY Award for Year-Long Effort" for year-long marketing or public relations activity. Mike Fordice, Hunterton County Harmonizers, New Jersey (MAD), won last year.



Mike Fordice

You may submit entries in both options, but must indicate in which option the entry or entries are submitted. The deadline is April 15, 2007. Send to:

Ted Sayle

512 W. Southern Hills Rd.
Phoenix, AZ 85023-6268

Help Needed in the PR Area!

Written by President Lowell Shank

The new officers for 2006-07 are listed on page two. Yes, I got re-elected, just like in many of your chapters, without opposition. The problem is we could find no one willing to fill the Vice President for Public Relations. The Nominating Committee asked several, including Ted to be re-elected, but got no response. So, I'm asking for a volunteer to step forward by contacting me. All you have to do is email me with a short list of credentials, and you will most likely get the job.

What is expected of this VP? The number one responsibility is to conduct the "Public Relations Officer of the Year" (PROTY) contest. The difficulty here is to get entries so you contact the district PR VP, some of whom are not members of PROBE (unbelievable) and won't read this plea. Check the PROBE web page for the rules.

Once you get entries, you then assemble a panel of judges (I will help you) to evaluate the entries. You tell me who the winners are, and Bruce Anderson makes the plaques for presentation at the PROBE meeting at the International in Denver. That's pretty straight forward, right? Oh yes, what happens if we don't find a VP-PR for 2006-07? No contest will be held - what a shame. The number two responsibility is to write articles about PR or Marketing or get someone to write such articles for the *PROBEmoter*.

Going to Denver?
www.denver2007.org

P.R.O.B.E.

Association of Public Relations Officers
and Bulletin Editors

BARBERSHOP HARMONY SOCIETY



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UNFILLED



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Editor

Steven Jackson



Not So Random Thoughts

We welcome a brand new year with a new lady contributor — please welcome **Kristine Parkes** as a regular columnist. Kristine will tackle the many issues that arise with the marketing and promotion of our chapter shows, events, activities, etc. You can meet her on page 4.

We hope to continue to inform and educate our webmasters and Marketing & PR VP's as well as supporting our hard-working editors, whether you publish printed and/or electronic issues of your bulletins. We also welcome input from our leaders at the District and Society levels. For too long, we've been our own worse enemy. There's a line somewhere about "kissin' cousins." I firmly believe we need to expand our horizons and think "out of the box" to communicate with each other.

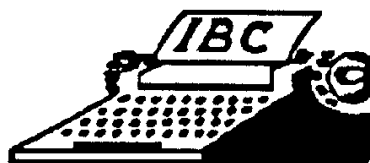
It's up to our Marketing & PR people to promote and participate in the PROBE contests. The **PROTY** award does NOT get as much lip service as the **BETY**. Hopefully, there are changes coming. We encourage everyone to get involved. District VP's stand ready to assist you; they're have been trained to motivate, inform, educate, promote, and inspire you.

And let us not forget that NOW is the time to be bundling up your bulletins in threes readying them to be sent off to your District **BETY** coordinators. Yup, it's contest time! I really look forward to this time of year, both as a coordinator AND as a judge. Yeah, I'm certifiable! There are always a few surprises in store for the judges. So many talented men give of their time to produce bulletins for their chapters.

Here's the payoff. Be recognized for your efforts. Get free advice; maybe even pick up a tip or two on how to improve your chapter bulletin. What are you proud of? Content? Is it "purty?" Are you good with words? Do the guys look forward to writing your witticisms in each issue? Have you been complimented lately for your informative and well-written articles?

If you feel that contests are no longer your "bag" — take the next step. Get reenergized by volunteering to become a bulletin judge, whether it be in **Content, Grammar and Style**, or **Layout and Reproduction**.

Don't forget about the
On-Line Bulletin Contest



President Lowell Shank**Thoughts about PROBE's
Bulletin Contests**

With the decline in chapters publishing a bulletin, it is not surprising that fewer bulletins are entered into one of PROBE's bulletin contests. Last year 44 bulletins were entered in district contests (average of almost three per district) with 24 advancing to the **International Bulletin Contest (IBC)**. That number is eight less than the optimum number. **Two districts (EVG and SWD) had no entries in either district or IBC.** Four districts (JAD, ONT, PIO and RMD) had only one entry each in the IBC.

A requirement for entering the IBC is membership in PROBE. Several editors were not current (2006) members, so I, as IBC Chairman, wrote them asking that they become members. Actually they should have been members in 2005, but we can't go back. One editor said PROBE membership was not worth it, so his bulletins were not judged. Another editor did not reply until after the contest and wondered why his bulletins were not judged and returned to him. His bulletins were scored, but not returned because he didn't become a member. If membership was \$50.00, I could understand, but \$10.00 does not seem like a big deal to me, and I'm retired.

"Purpose of contest is to reward you for a job well done, and to show you how to improve!"

If you are reading this, you are a 2007 member of PROBE, and if you publish a bulletin, you are encouraged to enter your district contest. To see where you should send your bulletins, see the **"District BE Contest Coordinators"** on the PROBE webpage under **Bulletins/Contests** at the very bottom of the page. There, you will also find the contest rules.

The other PROBE bulletin contest is the Online Contest, and last year was a major disappointment. Only four bulletins were entered in the Online Contest after having 12 entered the year before. What happened? I don't know, but perhaps there was a communication breakdown. The rules for the Online contest were published in last year's PROBEmotor (Vol. 43, No. 2) and are on the PROBE webpage. The entry form is also on the webpage. See the article in this issue for how to enter.

