



Quarterly Publication of PROBE  
Public Relations Officers and Bulletin Editors



# PROBE IMOTER

Vol. 46, No. 2

[www.harmonize.com/probe](http://www.harmonize.com/probe)

April/June 2009

Lowell Shank  
2413 Stonebridge Lane  
Bowling Green KY 42101

Dear Lowell,

Since I now belong to the SWD Frank Thorne Chapter and am inactive in barbershop, each year I resolve to discontinue PROBE activities. But I once cared very much for PROBE, and thoughts about PROBE continue, unbidden. Lately I've been thinking a lot about the future of PROBE.

Unless PROBE changes directions, in a few years it will be irrelevant. For example, here in the SWD I know of only three chapter bulletins being published. Notwithstanding David Wagner's commendable attempt to make PROBE pertinent to chapter web activity, that hasn't happened.

Now is a particularly opportune time for change because of the Society's current emphasis upon public relations. PROBE has the potential to help the Society.

I propose a single contest evaluating the chapter's total public relations effort, to replace all current PROBE contests. I have enclosed a straw man score sheet.

I know that concept is a lot to swallow, and I know you're very busy, so think about it awhile, and do whatever you think best, even if that be nothing.

## FOOD FOR THOUGHT

This concerned barbershopper makes some interesting points. Interest and participation is dwindling in our contests and more and more of our editors are publishing on-line with no hardcopy bulletins. Websites have replaced a lot of our bulletins. I hesitate to publish this barbershoppers name, even though he would probably have no objections.

As President and editor, I feel a double responsibility towards PROBE and am concerned that our function will be badly diminished if our contests are not USED by our editors and PR people.

**PROBE needs to survive; we must be proactive, not reactive!**

# **“PROBE Chapter Public Relations Contest”**

## **General**

The name of the contest shall be "PROBE Chapter Public Relations Contest."

The contest replaces all previous PROBE contests.

District Bulletin Editor of the Year contests

## **International Bulletin Contests**

International Bulletin Contests for Electronic Bulletins

Public Relation Officer of the Year contests

Participation is by chapter and is voluntary.

Participating chapters will score themselves.

Only activities under the imprimatur of the Barbershop Harmony Society count; that is, advertisements, posters, programs, etc., must clearly indicate BHS membership.

The period to be considered is the calendar year.

Submissions are due February 1 for the previous calendar year.

## **Administration**

The contest will be administered by the Vice President of PROBE.

The winner and top ten placements of the contest will be announced at the annual PROBE meeting.

Awards will be provided to the top three.

Districts will be notified of the highest scoring chapter in the district and may present a district award.

## **Chapter Print Media**

If a chapter bulletin was published, count one point for each page.

Example: A six-page bulletin published each month = 72 points. If more than one bulletin (e.g. weekly and monthly) was published, count all published.

## **Chapter Web Media**

If a chapter web site was maintained and kept current, credit 50 points. \_\_\_\_\_

*"Current" means updated at least monthly, otherwise partial credit.*

If a chapter electronic bulletin was published, count the same as if print. \_\_\_\_\_

## **Print and Web Media**

If a bulletin is posted on the web with print copies also delivered, credit an additional 20 points to the web count. \_\_\_\_\_

## **External Media**

For each newspaper article about the chapter published, credit 20 points. \_\_\_\_\_

For each radio or television spot about the chapter aired, credit 20 points. \_\_\_\_\_

## **Performance Activities**

If a chapter annual show was produced, credit 50 points. \_\_\_\_\_

For each additional public performance by the chorus, credit 30 points. \_\_\_\_\_

*Summer choir substitutions count as public performances.*

*Contest appearances count as public performances.*

For each public performance by a chapter quartet, except Valentines, credit 10 points. \_\_\_\_\_

*Excluded are chapter quartets singing on an annual show or with a public performance by the chorus.*

*Three members must be chapter members to count as a chapter quartet.*

*Contest appearances count as public performances.*

For each singing Valentine delivered, credit 5 points. \_\_\_\_\_

## **Membership Promotion Activities**

For each special guest night with advance publicity, credit 30 points. \_\_\_\_\_

For special youth promotion activities, credit 30 points each. \_\_\_\_\_

*These activities include but are not limited to presentations at schools in concert with the school administration.*

## **Total**

\_\_\_\_\_

# Inquiring Minds Want To Know

Written by John Elving, VP for Bulletin Editors

We have just completed another year of BETY (**B**ulletin **E**ditor of **T**he **Y**ear) contests, and are now heading into the IBC (**I**nternational **B**ulletin **C**ontest) rounds. Each year seems to be more challenging to get editors to enter their chapter bulletins into the fray.

Part of this is due to dwindling PROBE membership in the past few years. With a new membership VP, this should hopefully be starting to turn around. The next question that comes to mind is, *"What can we as PROBE members and officers do to spark that interest in entering bulletins in the BETY contests?"*

It is not now, or ever been, the intention of telling you what stories about your chapter you should be printing. Yet I have heard from some editors that what is in their bulletin is "sensitive" and not meant for other's eyes. What judges are looking for is writing style, not whether those bulletins are full of sensitive material. I can assure you that nothing in the critiques or your bulletins is shared among anyone other than you, the individual editor. It just won't happen.

The entire process of the judging is to help each and every editor become better at his or her craft. That is really only to make each individual chapter bulletin better and full of more useful information. It is also to help make things easier to read and understand. Without going into a full-fledged mentoring program, the judging becomes a mini mentoring. Ask **Owen Herndon** of Colby, Kansas how the judging helped him in his climb to the top of the ranks of editors, and in so doing, made for a better and more informative bulletin for his chapter. Or you can ask a myriad of other editors, including me, who have been helped immensely by the judging critiques.

This year we opened up the judging within each district contest to include both hardcopy and electronic bulletins, thinking that it would open things up for more editors who are doing more of the web publishing. However, it seems as though we have fewer bulletins entered all the way around. The question I ask is, *"Why?"*

I look around at different chapter websites and see bulletins being published in both hardcopy and electronic versions. Yet not many of those chapters and/or editors find it worth their while to pay the money to become PROBE members, or to enter their bulletins in the contests.

Many chapters don't realize how much a chapter bulletin helps build up the morale of the chapter. Speaking from experience, I can say that chapter members look forward to each issue of our chapter bulletin, not because of the quality, but because it keeps them in touch with what is happening in the chapter, with the Board of Directors, and for helpful articles on singing better or how to get more members. They take pride in the fact that they have a publication to share with visitors, their families and to place in various waiting rooms around the area.

I speak for myself, and I'm sure for the other officers of PROBE, when I seek feedback from all you members and editors, as to what we need to do to create the interest needed. We realize that times are changing and we want to keep current with the trends in publishing. What is amazing to me is that competition is very important to many chapters for their choruses and quartets, but those same chapters say they don't want to compete with their bulletins. Why is that?

Please feel free to email, write, or call me or any of the other officers to let us know your thoughts. Help us become the leader in the bulletin publishing area of the Society again.



March 28th

**Gentlemen (and your ladies as well)**

**THANKS FROM DICK GIRVIN**

First of all please accept my most sincere thanks for the flood of telephone calls, e-mails and cards offering your support and good wishes brought about by my recent visit to "the Casa De Bedpan."

Secondly, here's a current status report: The first part of a two part solution has been completed and the second (and final, we hope) will probably be conducted/concluded next week. The problem was determined to be a blocked artery in the heart which caused an event that had been described to me in advance, years ago, with the subsequent need for immediate action identified. Not feeling really well in Las Vegas, we opted to return home on early Saturday, regretfully knowing we'd miss the Saturday action.