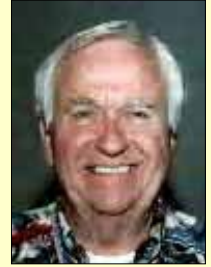
Last year's winner was **David Haase** (CSD) who as the winner is not eligible to compete in this year's contest, but will be eligible next year. Second place went to **Clare McCreary** (SUN). The other two entries were submitted by **Dick Lambert** (RMD) and **Jerry Schrunk** (FWD).

Now is the time to send your bulletins to PROBE to be evaluated. The purpose for a contest is to reward you for a job well done, and to show you how to improve, whether you finish last or first.

**2006
International
Bulletin Editor
of the Year**

Fullerton, California

"Barbershop Clippings"



Dick Cote

Joan Golding Photo

2005 PROBE HALL OF HONOR



John Suggs



Terry Jordan

**Note to Online Bulletin Editors
How to enter the BE Contest**

By Lowell Shank, PROBE President

The rules for the Online contest were published in last year's PROBEmotor (Vol. 43, No. 2) and are on the PROBE webpage. The entry form for submitting your 2006 issues is also on the webpage.

"Enter both this contest and the hardcopy contest"

Send your URL's for two consecutive monthly issues (it used to be three), or four consecutive biweekly issues or eight consecutive weekly issues (they may be HTML or PDF files) to Bruce Anderson at <job60@ix.netcom.com>, the IBC Chairman for Online bulletins. The **deadline is April 1, 2007.**

Now is the time to send your bulletins to PROBE to be evaluated, and you can enter both this contest and the Hardcopy contest. **The purpose for a contest is to reward you for a job well done, and to show you how to improve, whether you finish last or first.**



Meet Krisp Communications



Kristine Parkes

Before I met Father Al Smith, President of the Philadelphia Chapter, I never gave barbershop singing much thought. Sure, I had seen quartets on television and in the movies, but I doubt if I consciously realized that barbershop singing is as alive as it is! I met Father Al at Holy Family University where I was teaching communication classes part-time and he was serving as their campus minister. We began talking and before either of us knew it I was in front of the Philadelphia Chapter's board pitching my services.

The Philadelphia Chapter hired me in the fall of 2003, and by the time I attended my first COTS in January of 2004 the word had spread that Philadelphia had hired a communications consultant. As you can imagine, this caused quite a stir for a few reasons. First, a chapter had hired someone outside of barber-shopping to handle the communication activities of the chapter. Second, that someone was a woman, and finally, that someone took the time to attend COTS.

So who did the Philadelphia Chapter hire? They hired a communication and fund development professional, whose love for the small nonprofit led to the formation of **Krisp Communications** in November 2001. I earned both my bachelors degree and masters degree in communication with an emphasis in public relations from La Salle University in Philadelphia, and just last month became a Certified Fund Raising Executive (CFRE).

I have taught communication classes part-time at Montgomery County Community College, Holy Family University, and Bucks County Community College, and am currently teaching Principals of Public Relations, Public Relations Writing and Public Speaking at La Salle University. I must say, it is great to be back at my alma mater!

In March of 2005, my husband Brian came to work with me. Brian has over 10 years of experience in sales and marketing, with a broad background of industrial, consumer and nonprofit work. Brian's areas of expertise include online content development, messaging and positioning, design, event planning and research. His ability to interface with individuals at all levels of an organization is one of his trademarks.

Brian is a member of Tau Epsilon Phi and holds a Bachelor of Science in Business Management from the University of Hartford. Before joining Krisp Communications, Brian was a Marketing Manager with the international publishing company Lippincott Williams & Wilkins, where he oversaw retail, retail consumer, and wholesaler marketing for the \$100m North American market.

As you may have guessed, Krisp Communications offers more than public relations services. We have the experience and knowledge to help our clients reach their development goals, communicate with their audiences, and prepare for the future.

We build websites, create newsletters, communicate with the media, support ticket sales for annual shows, publicize the Singing Valentine programs, write grant proposals, design brochures, posters and flyers, brainstorm new ideas to generate money and so much more.

Make a Name for Your Chapter in 2007

As the new year begins, it is a great time to take a step back and evaluate your chapter's past year's public relations and marketing efforts. For many of you this is a yearly task that includes the development of a public relations and marketing plan. For others, you may be overwhelmed at the prospect of creating a plan that includes an evaluation of your chapter's reputation.

In this extremely competitive environment, understanding the perceptions held of your organization by your publics has never been more important. The basic concepts of advertising, marketing and public relations must all be put to use if you are going to make a lasting impression in your community. People are bombarded daily with thousands of messages, and your message or brand is competing

with companies spending millions to grab "share of mind," as well as other nonprofits who may already have better name recognition than your chapter (Red Cross, YMCA, Boy Scouts, etc.).

Public relations alone can not shape your organization's reputation, any more than advertising or marketing alone can. Public relations, advertising, marketing, product performance, and many other sources collectively shape reputation, or brand. The good news is that you don't need a textbook on each of these broad areas in order to make an impression – you just need some planning and some basic knowledge.

As you begin to plan for 2007, there are a few public relations and marketing-related questions that I would like you to consider. When I am asked to work with

a nonprofit, any nonprofit, these are some of the same questions I ask the organization to answer for me as we work towards creating a plan.

How is your chapter perceived in the community?

Are your chapter's annual shows known to be entertaining and unique? Do people know that they have to book their Singing Valentine months in advance due to your popularity? Is your chapter seen as "that group of old guys that sing?" Knowing how the community perceives you and to what extent they are aware of your organization will help determine if you can build on your current reputation, or if you have obstacles to overcome.

The key here is to reach out, LISTEN, process and think about what you hear, and act accordingly. Too many organizations receive negative feedback or feedback that's counter to their ideal, during this process and dismiss it as "those people don't know anything about us." That is the point of this exercise – to discover what the community does or doesn't know about you. Pay attention to what they have to say.

Who are your audiences or public?

Public relations professionals will tell you that there is a difference between an audience and a public. The difference is that from a public relations perspective, the term audience suggests a group of people who are the recipient of something such as a performance. For the most part, audiences are passive. A public, on the other hand, is a group of people who have (or may have) an interest in your organization. Publics are active, and their perceptions may have consequences for an organization.

Your job is to identify the publics of your chapter. How do you do this? First, think of the groups of people your chapter has a relationship with – the media, funders, chapter members, the families of members, past audience members, etc. These groups would be your primary publics. Next, consider groups of people you would like to reach out to such as college students, fathers of teenagers, etc. These groups would be your secondary public. Remember, it is important to identify your publics so that you can tailor your message to each specific public.

What messages do you send your public?

For any organization, from Nike to the National Football League to your chapter of the Barbershop Harmony Society, consistency of message is key to a successful public relations and marketing campaign. Think about the messages that your chapter communicates to its publics. Are these messages consistent? Sure, one message may highlight your Singing Valentine Program, while your next message is marketing the annual show.

However, they can still be consistent. Are your logo and the Barbershop Harmony Society logo, and your chapter website and phone number visible on both pieces? Are they formatted in the same manner? Do you use the same tagline on everything, or are you sometimes "Albania's Finest Barbershop Chorus" and sometimes "The #1 Chorus in Albania"?

Another aspect to consider when creating your chapter's message is how is your message going to connect with its intended public? Companies such as Nike, Ford, and others spend millions to make an emotional connection with their publics. Understanding that your chapter doesn't have millions to spend on a public relations/marketing campaign, you can still consider the emotional connection that your message will have on a 45-year old father of a senior in high school who is considering stopping by your next rehearsal vs. the 65 year-old couple who is looking for something new the week before your chapter's annual show.

What public relations and marketing tools do you currently use to send these messages?

There are a multitude of tools that you can use to communicate your chapter's message to its various publics. As you think back over 2006, and begin to plan for 2007 consider not only the tools you are currently using, but how you are using them.

Press releases are probably the most widely recognized all of public relations tools. Unfortunately, they are probably the most misused as well. I have spoken to many newspaper editors and reporters over the years who tell me about the high number of press releases they receive that contain no news. As the public relations officer for your chapter, you should know when a press release is appropriate and how to write a good one. How do you avoid falling into the "no news" category? Consider taking an interesting angle with your story. Be sure you are familiar with the types of stories that a particular editor or reporter likes to cover and send those types of stories.

Don't ever overlook the local angle, especially with weekly papers. Above all, make sure that you follow the correct format and that your press release is free of typos and grammatical errors.

Brochures are great way to convey messages and information to either a targeted or a broad public. Effective brochures inform or persuade your public through well-written copy and eye-catching design. When creating a brochure you want to consider the shelf-life – how long will the particular brochure be used by your chapter – and plan accordingly. You do not want to included information that has the potential to become outdated if the chapter will be printing 2,000 brochures.

Websites have become an integral component of many public relations and marketing plans. When developing, or revamping, your chapter's website keep in mind your primary publics and the overall goal for the website (yes – even your website should have a goal). Also, be aware of your chapter's technological resources. In the beginning everyone is excited to have a website. However I have seen a lack of commitment and knowledge turn a wonderful website into a public relations disaster. I tell many small nonprofits that no website is better than an outdated, poorly designed website, especially when the media or potential members are visiting.

Direct mail is another tool that many chapters utilize in order to reach their publics directly. The nice thing about direct mail is that you have control over the messages you send. The downside is that unless you own the mailing list, the cost to purchase a list can be expensive. Postage costs can also be a downside for smaller chapters.

More on page 6





When incorporating direct mail into your plan the key is adequate planning. Be sure to establish the goals for the piece you are sending out (i.e. sell X number of tickets, recruit X number of new members). Be realistic about the budget. Allow enough time for the creative production and the actual mailing, especially if you are sending your piece 3rd class or bulk rate. Work with someone who has direct mail experience – if not done correctly, it can be worthless.

What tools do you need to learn more about?

Technology is changing the face of public relations and marketing, and while many chapters may not be ready to incorporate these tools into their yearly plans it isn't a bad idea to be familiar with them. If you are not familiar with these tools, make it your New Year's resolution to learn more about blogs, public service announcements, op-ed pieces, pitch letters, or electronic press kits.

Take some time now to plan now for the year ahead. Make sure that your membership recruitment, valentines ads, and annual show mailers all work together to build awareness of your chapter in the community. No one tool will make a difference, any more than the ads you saw on TV last night made an impression on you. It is the careful planning, consistent messaging, repetitive exposure, and most of all, a commitment to the process that will make 2007 a great year for your chapter.

Seen in the **IN TUNE** of the **Hunterton Harmonizers**, **Linda Williams**, editor about the promotion of **2005 Co-PROTY Mike Fordice**

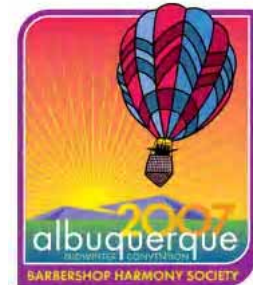
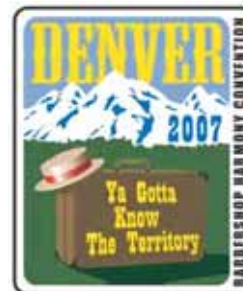


Mike Fordice,
Music VP

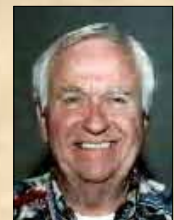
MIKE TAKES NEW POSITION AT BHS

Mike Fordice has accepted a position on the Barbershop Harmony Society Marketing and Public Relations Committee. He will be part of a five-man committee that helps set the direction of the marketing and public relations activities of the Society. Much of the business of the committee is conducted by phone and e-mail. The committee meets in person at least once a year, usually at the International Convention.