There were no problems encountered en route and it was about 10 pm Saturday night after I had retired that I was awakened by a dull pain that would not go away with the standard medication. I immediately checked myself in to the nearest ER (Menifee Valley Hospital, who concurred with my diagnoses and began processing (ICU, etc).

Ultimately (Tuesday night) I was transported to my original hospital (Saddleback Memorial) and original doctors in Laguna Hills who were involved seven years ago with me in the bypass activity. There, the treatment continued (ICU, etc.) Thursday, the first part of an "Angiogram" was performed which identified the problem. The major concern was an ongoing kidney problem, requiring limited exposure to the dye used in the procedure with permanent damage possible. Thus the MD applied as little dye as possible and concentrated on locating the problem and getting out. This was accomplished and the kidneys have responded appropriately.

After review of the many blood panels and 24 hour monitoring, (even a little PT) I was discharged from Saddleback yesterday and returned home (thanks to Bob and Betty Cossentine) to await the further normalization of the kidneys and the second step ("angioplasty") next week.

The next report will be forwarded next week upon completion of 'step two.' And in the meantime I am residing comfortably at home under the care of Shirley, and the big German Shepherd and the tiny Boston Terrier---how could anyone ask for more?

As you might guess WESTAGS and BOD and HOD minutes will be slightly delayed in delivery...but, I am working on them now. Thanks again for your warmth and comforting response. And again, my most sincere appreciation for the countless number of calls and e-mails (even delivered to me in the hospital) that poured into my lap.

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## Tell someone YOU sing with about PROBE

### New Vice President for PROBE sought

PROBE needs someone who is EXTREMELY web savvy who fully understands Java, Flash, PHP, CSS, and all the other ins and outs of web design and who can teach & mentor. Today's web design and maintenance is becoming more and more complex and needs someone who really understand all of it.

This person would also be responsible for helping to develop and oversee a proposed webmaster contest (along the lines of the E-IBC); professional builders would NOT be eligible. Web VP would be a voting Vice President position on the PROBE Board for a minimum term of two years.

Please contact PROBEmoter President, Steve Jackson ASAP at [sjjbullead@comcast.net](mailto:sjjbullead@comcast.net). Thanks.

Milt Weisman has 41 copies of the *Harmonizer* from some of the years he was involved as a barbershopper. Unfortunately (or fortunately, depending upon how one looks at it), he did not save all he received, namely the earliest ones. He would like to donate them to anyone who would like them - he really doesn't want to just throw them away. Interested parties should contact Milt at [noonmark@cstone.net](mailto:noonmark@cstone.net)

Dick Girvin, PROBEmoter Secretary/Treasurer





## Graphics CD Available

Dave Stock still has the Barbershop Graphics CD available; made up as requests come in for the amazingly low cost of \$5.00 (cash or check) to cover materials and shipping.

Dave Stock  
805 Juniper Drive  
Papillion, NE 68046  
(H) 402-592-5552  
[dmstock@att.net](mailto:dmstock@att.net)

**Editor's Note: This is an excellent source of clipart and cartoons. I highly recommend it for all editors.**

## Meet Don Levering, PROBE Membership VP

Donald Levering is a member of the *Orange Empire* chorus in Fullerton, California, joining the Society in 1963. Then, it was known as the *Newport Beach* chapter. Raising a family and with business growing in the late 60's and 70's, Don dropped out but returned in 1985 and is still going strong.

He is presently the chapter VP of Marketing and PR and prior to that was VP of Chapter Development/Membership.

Don has been married for 46 years to the lovely Julene; they have two married sons and three grandchildren. His sons sing barbershop and won the Novice Contest in the 90's as *Street Corner Harmony*. He is retired and remains active in many endeavors. Don's favorite thing to do is sing with his quartet *Sound Choice*. For hobbies he enjoys traveling and fishing.

Photo courtesy of Dick Cote, Fullerton, CA

## Bulletin Exchange Program

Does your chapter publish and distribute a bulletin, even if only a weekly one-page? As has been said often and in many ways, the chapter bulletin is one of the chapter's. If not its best, PR instruments as well as probably the most effective communication tool between board and membership.

Ideally, every chapter should be exchanging bulletins with every other chapter—hard copy not just on-line. Each chapter has its unique characteristics, reflecting the specific needs and interest of its membership, but shares a common bond with brother chapters and experience similar problems. Exchanging bulletins is a very effective and efficient way for chapters to share with each other not only news about activities such as chapter shows, special performances and participation in inter-chapter, division, district and Society functions, but also how they've handled problems that challenge most chapters such as recruiting and retaining members.

It's been said before, and by others—we need the hard-copy bulletin and we need to be able to distribute and/or mail it to our supporters, friends, members (former, inactive, active and prospective), District and Society officers, and our brother chapters. We also need more bulletin editors, more members in most chapters who are both able and willing to assist in editing, preparing and distributing.

In the real world, the cost of printing and mailing bulletins today is prohibitive for many chapters, even if restricting mailing bulletins to known friends and those chapters close by and distributing copies to active members by hand. A few have weekly news-sheets to keep members apprized of chapter activities and publish/mail bi-monthly or quarterly. Many chapters have gone to on-line bulletins only, some available on their website, others e-mailing copies to those expressing an interest. However, not every barbershopper owns a computer or is computer-literate. Further, as any computer user knows, there are times when either the computer or the printer is out of order, not working, or unavailable. What's the answer? If we all put our thinking caps on and discuss it with each other, surely we'll come up with one.

**"It's great to be a barbershop editor!"**

# PROBE HALL OF HONOR

Bruce Anderson, Ray Barrett, Herb Bayles, Grant Carson, Jerry Coltharp, Lloyd Davis, Wade Dexter, Mel Edwards, Leo Fobart, Jim Fulks, Harry Gault, Dick Girvin, Ray Heller, Bob Hockenbrough, Paul I zdepski, Steve Jackson, Terry Jordan, Grady Kerr, Art Lane, Deac Martin, Bob McDermott, William Moreland, John Morris, Roger Morris, Buddy Myers, Dee Paris, John Petterson, Waldo Redekop, Craig Rigg, Jerry Roland, Lowell Shank, Wilbur Sparks, Stan "Stasch" Sperl, Dick Stuart, Jim Styer, John Sugg, Staff Taylor, Dick Teeters, Arnold Wade, Charlie Wilcox

**PR & Marketing VP****Martin L. Banks**

## BUILDING THE BARBERSHOP BRAND

**SH-H-H ... BE QUIET AS A MOUSE – NOT!**

How to sell your chorus and chapter? How to market barbershop harmony? We might take a clue from one of the most successful international entertainment conglomerates to come down a steamboat, Willie—THE WALT DISNEY COMPANY.

(*HINT: Flash forward to June 2009 and Anaheim.*)

**Beans and Barbershop**

When you go into the super market, what do you look for? A bargain? The latest fad? Chances are you're looking for brand names that you can trust for value and quality. Whether it's beans or barbershop, in the business world competitive advantage is established by maintaining strong and differentiated brands.

**Disney ... Family, Fun, And Fantasy**

There are two principal attributes that make a brand powerful from a business perspective. It must be unique, and it must be relevant. Uniqueness is the quality that determines the ability to use the brand to differentiate one's products. In this sense, the Disney brand is truly unique. However, to be commercially powerful, a brand must also be relevant to consumers. Clearly Disney passes this test.

**Barbershop ... Family, Fun, And Fifth's**

What makes the barbershop brand unique and relevant among a myriad of entertainment choices? What attracts audiences and members?