We want to wish **Mike** the best of luck in his new role and know that he will do us proud! **Congratulations!**



I've been finding a lot of good material lately, and it seems to be coming from two main sources, other than PROBE officials (way to go, team!). First is **Dick Cote's** superb **"Barbershop Clippings"** which always contains lots of good PR ideas, craft articles, etc. It's easy to see why Dick has won ten consecutive FWD BETY's and earned three IBC gold pitch pipes! The **Clippings** has lots of good stuff — great content with a very clean layout.



My other source has been two bulletins edited by the talented **Linda Williams**. She does both the Mid Atlantic District **"Mid'l Antics"** bulletin and the **"In Tune,"** chapter bulletin (with her husband Rusty), Hunterton **Harmonizers** (New Jersey). Linda does a great job with both publications. She can also boast of having the **fifth best chapter bulletin in 2005.**



In Memory of Roger Payne



On Tuesday, August 29, 2006, we lost a good friend, **Roger Payne**. Each of us has special memories of Roger, who was a founding member and guiding light behind the *Big Apple Chorus*. His barbershop accomplishments include singing in two Mid-Atlantic District Championship quartets, the legendary *4 Under Par* and *Reville*, as well as the highly entertaining *Variety Pack*. He served as Associate Director of the *Big Apple Chorus*, and Director of Brooklyn Chapter's *Amazing Kings Chorus*.

He was a Certified Music Judge and served as the Society's Music Category Specialist where he helped to rewrite and redefine the Music category. Roger served as the Director and Coach of the HI *Women of Note Chorus* in Massachusetts. Always, in whatever he did, Roger's brilliance, wit, and superb musicianship were on immediate display.



Less obvious to those who didn't know him, was his great humanity and love for all his fellow barbershoppers. Roger would sing with anyone who asked, as evidenced by the sheer number of Novice quartets that Roger was a part of in competition at the Division level.

He embodied the term "encouragement" that appears in SPEBSQSA's formal title. We have all lost a friend, a mentor, and a role model. We will not see his like again. May he rest in peace, and in eternal harmony.

Dan George, Chorus Manager, Manhattan, NY

Editor's Note: As long as the internet continues to exist, Roger will live forever in the hobby he loved so much. LW

Go to www.americanharmonythemovie.com



REVILLE — Big Apple Chapter, MAD

What Should We Charge?



Written by Lee Roth
DVP Marketing and Public Relations

If one of your roles in business is to set prices for products or services, how do you go about carrying out your assignment? We know about the law of supply and demand. But how do you measure this in relation to barbershop singing, if you are asked to price the cost of a chorus or quartet performance?

Cost is a factor in most pricing exercises, but in our singing it is usually given little consideration. We need to license the music. We need learning tools. We need coaching. And we need to dress well. Our time is involved, but if we are doing what we love to do, and would do it if we were paid or not, how do we value that time? Do we figure in the time to get dressed, to go over the songs and prepare the program, the run through to make sure the songs are ready, and the warm up and travel time of the singers? What about the time to learn the music?

There are organizations seeking a performance that actually believe they are giving the performers an "opportunity" by providing the space for a performance. For example, one of our local malls now asks for a fee for the use of the performance space. Their thinking is that you are promoting your organization to the large crowd that passes through their space.

One pricing factor to think of is the quality of the singing. Barbershop singers have a unique measure of quality in the contests we participate in each year. Certainly a quartet that wins the District contest is worth more than one that comes in last in the Division contest. Or is it? Perhaps that depends on the audience. Most people who request a quartet to sing at a birthday party or family gathering would be satisfied with what we would consider a very average group. Unless the first and last place quartets sing on the same platform on the same occasion most local audiences do not really hear and see the difference to a significant degree. We are often our harshest critics when it comes to our own singing. The people we usually sing for are not making critical comparisons.

Another factor is timing. The last minute request involves more work in getting a group together and the supply is perhaps more limited. We expect to pay more for rush delivery and overtime work, so... A request that takes singers away from their family on a holiday for a Labor Day picnic is different than a request that falls on a regular quartet rehearsal night. There is less of a supply of quartet singers willing to give up the family time to entertain someone else.

Alternatives factor in, too. What else could be sought in place of a quartet or chorus and what would the cost of the alternative be? What does it cost to hire one person for a singing telegram, a clown, or some other form of entertainment? What is the impact of a Singing Valentine quartet compared to a box of candy or a few flowers?

From the Nov/Dec 2006
"Barbershop Clippings"
Dick Cote, editor — Fullerton, Cal.

When you're "Number Fun" Things happen!

By Ray Ashcroft. Marketing and PR VP

During the 2006 International Convention in Indianapolis, Mary and I received a call from Al Bell, at the convention headquarters. He was excited to tell us that a V.P. of Marketing and Public Relations had just been named "Public Relations Officer of the Year, Single Event" for the Society. And, did we know who that award honored?

Well, needless to say, we were surprised to find out that our chapter, the *Orange Empire Chorus* was named to receive the award! Al said that PROBE (Public Relations Officers and Bulletin Editors) had made the announcement in their *Barber Pole Position* news flyer on Friday, July 7 and the news was circulating throughout the Convention Center.

This is how it happened. During the year, the late **Ron Soderquist**, then chapter president, asked me to prepare an analysis of the chorus stage show production, "Fullerton Confidential," which was then forwarded to the Society headquarters.

Our original musical was scripted as a mystery thriller about a local detective in search of the "Maltese Turkey." The event even featured a cameo appearance by Fullerton's Police Chief, Pat McKinley.

You see, when you're a member of the *Orange Empire Chorus*. . . and. . . "Number Fun," things happen. As a chorus, we are extremely active in the community. Our major events include Singing Valentines, Harmony Under the Stars, a major "G" rated family musical stage show in the Spring, and our annual Holiday Cabaret Show at year's end. Quartets sing throughout the year for special events and we provide grants to support "Youth in Harmony" in our community school system.

Our chorus also is fortunate to have *Clippin's* Editor **Dick Cote**, who has set a tradition of excellence by being awarded First Place in the International Bulletin Contest three consecutive times to establish a record in that contest.

Thanks to Ron's efforts and the *Orange Empire Chorus's* active annual event community calendar, we were able to qualify for the Marketing and PR Award. It's always a pleasure to write about our positive outreach program because when you're "NUMBER FUN" ... Things Happen! ♪



Ray Ashcroft and Pat Soderquist hold the Society PR Officer of the Year Award, presented to Ray for his outstanding work in 2005.
Ray Ashcroft Photo

Your dues are DUE!

By Dick Girvin
PROBE

Secretary/Treasurer



Unless you have had the foresight to subscribe for a number of years into the future (good planning!), your annual PROBE dues will expire on December 31, 2006!. But for those of us that prefer to handle these necessary acts as they come up, **now is the time!**

PROBE has **no other revenue source than your dues** to provide for the *PROBEmotor*, the annual bulletin contests (on-line and print), the Annual PR event contest, the ongoing advice to the members via "PROBEmail" and other internet support activities. Your support in the past and the present is sincerely appreciated and we are looking forward to seeing your renewal checks (\$10 per year) in the mail soon.

In case it escaped your notice, several years ago Kenosha withdrew the service that permitted each chapter to pay your PROBE dues as part of their fiscal input. Today it is necessary for **you** to have your chapter (or you) send your check to the treasurer at the below address. In this way we can continue to offer the well-seasoned services to new and present members alike.

Remember, we are counting on you—we have no other means of income other than your dues. Be sure to stay current in the *Society's Most Influential Fraternity*.

Dick Girvin
PROBE Secretary/Treasurer
34888 Lyn Ave
Hemet, CA 92545
dickgirvin@juno.com





John Sugg (R) receives his Hall of Honor Award from Dick Girvin

**PROBE
2006
HALL OF
HONOR
AWARD**



Alan Wile, MAD President, presents the Hall of Honor Award to Terry Jordan

Design Checklist

Certain guidelines apply for effective presentation of content to readers. These items are adapted from a checklist presented in the Newspaper Design Notebook, the official publication of the Society of Newspaper Design. It is common sense basis for evaluating the display of most publications.

Checklist for Functionally Integrated Design

Organization

- Are readers guided smoothly and naturally through the page?
- Do all elements have a reason for being?
- Are all intended relationships between elements readily apparent?
- Are packages (modules or blocks of content) clearly defined?
- Does the design call attention to itself instead of the content?
- Does any page appear cluttered?
- Do any type or art elements appear to be lost or floating on the page?

Readability

- Do any elements interrupt reading or cause confusion?
- Do any headlines (or other display type) compete excessively with those in adjacent columns?
- Are the starting points for all stories easily determined?

Accuracy and Clarity

- Does the layout accurately communicate the relative importance of the stories contained on the page?
- Do the art elements accurately convey the tone and message of the stories?
- Are logos consistent and differentiated from headlines?
- Are the devices (such as borders) used in a layout appropriate for the content of the page?

Proportioning and Sizing

- Are all elements sized relative to their importance?
- Does the page have a dominant element or package of elements?
- Does the shape of an element appear contrived or forced?
- Do any logos or headlines seem out of proportion to the size of the story or column?

Efficiency and Consistency

- Do all areas of white space appear planned?
- Is spacing between elements controlled and consistent?
- Are areas of white space balanced on the page?
- Is the body type set at the most efficient line width for the information presented?
- Is the size of the gutters (space between columns) consistent?
- Does the number of elements and/or devices used in a package seem excessive?

From the Ladies Perspective

The article below was lifted with permission from the Sweet Adeline website; I'm always looking for a fresh angle — Editor

Involve Chorus Members in the Membership Program and Publicity

Be sure to actively involve chorus members in your membership program. Here are some suggestions for activities the membership coordinator might use in the weeks prior to a new member guest night.

Review the membership plan and encourage members to find new people to come to the first guest night rehearsal. Role play to demonstrate to members how to approach a prospective member.

Give card-stock signs to all members and request that the signs be placed in the rear windows of their cars for the next two months.

Give each member a stack of flyers. Ask them to put flyers in each of two places where interested people might pick them up (community centers, health clubs, hairdressers, grocery stores, etc.)

Ask each member to invite one other person to visit the chorus and to bring that person with her on the first night of the new membership campaign. Let the guest know that she is not obligated to join, but is welcome to come and see if she'd like to make our harmony a part of her life. It's up to the director and the members to present a positive, musical evening that will

Give each member ten chorus postcards (chorus photo on the front, a brief write-up on the back). Ask each member to pass the postcards on to ten interested people or to leave them in a popular spot to be picked up.

Provide members with business cards to carry throughout the year to have handy when the subject of Sweet Adelines sneaks into any conversation.