The original American art form of barbershop harmony creates enjoyment for audiences of all ages and barbershopping engenders a special bond of friendship within its ranks. Both of these qualities feed on one another. A single singer cannot create barbershop harmony. The requisite ensemble of voices—mirroring the unique kinship of barbershopping—creates a closeness of sound and an emotional intensity. Harmony begets harmony, as it were. The barbershop singer, when performing with that emotion and believability, has the unique ability to reach an audience with more than words and music. We enrich lives through singing and encourage the development and enjoyment of music, especially among the youth in our schools and communities.

**Finders, Keepers**

And where do we find those new members for our brand of entertainment? A study conducted by Chorus America found that choral singing is the top choice in the performing arts for adults and children, with an estimated 28.5 million Americans regularly performing in one of approximately 250,000 choruses. Many sing regularly in more than one chorus. Interest in choral singing develops early in life and is influenced by school and family experiences. Choral singers help build strong communities and bridge social gaps. Choral singers are well informed and politically aware. Choral singers are joiners and major consumers of culture and the arts. Choral singers are motivated by making beautiful music, enriching their communities, and personal fulfillment.

**More Than One Hand Clapping**

And how do we pursue audience development? Where will barbershop entertainment find itself in the culture and economics of the 21st century?

If the trends of the past 20 years continue, the authors of a RAND report envision a fundamental shift in the performing arts system. Instead of a sharp demarcation between a nonprofit sector producing the live high arts and a for-profit sector producing mass entertainment, major divisions in the future will be along the lines of big versus small arts organizations, or firms that cater to broad versus niche markets. In the nonprofit and volunteer sector, the growing number of small organizations will have little in common with larger nonprofits in terms of programming, audience demographics, or the professional stature of most of their artists. The authors suggest that the quantity of performances will increase in some areas and decrease in others, depending on whether they are live or recorded, and whether they involve the high, folk, or popular arts.

Advances in production, recording, and distribution technologies will allow Americans to choose among a wider variety of performances and art forms than they do today. Americans will also have increasing access to live performances in their own communities. Small professional nonprofit and for-profit performing groups will be able to build and maintain comparatively small but loyal audiences who value their artistry and will be willing to participate both as consumers and patrons. Small organizations in the volunteer sector will continue to provide low-budget productions of great cultural and artistic diversity performed largely by volunteers.

**Investing In The Future**

The effect of future changes on the quality of the arts could be more serious. The pressures on performing arts organizations to earn even greater revenues are producing programming that appeals to mass audiences with little innovation. The effects of change on access to the arts will be mixed, as are the effects on quantity. Although live professional performances will decline in some parts of the country, community-based performances and recorded products will proliferate. The central issue for access is likely to hinge on future patterns of demand.

Investments are designed to protect, buttress, and build the Disney brands to secure their competitive advantage for a very long time. Expansions and investments in Disney build on the uniqueness and relevance of its brands. In so doing, they have created a protective moat around these assets, making them safer and more secure so they can thrive in the years to come. Barbershoppers must do the same. We must continue to invest our time and capital in building upon our brand of music and service to the community.

**That's Entertainment**

Within its principal businesses—The Walt Disney Studios, Walt Disney Parks and Resorts, Media Networks, Disney Consumer Products, Walt Disney International, and the Walt Disney Internet Group—The Walt Disney Company continues to work at creating the finest content possible.

After all, it's called the Entertainment Industry for a reason. They're here to entertain people. If they continue to do this, they will be successful. Not a bad measure for barbershoppers either.

**Cont. next column under "Author's Note"**

**David Haase**  
[quartetmandh@yahoo.com](mailto:quartetmandh@yahoo.com)



## Back in the saddle again!

I'm back in the saddle again as a chapter bulletin editor. Starting in April or May I will be publishing the first issue of the **Note Dispenser**. The Davenport, Iowa **Chordbusters** have been without a bulletin editor for several years and needed someone to step in and bring it back.

**Leo Schubert**, the past editor, did a marvelous job on the bulletin, but had too many hats in the chapter and basically got burned out. A couple months ago I transferred my membership to the Davenport chapter, and right away a few board members approached me about being the bulletin editor. I told them I would do it if it was a team effort and wasn't writing every single article. So, hopefully I'll have something out for April, but if I can't, the first issue will be May.

*Dave Haase*  
 Davenport Chordbusters

## PROBE President

**Steven Jackson**



## Copyrights and How It Affects Us!

I saw a great "Family Circus" cartoon while browsing through the few bulletins that I receive as editor. It was a "heavenly quartet" about grandpa singing with his buddies giving a concert for the heavenly hosts. Artists Bill and Jeff Keane do such a great job illustrating the joy of singing. I noticed that the editor had applied for permission to reprint and had included that information in his bulletin. I applaud his efforts. Then a little light bulb appeared over my head. Honest, it really did (my light bill went down \$5.92 for the month).

My plan was to contact King Features, get permission, and include both my email and the response (along with the cartoon) in this issue. I thought it would make a clever craft piece illustrating proper procedures. Well, the best laid plans.....my friends, times have changed! They wanted money!

I did this once before in 1982 when I was editing *Mountain Talk* (Denver MountainAires, Denver, Colorado) and the RMD *New Harmony Horizons* (what a mouthful). Got the letter back from Bill Keane with a personalized cartoon from Billy stating, "Sure, we'd love to be in both your bulletins!" No cost; whatta deal!

No such luck in 2009 because King Features wanted \$120 to complete the deal. Without beating the subject to death, the question arises: if you are running copyrighted cartoons, are you paying the appropriate fees and obtaining permission to reprint those pieces? Be very careful ladies and gentlemen. I was so tempted to just slap in the cartoon that I had scanned off and thinking no more about it. I shudder to think about possible fines and possible legal ramifications (oooh, a big word). While our treasury could probably stand the cost, I think we can find better ways to spend our money.....hmmmm, oh Mr. Girvin, where's that checkbook?

PROBE members should set an example by doing things right. I hope that we do just that; I feel that our quiet leadership makes us effective as an organization and as shining examples in our chapters and Districts. I welcome feedback and your stories about this situation. I encourage all of our members to help spread the word.

## KEEP IT LEGAL BY COPYING IT RIGHT!



**DON'T DELAY, CALL THAT MISSING MAN TODAY!**

**Annual PROBE meeting will be held July 2nd, 8:45-9:45 am, at the headquarters hotel, which is the Anaheim Hilton Hotel in the Convention Center (part of hotel), room TBD. We will also have a "comped" booth of one section, space 204, in the Pacific Ballroom at the Anaheim Hilton. (headquarters hotel)**

**OH WOW!**

**AUTHOR'S NOTE:** After filing this story, I heard an interesting piece by a radio commentator on spring break at Walt Disney World. Big US companies would do well to look to a company that is not failing in today's recessionary times—The Walt Disney Company. If the recession is hurting Disney, they're certainly not letting it show at Walt Disney World. The parks are full, Disney-clean, and well run—no obvious cutbacks. In fact, Disney seems to be doing the exact opposite. If anything, it's better than ever. The attractions have been improved and it's doubtful that anybody leaves Disney World saying: "You know, it's not as nice as I remember it." This is quite a credit to a company that makes its profit totally on discretionary spending. Bottom line: Disney runs a first rate business—in good times and bad.

**Martin Banks**



**VP Membership for PROBE**

**Donald Levering**  
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 (714) 915-9902



**“DO YOU WANT TO BE THE CAUSE?”**

- Of the demise of PROBE ( ) Check one
- Of the growth of PROBE ( ) Check one

Do you know what **PROBEmotor** is? It's the official publication for the most influential subsidiary of the Barbershop Harmony Society, **PROBE**. This is a quarterly news magazine with many outstanding articles and ideas for increasing membership in our society of singing friends. It is of great benefit for all members and only \$10.00 per year. Give it a try! You won't be sorry.

Tonight our dear friend **Dick Girvin** is lying in the hospital after having a heart attack. Our brother in song has given many hours of time to our society and this may be his body saying slow down. One thing he and I talked about was to please ask at least two members of my chapter to join **PROBE**. I did that and two more people have joined.

After you have asked your members to join (*how about your webmaster, your PR officer, your president, and especially your editor -- if not you-- editor*) email me and I will send you the new **PROBE** membership form. It will have a current address to send the money and registration forms. I know this because **Dick Girvin** gives 120% to all of the activities he does for us. I am asking you to give 100% and ask two or more to join. We will have to have two members step up to do his jobs. *You can also find the membership form on the inside back cover of the last three PROBEmoters.*

Gentlemen, start your engines. Ask yourself a question. Who should be a member of **PROBE**? The answer is everyone who has a hand in communications with the public, the member who sings on the riser to the person who sets them up and takes them down. Anyone of them could have the next great idea.

Organizations like Elks, Moose, Eagles, and all the churches are facing the same problems of diminishing attendance and each is trying to gain growth in their ranks. We fall in this class with needing more members. What is stopping us?

The facts are that many households have to work two jobs to make ends meet. Or the companies are asking their employees to work overtime or the church is putting on the pressure to take on more tasks in their activities. After a short while they can burn out a good person. Let's face it, all work and no singing makes an unhappy person.

Our own Society has asked, if a person leaves us, what went wrong? If we can get the man to really tell us why, and some people don't, it usually is lack of interest or no involvement when he is asked. We don't we spell out what the job entails. All of this can be handled by just sitting down and setting up simple procedures. We have 100 jobs that can be assigned in a 50-man chapter. Each man could be asked to perform two jobs. The next thing is to follow-up on what that person is doing and in 60 days do a review of what is being done and how he feels, and if there is anything that he can recommend. And this is just the start.

What I want each **PROBE** member to do after reading this is go to any officer in your chapter and ask him to become a member of **PROBE**. Explain to him the benefits of membership. It's only \$10.00 per year. Do you think he can refuse you? I don't think so. Please ask at least two members of your chapter. Remember this, "If it's to be....it's up to me!"

**Membership Is Everyone's Job!**

**COME  
 SING  
 WITH  
 US!**



I am glad to be able to share some ideas that I and many others have talked about but not put into action. I only hope that **Dick Girvin** gets well soon so we can listen to his wisdom also. Let me say communication is the first line we must take. With **PROBE** we have in place the tool to speak with each other.

The next is the phone system which comes in many forms. Magic Jack, Skype, Vonage, I am using Magic Jack in my business and I will be using it for my spot in **PROBE**. It cost me \$39.95 and then \$19.95 a year from then on, you still require a phone line with DSL for it to work but all long distance calls and local are at no charge. I will be calling every member of **PROBE** requesting they get another officer to join the ranks of **PROBE**. If I am able to move them to do this it will increase our membership by 120 men.

As I get my duties arranged and my calendar to include **PROBE** I will spend more of my time with the development of ideas to increase the overall membership of each chapter. We have men of quality who have great ideas and they have proved they can in one month increase membership by 20 a month per chapter. Why, you might ask have we not heard about this? Very good question! In time the story will unfold of the number of times ideas have been presented to the heads of our society and nothing was done. Watch out! I think one person can make a difference and now is the time for all good men to come to the aid of our future. More to come.

Don



## PROBE ANNUAL MEETING

Wednesday, July 2, 8:45 am — 9:45 am  
Anaheim Hilton

### Call to Order

Lowell Shank, acting President  
*The Old Songs* – All

### Welcome & Introductions

Lowell Shank, acting President

### Minutes

July 5, 2007 PROBE meeting in Nashville, Tenn.  
Dick Girvin – Secretary/Treasurer

### Officer Reports

President – Steve Jackson  
Membership VP – Don Levering  
Marketing and Public Relations VP – Martin Banks  
Bulletin Editors VP – John Elving  
PROBEmoter Editor – Steve Jackson  
Webmaster – Arnie Wade  
Imm. Past President Lowell Shank

### Awards

#### **PROBE Hall of Honor (2009)**

Dick Girvin, Chairman

#### **PR Officer of the Year (PROTY, 2009)**

Martin Banks, PR/Marketing VP

*\*\*Award winning entries will be displayed for all to view\*\**

#### **International Electronic Bulletin of the Year (2009)**

John Elving, IBC Chairman

#### **Most Improved Bulletin Award (2009)**

Lowell Shank, IBC Chairman

#### **International Bulletin Editor of the Year Award (2009)**

Lowell Shank, IBC Chairman

*\*\*Award winning bulletins will be displayed for all to view\*\**

### Old Business

Barbershop cartoon contest update  
Dick Girvin  
OTHER

### New Business

The State of PROBE  
Overview of Bulletin Contests  
Status of Web VP & Webmaster Contest  
VP reports  
Topics presented by attendees  
**PROBEmoter** deadline **July 20**

### Election of Officers

Term begins October 1, 2008

### Report from Nominating Committee

Nominations from the floor (if any) and Election

*Keep America Singing* – All  
ADJOURN



**MAD BETY  
Coordinator**

**Eric Herr**

9 Lincoln Lane  
Marlton, NJ 08053  
856 988-7721

[ewh14@comcast.net](mailto:ewh14@comcast.net)

**Just so you know, on page 17 of the new PROBEmotor, the bulletin Casey Parker puts out is not the GUBOOS GAZETTE. It is the GUBOQS Gazette (with a Q (q) instead of an O (o)). Easy mistake to make.**

Address change

Albuquerque, New Mexico editor has relocated:

Becky Whalen  
14323 Camino del Rey  
Albuquerque, NM 87123  
[beckywhalen@comcast.net](mailto:beckywhalen@comcast.net)

**NOTE address change**

Just got an email from Arnie Wade

As of February 9th Alltel will disappear. New email address is:

[arnbari@windstream.net](mailto:arnbari@windstream.net)

**Newspapers Experience Major Cutbacks:  
What Does this Mean to You?**

By Nicole Fondry, Krisp Communications



Everyday we hear about the tough economic times, the downfall of another corporation, and newspapers closing their doors. As a public relations (PR) professional, I'm seeing first-hand our media lists getting smaller and smaller by the month. With fewer people to contact for a story, what does this mean for your organization and its PR endeavors?

Despite the decrease of media outlets, the amount of companies, organizations and businesses out there pushing for media coverage remain the same. The competition is fierce and your organization needs to be ready! Will you have what it takes to get the coverage you need?

As a little fish in a big pond, it's important, now more than ever, to implement a PR plan for your organization. Public relations is more than just sending out press releases and calendar listings. In order to improve its value, your organization needs to be proactive in seizing PR opportunities. In these tough times, our resources are limited. Whether a project requires money, time, or both, it's best to have a plan in place to utilize those limited resources.

To be successful in achieving media coverage, strategic communications must be used. By clearly outlining various strategies and tactics in your plan, you can help your organization visualize its goals. Ways of communicating in your plan may include press releases, special events, posters, newsletters, brochures, and/or calendar listings.