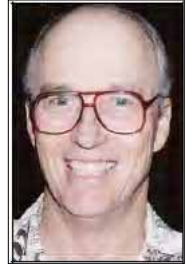
SOUND FAMILIAR? IT'S ALL ABOUT THE BASICS!

Chapter bulletin *Orange Squeezin's*, Orange, CA Quartet Chapter, FWD

Super Duper Glows And How To Build Them

By Stanley Tinkle

Okay, let's have an easy little quiz. What do you call that restful gathering that follows a barbershop chapter's weekly meeting, or its annual show, or a competition? Is it a) an inspiring afterglow, b) a pizza pig-out, with moldy jokes for entertainment, c) an assault on the ears, or d) Who knows? I go home at 9 pm, and I just might leave at half past eight. The correct answer? You can take your pick. I've been to every imaginable combination of the above, and some are more fun than others. I'll vote for the glow that has plenty of singing, a fairly fast pace, and a lot of attentive listening. That implies a pleasant venue, some dedicated organizers, and a happy host. You could say it's like a well-organized party.



The Orange Quartet Chapter has a pretty good recipe for memorable afterglows. When conditions are right, an unforgettable glow results. But it was not always so. We have met in a series of dark and lonely pizza joints. Now we convene in a bright and cheerful 24 hour Dennys restaurant, which has a glassed-in party facility. The other customers can't hear us, so no one complains. We place our orders in advance by writing them on our own order form. Our official Number One Fan, Annie Dimola (who wears a badge to that effect), transports those orders to Dennys while we're in the second phase of our Monday meetings, so that the food will be ready soon after we arrive.

An afterglow should be so rewarding that it is seen as an indispensable singing activity. It should start early, while everyone is still full of energy. The Orange Chapter ends its meetings around 9:30 and begins its glows around 9:45, when John Majzler places our famous Barber Pole on the table in front of his quartet and they launch into song.

No one else sings after John has blown his pitch pipe; all of us listen except those who are quietly trying to agree on the song they will sing when the Barber Pole moves down to their location. This way we don't strain our voices by competing to be heard. A glow should not be like talk radio.

Every glow should allow everyone present to sing with someone he has been hoping to sing with. Several new members at Orange are buying charts and tapes for songs they want to learn. They know that at any glow they can approach any house quartet and plug themselves in for that song.

Rich Spencer, Gary Phillips, and our guests Don and Steve all took advantage of that offer last night.

A quartet in which three of the singers rehearse together will almost always sound good, and they did. As I recall, the songs included "Love Me Tender," "Let's Get Away From It All," and "Don't Blame Me." Actually, for me this was the most memorable moment of last night's glow; the rapid progress of these singers made me proud of the chapter.

Every singer should be generous with his time. If a threesome needs me to sing bari on a song, who am I to refuse? Ahem. We also have a feminine audience, which often includes Phyllis Roth, Patrique Gryvnak and Annie Dimola. When they applaud we know we sang it well, and they keep us trying. Otherwise, we might resemble a loud poker game.

The established house quartets should plan to attend the glows, even if one of their number is absent. Other members will gladly fill in on their songs. When a quartet showcases a new song, we're the first to hear it. That's a perk that comes with our membership.

For example, Balderdash introduced "God Bless The U.S.A.," available from the Society through our chapter's "Premier" membership. Anybody ready to tag in? Three other songs which interest me in the latest Premier offering are "Thanks for the Memory," "Everything Old Is New Again," and "The Lion Sleeps Tonight," so I expect the pot will be simmering this fall!

We should keep our restaurateur happy, by ordering refreshment or food. I don't eat much after 5 pm, so I just take an order of "Moons Over My Hammy" home for breakfast instead. That way my wife's happy about the glow, too.

Want Some Fillers For Your Bulletins?

Here are cut and paste copies of some of my "singing better" columns. Some are of my own creation and some are adapted from the posts to groups like Coaching BBS, Directors, Tenors, Leads, Basses, Baritones - wherever I can find material. Your Director and Music Team members can supply you with tidbits like this. Again, these are short little snippets because my entire sheet is only one-sided of one-page. I'll be happy to forward .pdf files of a couple of past issues to anyone who would like to see them and will put you on my electronic mailing list if you want a free subscription.

Throat Dry?

There are a lot of things that can contribute to dryness in the throat - hydration definitely being a concern.

A lot of guys think that simply drinking water at rehearsal will nip that problem in the bud, but the truth is that hydration has to be an overall routine, not just during rehearsals. At the very least, drink plenty of water on the day of rehearsals or performances - get it in your system as a back up. On-the-spot hydration will not work wonders. Re-hydrate following your singing activity as well.

There are a lot of issues related to ensemble that are the province of the singers. They need to have an ensemble attitude, singing with their ears attuned to the others singing their part. Each part should sound like one voice and so each singer has the responsibility to be a blended part of that voice.

It takes a lot of musicality to blend one's voice, contributing, not overpowering or hiding out. Singing word sounds the same as the others in your part is also an element of ensemble musicality.

Barbershop features many situations where two or three parts sing together with the same word sounds while another part sings something different. You have to make this work by concentration and practice.

Can each member actually sing her part individually? With quality? I found that several singers in my former chorus spent lots of time with their learning tapes and professed they "knew" their notes and words. They could even tape themselves for evaluation within the section on the risers and were adequately passing tapes. However, they were really just great FOLLOWERS!

When asked to sing in a quartet, they were hardly able to hold their part; they didn't know pick-ups, had trouble with words and notes, didn't breathe in the right spots, had trouble with range, got nervous, etc. They were amazed! Even though I had stressed rehearsing in performance mode at home, it wasn't happening. They started taping themselves singing alone at home and began fixing the spots they didn't really "know" so well. What a huge improvement!