Each event or activity needs to be customized accordingly. Ask yourself, is the message appropriate? Meaningful? Understandable? Who is the target audience? Where is the target audience spending their time? Your answers will determine how to set forth your PR efforts. Should we send a calendar listing? Pitch a story to a reporter? Include information in our newsletter? Post it on our **Facebook** page? Or all of the above?

Write down the scope of media and communication tools available to your organization's public relations person. For example, your plan can include an objective to increase knowledge of barbershop singing in order to promote your local chapter. To do so, the chorus plans to appear on local cable channels and radio stations.

Avoid bombarding media outlets with too much "stuff." Don't let your local paper prioritize your coverage for you by picking one of the three or four press releases you sent over - determine for yourself which events need the most attention and apply your PR tactics accordingly. Does your annual show closely follow your Singing Valentines program? Which one needs more general newspaper coverage to be successful? Are there enough media outlets in your area that you can split the coverage—send Singing Valentine info to one and annual show info to the other?

With limited media outlets, you need to create the best PR plan for your organization. Customize your PR endeavors to ensure you get the coverage you need, when you need it.

**Mark Axelrod, fellow PROBE member and author of the Barbershop History Quiz, needs some help from his friends. His ceramic statuette of a barbershop quartet which he got several years ago from Harmony Marketplace recently broke. It is no longer available from HM, nor could HM advise him where to get a replacement, and Mark's own internet searching was unsuccessful in identifying the manufacturer. Do you know the name and contact info of the manufacturer? If so, please share that with Mark... [mark@benchmarkrsi.com](mailto:mark@benchmarkrsi.com) or (201) 836-7753. Alternatively, do you have a spare statuette in perfect condition that you would be willing to sell to Mark? Please contact him if that's the case. He thanks you very kindly.**

**Arnie Wade [arnbari@windstream.net](mailto:arnbari@windstream.net)  
PROBE Webmaster <http://www.harmonize.com/probe/>**

**Quiz 65**

**BARBERSHOP HISTORY QUIZ**

*Mark Axelrod, editor*  
 "Blue Chip Chatter," Teaneck, NJ  
 (Posted February 2009)



**QUESTIONS**

- 1- Society founder, O.C. Cash, was a lawyer by profession but his true calling and genius lay in publicity. His accomplishments as a promoter are legendary, and he did not let the truth get in the way of his mission to promote barbershop whenever and however he could. How was this demonstrated in St Louis in June of 1938, two months after the society was founded?
- 2- While in Kansas City in the very early days helping to organize a chapter in western Missouri, how did Cash creatively recruit singers?
- 3- Cash also believed that when you can't think of something to say, say something anyway. It will all turn out okay. Explain how this proved fruitful while he was being interviewed by a newspaper reporter.
- 4- How did Cash get barbershop into the spotlight through the use of old shaving mugs?
- 5- How did Cash propose promoting the development of tenors, then and now in short supply?

Answers on page 16

**HEART OF AMERICA'S**  
 International  
 Bulletin Editors of the Year  
**Harmonotes**

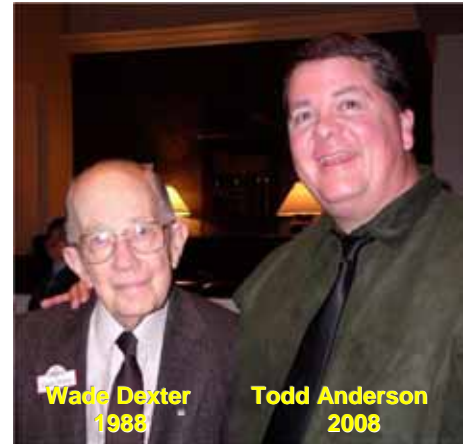


Photo by Don Fuson 01/03/2009

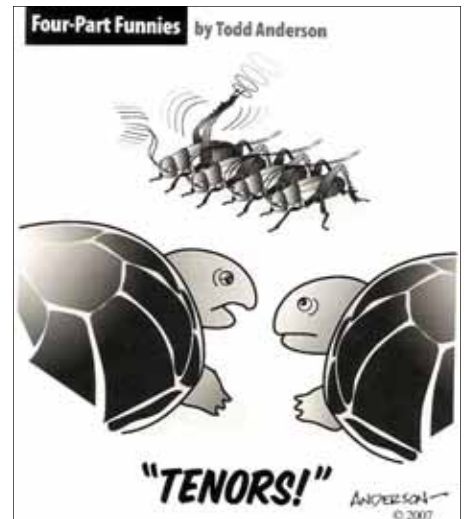


**In Tune ... October, 2008, page 8**

**"Going In All Directions" Puzzle Solution**

by **Rusty Williams**

H	I	T	T		B	U	R	T			I	S	T	O
O	R	E	O		S	H	I	R	T		N	E	O	N
B	O	N	O	S		O	P	A	H		T	A	B	S
I	N	T	H	E	S	H	A	D	E		H	R	E	
L			O	T	T			E	R	I	E	S	A	L
E	A	S	T		A	L		R	E	B	A		V	A
	L	I		B	I	O				A	I	D	E	D
O	L	D	S	O	N	G	S	L	I	B	R	A	R	Y
P	I	E	T	A				A	V	A		H	S	
E	N		I	R	H	A		D	O		O	L	E	O
C	O	R	N	D	O	G			R	E	L			U
	R	E	G		A	L	A	Z	Y	R	I	V	E	R
I	D	L	E		N	I	C	E		A	V	I	E	W
N	E	A	R		S	N	E	R	T		E	T	N	A
C	R	Y	S			T	R	O	N		R	O	S	Y



**KEEP THE WHOLE  
 WORLD GIVING**

Keep the whole world giving,  
 all that blood;  
 Watch it flow to those  
 needing, like a flood.  
 Smile the while you are giving:  
 Donate, donate your part!  
 Keep the gift of life flowing,  
 from your heart.



# Suggested Memorial Service

*My friends, we are gathered here this evening to pay our last respects to our departed brother...*

*Barbershopper*

*who now leaves our earthly chorus.*

*May he have the privilege of joining eternally in the Heavenly Chorus of the ages.*

*The spirit of Barbershopping is shown by our departed brother, who will remain with us as a reminder to ever do our best in the spirit of song.*

*The entire chorus is saddened and will treasure within its heart the memory of*

*(Hum, in unison, "Wearer My God To Thee", Sing first verse.)*

*Let us bow our heads in prayer.*

*Omniscient and almighty God, let us always realize that the spirit of song is both a joyful expression of well-being and a consolation of expression in times of sadness.*

*Let the interest of our brother in song continue in our lives to bring joy to the hearts and minds of many.*

*Be with the loved ones of our brother and guide their minds to the peace and comfort they may have in Thee.*

*We ask this all in the name of the Father, and of the Son, and of the Holy Ghost.*

*Amen*

## WE GET E-MAIL



Steve,

Great job on the Jan/March 2009 issue of the PROBE<sup>m</sup>oter NL. I've just finished reading it—all 18 pages. You have a great mix of chapter news, features, personal opinions and helpful tips and advice.

Our chapter has recently re-joined PROBE. As new editor of our chapter bulletin (I prefer calling it a newsletter), I appreciate receiving your quarterly newsletter. It helps me become better acquainted with the entire world of Barbershopping and what individual chapters are doing. I particularly appreciate reading the views, ideas and suggestions from other editors.

I know producing a regular newsletter/bulletin can sometimes be a thankless job. But just knowing that you're doing what you love and what you have written, edited and laid out may just help some others to appreciate our great Barbershopping fraternity is often its own reward.