Suppose we could learn from this?

We recently witnessed improved sound and expression by a pickup quartet when they added physical movement. The same is achieved by facial expression. When learning a song, determine where to smile or lift eyebrows as if singing to an audience. Practice doing it each time you sing the song and it becomes automatic-your brain will tell your face when to smile and you'll do it without even thinking about it. Easy!

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Food for Thought?

What might you do to help your singing, knowing what the songs will be next week? Take the time before rehearsal to speak the lyrics at the slowest pace you can. I mean v-e-r-y s-l-o-w-l-y. I invite you to listen to all the sounds you make. You'll learn and retain a lot more about diphthongs, triphthongs and other word sounds, and you'll be doing it by yourself. Remember what you hear.

When you take a breath, breathe in through your lower back. Feel it expand outward. Practice your breathing until it becomes your normal way to breathe. Every time you breathe, you should feel this back expansion

Emotions

Every song tells a story and creates some type of emotion. Often a song has many emotions in it. Know the story line and create excitement by singing with the proper emotion. Paint the Picture! In other words, determine what the words are about and interpret them so the audience can understand the emotions of those words. Make the story come alive in your mind and in the minds of your audience.

We need to concentrate on matching the voices of the singers beside each of us. on both sides. your voice should be no louder or softer than theirs. There should be a nice blend of sound. The goal is to have "one voice" from each section singing the same volume, matching each vowel and word. Not easy, you say? Right! The first step in achieving this goal is to learn your words and notes so nobody tries to help you by singing loudly in your ear, and then to LISTEN to the voices around you.

Learning words and notes can be done by repetition of seeing the printed words while hearing the part-predominant track on your learning CDs. Repetition is the key word here. Have Fun!

Just Browsing

A Forum for our Readers

Bulletin Publishing Software

From Jerry Schrunk, FWD, White Mountains Chapter, High Country Barbershop Chorus

Adobe In-Design is used for the write-up of our newsletter "From the Edge," and it is put up on our web site

<http://spebsqsafwd.org/wmac/Newsletter-.html>
<<http://spebsqsafwd.org/wmac/Newsletter-.html>>

with **Adobe Go-Live**. The newsletter is printed and distributed monthly; however, there are usually a lot of pictures in the newsletter, so most prefer to see it on the web site, as it is in color. There are usually the current and last 12 months newsletters available on the site.

The hard copy is black and white due to the cost of printing color, especially color photos. The web site displays the newsletter, but there is a button to download a PDF of the newsletter, also in color. It can be printed at the chorus members own home in living color.

The **Adobe CS Suite** is available at reasonable cost to students from various sites on the web. If you have a member of the chorus that is a student, he would have the paperwork that the sites require for the sale. **Adobe** is quite expensive any other way. I was a student at the local community college when I bought it. Check out the web site to see how the newsletter looks. Hope this helps.

PS: I am a converted Macophile, I was sure there was nothing else but MacIntosh until I would have had to change computers to run system X. I figured that if I was going to learn a new system, it would be **Windows**. A large factor was the decreasing availability of software on the Mac. Learning **Windows** was a "non-event" and I couldn't be happier.

From: wmgcarson@cox.net

Although one can get by with **Word** and **Wintel**, a Macintosh is simply a better machine for graphics. That's why you see them in the graphics departments of newspapers and companies. As a devoted Mac user since early 1984 (I still own seven), I would contend that it doesn't really matter any more for the average user. I started using **Quark Express** on Macs back in the 1980s, and a few years ago I switched to **Quark for Windows**, and I can't much tell the difference. It pains me to say that as an Apple shareholder!

Going to Albuquerque for the Midwinter Convention?



From: brojimann@aol.com

I use **MSWord**. Rationale: I send all my newsletters via email, no hard copies. Everyone has **MSWord** so there is no problem about downloading and reading my documents. Uh...*I* don't have MS Word! Not EVERYONE wants to pay the Microsoft tax. You should save them as PDF, IMHO.

From: tsitupmoc <johnalexander@att.net

As the brand new editor of a chapter I just joined two months ago, I plan on using **Scrribus** (completely free with built in PDF support and versions available for PC, Mac, and Linux) and **Gimp** (also free and multi-system) for graphic manipulation, for my first edition in January.

Wow, that is awesome! I've been waiting for desktop publishing software for Linux for years! **OpenOffice** is fine for word processing, but is very frustrating to do a newsletter with.

From: MMYJMY@aol.com

Since 1/3 of our members don't use e-mail, I publish a hard copy, using **MS Word**. Another advantage of hard copies: The wives usually get to read it, so they know what their husbands are doing on Monday nights, and when they're scheduled for daytime or evening singouts on other dates.

Count me as another one who thinks hardcopies are still necessary. I live my life on the computer, but if you really want everyone to read it (including wives), you have to put it on paper. (Ideally, you could do both -- mail out paper version and put the PDF file on the chapter web page.)

Tom A. HarmonetLite

FAQ: <http://arneberg.com/harmonet/lite>
<<http://arneberg.com/harmonet/lite>>

Thanks, Lowell Shank, for the contribution — SJ

Lifted from the Nov/Dec 2006 *Barbershop Clippings*, Dick Cote, editor, Fullerton, Cal. Thanks, Dick — must be something in the water.

Editorial Musings

By Dick Cote, Editor

As I sat here contemplating my navel and wondering what else I had to do, it suddenly occurred to me that with this issue of the *Clippin's*, I will have completed ten full years as publisher/editor. I can tell you that it's been an interesting, and at times, a very trying job. But it's one that I wouldn't trade for most anything else I might have been called upon to do.