I like what Lord Byron wrote, to the effect, that "one drop of ink can make millions think." Perhaps for online versions of newsletters/bulletins in our computer age that one drop of ink can be replaced with "a few bytes and pixels" can make millions think. Steve, keep up the great work!

Pat Moauro, Editor  
The Clipper, London, Ontario, Canada  
[pm@isp.ca](mailto:pm@isp.ca) 519-673-1406

**Editor's Note: Love the input and the appreciation, but I beg to differ—we edit bulletins, not newsletters—can we all get on the same page here, please? We aren't PRONE—that's thilly!**

## The Proper Way to Take a Bow

by Mike Mathieu

All of us who had the opportunity to participate in the Honors Chorus at Harmony University learned this handy tip on taking a bow, as taught by Ev Nau and Jim Henry.

1. Feet together.
2. Bend forward, hands coming together in front, head down.  
The head should be low enough for the audience to see your bald spot.
3. Time spent bowing should be "Animal crackers in my soup."
4. Straighten back up with a grateful smile. ♥

## LIMERICKS UNLIMITED

The BE's a strange sort of gent,  
Some say that his mind is quite bent.  
Ink flows through his veins,  
Clip art bends his brain,  
He thinks he's another Clark Kent!  
— Robert J. Brown



# Newsletters and Bulletins

By Pat Moauro



*"What's in a name? That which we call a rose by any other name would smell as sweet."  
William Shakespeare*

If that's true, what about "newsletters" and "bulletins"? Are they the same, or are they similar but different, especially in the case of barbershop chapter publications?

I may be stirring up an old debate that has raged for years between editors who produce "newsletters" and "bulletins." With all due respect to PROBE (yes, I know, it stands for Public Relations Officers and **Bulletin** Editors), but I'd like to put forward the case for calling barbershop news publications what they actually are—newsletters, not bulletins.

I will present my evidence in due course. In the meantime, I'd like to explain what led to this article being submitted to the **PROBEmoter**. Blame it on our illustrious and hard-working president and editor, **Steve Jackson**.

Right after the January–March, 2009 issue of the **PROBEmoter** hit my e-mail inbox; I dashed off an e-mail to Steve, congratulating him on a newsy, well laid out issue. I casually mentioned that I was the new editor of our chapter bulletin, adding, in parentheses, ("I prefer calling it a newsletter.")

Well, that little bit of probing must have rattled Steve's editorial cage a bit because he sent me another e-mail: "Again my thanks, one point, please—bulletin, not newsletter, please—it's not PRONE, it's PROBE, yes? It's not just the name, newsletters and bulletins are different—look it up, write me an article, and send it at your earliest convenience... JUST KIDDING!"

I don't think he was kidding. He quickly followed with this zinger: "Hey, maybe that would make a good article, hmmm." Very sly, this barbershop editor. He threw out a challenge to me that I just couldn't ignore. Well, I could have ignored it, but it's much more fun challenging concepts and ideas, especially what I consider the misuse of the word bulletin to describe a publication that should be called a newsletter.

Since I have fairly strong views about the differences between newsletters and bulletins, I decided to take Steve's advice to "look it up." Here are my reasons for preferring newsletter to bulletin:

A bulletin may be considered a publication in some quarters, but to me it always has had the ring of a short, quick announcement on one or two pages, usually in a military, governmental, medical or other institutional context. Invariably, this type of bulletin focuses only on one or two topics.

A newsletter, on the other hand, is precisely what it says it is: a letter containing news. However, it's more than a short letter that Aunt Nelly may write to her favourite nephews and nieces with the latest family news; it has evolved into a sophisticated publication, usually with eight, twelve, sixteen, or more pages (like the last 18-page **PROBEmoter**).

Unlike a bulletin, which conveys the image of a short, official announcement, a newsletter is much more comprehensive and substantial in overall look, design and content. I often liken a newsletter to a small version of a newspaper, especially if it's laid out in three or four columns, with plenty of photos.

To support my arguments about the differences between bulletin and newsletter, I looked up the etymological roots of the words "bulletin," "news" and "letter". The following definitions from **Origins**, a Short Etymological Dictionary of Modern English by Eric Partridge, and a couple of desk dictionaries may be somewhat pedantic and tedious, but bear with me. In his etymological dictionary, Partridge describes how the following words have developed:

**News:** From the Germanic – The Old English niwe, neowe, becomes Medieval English newe; English, new; much as the French synonym les nouvelles comes from the adjective nouveau, French nouvelle, so does English news come from new...

**Letter:** 1. Letter, an alphabetic character, derives, via Medieval English from Old French littera, superior to the variant litera, an alphabetic character, with Primitive Latin litterae, a letter, then also any written work, hence literature: from this collective litterae, therefore, derive both letter, an epistle, and letters, literature, as in French, whence English, belles-lettres, fine literature...

Of course, combining news with letter, we have our modern newsletter.

As for the etymological roots of Bulletin, Partridge has this to say:

**bull** (1), a seal, hence a papal letter sealed with a bulla, derives from Middle English bulle, from Medieval Latin, bulla, seal, hence document, from Latin bulla, air bubble, hence seal: bulla... (2) Latin hence Italian, bulla, leads to the Italian diminutive bulletta, which acquires its own diminutive bullettino, whence English-French, hence English, bulletin.

The **Concise Oxford Dictionary** defines bulletin, n. as a "short official statement of public event or news or of invalid's condition." (*emphasis mine*) As for "bull" having another, somewhat popular meaning...well, let's not go there right now.

**Funk & Wagnall's Standard Desk Dictionary** defines bulletin, n., as 1. A brief account of news, as in a newspaper or on radio. (*emphasis mine*) 2. A periodical publication, as of the proceedings of a society.

Granted, a number of barbershop chapters produce only one or two pages of news weekly, bi-weekly, or monthly. If these contain only a few brief announcements, then I concede that those can rightly be called bulletins.

However, the vast majority of barbershop publications, including the **PROBEmoter**, and our publication, **The Clipper** (published by the London Ontario, Canada Chapter, Barbershop Harmony Society) are definitely newsletters!



**THINK**  
**"NEW MEMBERS!"**

**RENEW YOUR PROBE**  
**MEMBERSHIP**

Having said all this, I'm not advocating that PROBE change its snappy acronym to PRONE. Heaven knows Steve and other barbershop editors have a tough enough time getting members to submit articles. However, I would urge the PROBE powers that be to include and promote "newsletter" more often as an accurate description of the type of publication that most barbershop chapters produce.

Perhaps **Dick Girvin**, PROBE's efficient and dedicated Secretary/Treasurer, summarized this whole debate best when he wrote to me after I first spouted off to him about my preference for newsletter over bulletin.

He said: "The subject has been kicked around a number of times, and true, the definition of 'newsletter' does have a more accurate slant on what we produce.....however, I guess that the fact that we have been using 'bulletin' for the 40 or more years that I have been associated with the program is some justification however inaccurate. But call it what you wish - it is COMMUNICATION, which is the most important facet. Getting the information out to the gang (and their wives—the other most influential readers of the rag) is the primary objective.

"So with your 'newsletter', 'bulletin', 'magazine', 'periodical', 'rag' or whatever you wish to call it - welcome to PROBE."