In 1996, I was just completing my first year with the chorus, and although I was already pretty involved, I was still wet behind the ears, as my Mom used to say. It was then that I was approached to consider taking over the *Clippin's* as the new publisher/editor. Bob Hein and his wife, Diane, had been doing a superlative job and had already established the bulletin as a "prize winning" work, and they were a hard act to follow. I have to thank them for setting the stage for continuing success. I can tell you that I was taken aback by the prospect, but after some sweet talking by a couple of people, I decided to give it a whirl.

When I started, I was barely computer literate. I had one of those confounded computer thingies, but had never used it for much other than an occasional letter and for keeping my financial files in order. Now I was faced with a new challenge. There was no way that I was going to use the old cut and paste method. I had neither the time nor the skill for that. Plus, there are many limits to that old technology. Fortunately, I was at the cusp of the development of fairly easy to use word processing programs and decided that it was the computer way or no way.

The first couple of issues back in 1997 were pretty dicey. I wasn't sure that I'd ever be able to handle the banner, not to mention anything else. I'd guess that those first issues must have taken 50 or 60 hours each to publish. But publish I did. And I discovered a new world of technology that immediately put the *Clippin's* into solid Far Western District and International competition.

I'd guess that one of the most important initiatives that I tried was the incorporation of photographs into the copy. Solving layout and composition problems was also a real chore. But the most important thing that I had to help me was the constant support and understanding that I got from my wife, Kay. She not only put in lots of time reading and critiquing each issue, but she allowed me to buy some pretty sophisticated equipment, including a high quality laser printer and a good scanner. With her help I was able to develop some of the techniques that now I (sort of) take for granted. Even so, I receive a lot of bulletins from other chapters, and with few exceptions, the *Clippin's* shows more (I feel) of a professional touch.

So far I've talked about my worries and stumbling progress, but most of all, the success of the *Clippin's* has been enhanced by the remarkable support this Fullerton chapter gives. Not only do we have a lot of eager guys and ladies, but I doubt that the quality of writing is matched anywhere in the Society. It's interesting to note that each month the *Clippin's* has between 16 and 20 or so contributors. I know for a fact that there are many bulletins where the editor is lucky to get inputs from two contributors. But then, those editors don't have the Fullerton chapter behind them.



Kay and Dick Cote

Cote Archives

So it's been a grand ride, and I've decided that I'm going to continue, for a while, anyway. But now, it will officially be a bimonthly publication instead of the monthly I used to try for.

There's another thing, too. I've been fortunate to win the first place award in the **Far Western District Bulletin Contest** each time I've entered — that's nine times straight. And I've also been fortunate to do well in the **International Bulletin Contest**, placing third my first time out, and then winning the first place award three times in a row. I think that's a Society record. But I'm going to put the competition behind me and not enter the contests from now on. I guess there's a certain personal strain that goes into shooting for the top, and besides, I'd like to go out a winner.

There are so many people to thank for the continuing success of the *Clippin's* that I surely would slip up if I tried to mention you all. But you know who you are — the guys who wouldn't let me go to press without their articles. And I know I owe a big thank you to the people at A-I Printing who have patiently worked with me for all these years. They took the time to work with my copy and to make sure that the final product is always top notch. Thanks again.

So now it's on to the next ten years (I'm kidding, Kay). But for however long it is, I'll always be thankful that I accepted the challenge. I can't think of a better job that a retired guy like me could have.

Thank you, Fullerton chapter, for giving me this opportunity to do something that I know has paid off. Now, where the heck are your inputs for the first issue of 2007? "



PROBEmoter

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Barbershop friends

By Raleigh Bloch, AHSOW Executive VP

I have to tell you of an experience I had while attending the AHSOW Room at our Indianapolis Convention in July. Tom Palamone, lead from the 1948 International Champion *Pittsburgers* who loves to woodshed, came into the room. Also, there was Buzz Haeger tenor from the 1965 International Champion *Four Renegades*, another avid woodshedder, and Patrick McAlexander, a 12 year old five year member and three part qualified AHSOW singer and me. It was a joy to see Tom Palamone, who is 90 years old and Patrick enjoying each other along with Buzz and myself. Age was not an issue and neither was anything else. We just wanted to make harmony and we did.

That got me to thinking about all the friends I have and realized that the majority of them are barbershoppers. I'm sure, if you stop and think about your friends, you'll find that many are barbershoppers as well. Another thing that you will find is that these friends are pretty nice people. They come from all walks of life; some are young, some old. We don't care what they do or did for a living, whether they are fat, thin, bald, tall, short, what kind of car they drive or what have you. They're just good people and barbershop friends that we enjoy singing with. That's our common bond, barbershop harmony. The above is an example of that bond.

Involvement in the various aspects of barbershop leads us to meet and know even more great guys. Whether it is coaching, getting coached, being on the district board, society board, AHSOW board, holding a chapter office, being in a quartet, a section leader, a DEC, attending a school, attending conventions, events, etc.

All these things allowed you to get to know more barbershoppers and know them even better. When I go to chapter, District or Society wide events, I know barbershoppers from all over the world and you know what? Just about every one of them is a pleasure to know and would do anything for you.

I've lived from one end of the country to the other and quite a few places in between. Each time I moved, I immediately went to the local barbershop chapter and it was just like being home. There were great guys to know and instant friends to sing with.

So where is this all leading to? Well, I'm here to encourage you to get more involved and you'll find it brings you even more friends and more fun. When some one taps you to get more involved at the chapter, district or Society level, say yes I'm willing to help.

The deadline for the April — June 2007 PROBEmoter is April 1st