**NOW THAT'S A RESPONSE!**

*I'm reminded of the old adage: "Be careful what you ask for; you may just get it!" This guy has VP potential—we'll see.*

*Woof! What a compelling argument. We're so used to using "bulletin" as a description for what we do. Right or wrong, it's who we are, though. We have a proud tradition going back to 1960 when we started as ABE—honest (sorry, couldn't resist)—***Editor Steve Jackson**

**What a segue — who was the first PROBE president and the first editor?**  
(Hint, you can find it on our website)



**From a new chapter editor**

*Our chapter has recently re-joined PROBE. As new editor of our chapter bulletin (I prefer calling it a newsletter), I appreciate receiving your quarterly newsletter. It helps me become better acquainted with the entire world of Barbershopping and what individual chapters are doing. I particularly appreciate reading the views, ideas and suggestions from other editors.*

**Steven Jackson wrote:** Again my thanks, one point, please—bulletin, not newsletter, please—it's not PRONE, it's PROBE, yes? It's not just the name, newsletters and bulletins are different—look it up, write me an article, and send it at your earliest convenience.....Hey, maybe that would make a good article

**From John Elving:** Actually, Steve, according to the dictionary, the word newsletter actually fits equally well with the word bulletin for what we do. Taken from Dictionary.com, here are the definitions:

**BULLETIN**

A brief report, especially an official statement on a matter of public interest issued for immediate publication or broadcast.

1. A brief update or summary of current news, as on television or radio or in a newspaper.
2. A periodical, especially one published by an organization or society.
3. A printed program, especially one listing the order of worship for a religious service: *a church bulletin*. newsletter (publication)
4. A periodically published work containing news and announcements on some subject, typically with a small circulation. Newsletters are a common application for DTP (Desktop Publishing) and may be distributed by electronic mail.

With the advent of the Electronic publications, newsletter actually fits better. Under the bulletin definition, the PROBEmoter, and most of what we all do, is not brief, nor is it an order of worship (although some may worship what we do!). Newsletters, on the other hand, do contain news and announcements, and we do have a small circulation. They are also done on some form of desktop publishing program. So, there's fuel for the fire!

John Elving  
Cell: (605) 381-9680  
Email: [leadermanje@gmail.com](mailto:leadermanje@gmail.com)



**“THE GROVE GANG” chapter bulletin**  
**November 2007, Jim Cochrane, editor**  
**Spruce Grove, Alberta**  
[evg.org/grovecity/newsletter](http://evg.org/grovecity/newsletter)

**The Money jar (right) has almost \$50. This is from the \$1.00 fines for not wearing your name badge at the chapter meetings. Each year I donate it to the Christmas bureau and when I get my income tax back, I donate the savings (this year \$20) back into the jar.**



## SAI8

Here's the Sweet Adelines perspective on membership, sounds familiar to me.....

### Involve the 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 "hook" the guest.
- 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.

## The Way It Was

By Grant Carson  
[wmgcarson@sbcglobal.net](mailto:wmgcarson@sbcglobal.net)



If you were to look at PROBE score sheets twenty or so years ago, you would find that reproduction was a large part of the category of Layout and Reproduction. For example, there were significant penalties for paste-up lines. Layout was manual. Editors would produce copy on typewriters, cut it out, and paste it into a blank sheet. Likewise, graphics would be pasted in. The paste-up had to be done so that no shadow lines would appear when the newsletter was copied, else penalties from bulletin judges.

How did editors do graphics, before computers and scanners? *PROBE<sup>m</sup>oter* sometimes had a center section of barbershop graphics that were duplicated, clipped and pasted. Photographs were a challenge. They were made from film, not digital cameras. An editor had to allow for development time in the schedule for production of the newsletter. Copiers of that era produced muddy reproductions of photographs. Editors used dot screens to make the photographs reproducible. Look at a newspaper photograph with a magnifier, and you'll find it's made up of dots. A dot screen placed over a film photograph produced the same effect. But one couldn't manipulate the photograph with software or change its size.

I started publishing newsletters about 1982. I had a TI-99 computer with a TV monitor for a screen and a dot matrix printer, not much better than a typewriter. Then, God bless him, Steve Jobs produced the first Macintosh computer, the SE-30, a cute cube. One had to load in the operating system with a 3-1/2 inch disk, then load in the application with another disk, and then load in a disk upon which to put the resulting data. And the screen was only about 5 x 7, but the SE-30 was a marvel! It would drive a daisy wheel printer, much neater than the dot matrix printer, and I could produce columns and justify text! And later I acquired a scanner (black and white only, but marvelous), and the SE-30 would word wrap around graphics!

Still, producing a newsletter was, for me, a long process, since I used a word processing application, taking a lot of planning to come out with the order desired. I had an epiphany with an article in *PROBE<sup>m</sup>oter*, way back when **Tom Pearce** was editor and produced a series called Journalism 101. He said to do the newsletter in a drawing program where one could treat blocks of text as graphics and move things around at will. Voile! Now when I so easily produce a newsletter with super software and tweaked photographs, etc., I feel guilty. It shouldn't be so easy.

Probably there will be two reactions to this article. First, the really old guys will say, "You don't know the half of it!" Second, the newbies will say, "How quaint and archaic!"



## A Great Primer for Future Chapter Bulletin Issues

by Todd Anderson, *Harmonotes* Editor



This is one of those classical articles I wish I could say I wrote. It's author is Mark Axelrod, editor of "Blue Chip Chatter," in Teaneck, N.J. Mark does a creative job revealing pitfalls involved with penning a story. *See if you agree!*

### Rules for Correct Spelling, Grammar and Usage

1. Don't abbrev.
2. Check to see if you any words out.
3. Be carefully to use adjectives and adverbs correct.
4. About sentence fragments.
5. When dangling, don't use participles.
6. Don't use no double negatives.
7. Each pronoun agrees with their antecedent.
8. Just between You and i, case is important.
9. Join clauses good, like a conjunction should.
10. Don't use commas, that aren't necessary.
11. Its important to use apostrophe's right.
12. It's better not to unnecessarily split an infinitive.
13. Never leave a transitive verb just lay there without an object.
14. Only Proper Nouns should be capitalized.
15. a sentence should begin with a capital and end with a period
16. Use hyphens in compound-words, not just in any two-word phrase.
17. In letters compositions reports and things like that we use commas to keep a string of items apart.
18. Watch out for irregular verbs which have crept into our language.
19. Verbs has to agree with their subjects.
20. Avoid unnecessary redundancy.
21. A writer musn't shift your point of view.
22. Don't write a run-on sentence you've got to punctuate it.
23. A preposition isn't a good thing to end a sentence with.
24. Avoid clichés like the plague.
25. Correct spelling is of the utmost importance. Be careful. Use your dictionary.
26. And one last aggravated assault on the language: If it's wrong to say a twenty-five year birthday, why is it correct to say a twenty-five year anniversary? If you said either is correct, you must stay after school every day for the rest of your life. ♥

### Quiz 65: Barbershop History

...Cont. from page 4

#### ANSWERS

1- When asked by a newspaper reporter where chapters, then called "singing clubs," were being established other than in Tulsa, Cash said that his old friend, Everett Baker, a railroad executive, was currently busy organizing a chapter in St. Louis. That was an outright lie, but it wound up in the St. Louis papers. Baker's phone then started ringing off the hook, and, voilà, the St. Louis Chapter was born.

2- In the hotel where he was staying, Cash paid a bellhop to meander through the lobby in the manner of a town crier proclaiming "call for barbershop tenors and basses." Several singers—my source did not specify the number—stepped forward. Cash was evidently a true believer in the "you can't lose what you don't have" school of thought, hence his willingness to try the unconventional—good advice for latter day barbershop recruiters.

3- Spacing out during the interview—the society's crazy growth spurt in the very early days was definitely newsworthy, and Cash was frequently interviewed, so I guess we can forgive him if his eyes glazed over now and then—Cash came out with another whopper. He told the reporter that neither he nor anyone else knew the verse to Sweet Adeline. Sure enough, the lyrics were then published in newspapers all over the country, oftentimes linked to stories about our nascent society. Barbershop and the society were back in the news, just where Cash wanted them to be, thanks to O.C.'s inventiveness and boldness.

4- He suggested that owners of old shaving mugs donate them to the society. He knew that very few would actually be sent to Tulsa, but he also surmised that the ploy had just the right amount of serendipity to make the papers. Right he was! The story was picked up by the wire services and widely published in newspapers. Once again barbershop was front and center in the public eye.

5- In a letter to Deac Martin, the famed musicologist, regular Harmonizer columnist for many years and early society historian, Cash suggested that babies be fed birdseed instead of cereal. Cash was always looking for a way to garner attention and get a hook into people. He certainly had his share of human failings, notably that he was an unrepentant bigot, an altogether common mindset in people from the place and time of his youth. That unfortunate aspect of his personality, notwithstanding, I believe that all barbershoppers owe him a huge debt of gratitude not only for founding the society but also for launching it like a rocket by virtue of his amazing talent as a publicist, promoter and marketing expert extraordinaire. In that regard, all these many years after his death in 1953, his equal has not yet come along.

**Congratulations!**





The Wooden Notes made another appearance on Valentines day. They are Mr. Woody Ply, Mr. Knotty Pine, Mr. Cotton Wood, and Mr. Bert Birch singing to Miss Wispy Willow

## And you thought that you were cold

Photo and story by Bart Bartholomew

I am sure that many of you chorus members who were out delivering Singing Valentines on Friday, February 13, found it a bit cold. Hopefully, you planned ahead (like our director says we must do at all times while we are singing) and put on that extra layer or two of clothing. If you didn't, I am sure the local pharmacies will gladly sell you cold medicine during the coming week.

If you think you were cold, imagine what these "Wooden Notes" felt like (that's snow plastered all over the bari's face) as they serenaded this young miss and her pet cat in Karen and Terry Nanninga's meadow. For those of you who have never had the pleasure of visiting and/or being entertained at the Nanninga homestead near Axtell, you may not be aware of the displays that magically appear at the entrance to the Nanninga property. The displays change with the season, so it's worth making a trip up north periodically just to see what or who you will find lurking in their meadow.

Thank you Karen and Terry for all that you have done and continue to do to make this chapter a success; and, thank you for your part in expanding the horizons of the Little Apple Chorus to the north.

Found in the February 2009 InCider Press, Karen Nanninga, editor, Manhattan, Kansas



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?

Lifted from the SA website, "Public Relations"

**ABE/PROBE History**

**Tidbits from 1956-2009**

**Which PROBE Board member has served the most years?**

Grady Kerr 4 Dick Girvin 12  
Lowell Shank 8 Bruce Anderson 8

**PROBEmoter Editors**

Dee Paris 1962  
Hugh Ingraham 1963-64  
(two page monthly replaced PROBEmoter)  
Lloyd Tucker Dec 1965-1966  
Luke Heath July 1967  
NONE 1968  
Carey Buhler 1969-1972  
Don Webster 1973-74  
Carey Buhler 1975-77  
Harry Neuwirth 1978  
Roger Morris 1979  
Jack Pitzer Sept 1981-1983  
Ray Heller 1984-85  
NONE 1986  
Lee Vogel 1987  
Steve Jackson 1988-89  
Lloyd Davis & Herb Bayles 1990-96  
Tom Pearce 1997-98  
John Petterson 1999-2004 (7)  
Steve Jackson 2005-present

**A \$10 PROBE membership is worth every penny!**

By Roberta Miller, Editor, SOUND-Bites  
Portland Metro, Bridge Town Sound,  
Portland, Oregon

[roseofharmony@comcast.net](mailto:roseofharmony@comcast.net) (new)

An article in the Oct/Dec 2007 issue of **PROBEmoter** caught my attention. It was called "Help for Editors," written by **John Elving**. After reading it, I made a copy and tucked it away in my PROBE file for future reference. John's article dealt with upgrading computer software as one way to improve our newsletters. He explained that many software programs are available either for free or for a fraction of the retail price.

As a member of the Barbershop Harmony Society and a 501(C)(3) organization, we are able to participate in a program called [techsoup.org](http://techsoup.org) where major companies donate software to nonprofit organizations. John's words, *"It takes a little bit of work on your part to get started, but in the end is well worth it"* was an understatement. It did take time, effort, phone calls, forms to fill out, and eventually programs that took hours to download. But, yes, in the end it was well worth the effort.



Roberta Miller receiving a "thank you" bouquet of flowers from Hayden Price, Program VP, at annual installation/awards

For about \$160, I have the Aobe InDesign Premium Suite as well as the Microsoft Office Suite. Remember, these are "suites" and include additional programs such as Photoshop, Illustrator, Excel, PowerPoint, etc. - everything one would need to produce a quality chapter newsletter as well as flyers, programs, and other materials. This software would retail for well over \$1,000.

Will our chapter newsletter look better next year? I hope so. Will I be receiving a bigger bouquet of flowers at our annual banquet? Possibly. With a new computer, brand new updated software, and thanks to John's article, I'm one happy lady.

**A Rocky Mountain High!**

In my District (RMD), Denver Mile High member **Dale Vaughn** has been coordinating a front range calendar. It encompasses both Denver chapters, Mile High and the MountainAires, and includes Boulder, Longmont, Loveland, and both Colorado Springs chapters. He has also included the four area Sweet Adeline chapters.

He updates about every three months and sends out well in advance so we can plan our activities without "stepping on anyone's toes." It's a very valuable service.

Steve Jackson

Hi Steve,

Not sure if this is being done elsewhere but our St. Louis Area Council now has a website, kind of a "One Stop Service" where we will attempt to provide information for the chapters that we represent both in Missouri and Illinois. The website is [www.areacon.org](http://www.areacon.org) and though we may never finish adding links and such, we do feel that it will be helpful to our members. It will probably always be a work in progress.

Also, we are looking forward to our fourth Harmony Festival - "**Harmony Festival IV**". Last year we had over 500 attendees. It is not a contest but a quartet or chorus can be evaluated with an eye to improving what we do as barbershoppers. The Festival includes both men's and women's groups. The fee is a whopping \$6.00 or \$5.00 advance ticket including an afterglow. The date of the Festival is August 15, 2009 from noon to 5:00 p.m. We invite all who would be interested to come and see how it's done.

Dick Kury "Bird"  
By-Lines editor/webmaster  
[www.gentlemenofsound.org](http://www.gentlemenofsound.org)  
[www.areacon.org](http://www.areacon.org)





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**ST. LOUIS SUBURBAN BY-LINES**

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## PROBE History

*Compiled by Ray Heller*

**Dee Paris**, a member of the Washington, D. C. Chapter, proposed an organization of chapter bulletin editors in the mid-1950s. His proposal led to creation of the Mid-Atlantic Press Service (MAPS). A similar program, called SIPS—Sunshine Information Press Service—was adopted by **Joe Griffith** of St. Petersburg, Fla.

MAPS was created to supply material to chapter editors, in much the same way as wire services provide news for newspapers. It consisted of a publication that contained articles that could be lifted verbatim and used in chapter bulletins. There was also information about how to gather, write and edit news, how to create an attractive bulletin layout, and how to deal effectively with the post office.

Following creation of MAPS, the number of chapter bulletins in Mid-Atlantic District increased from 12 to about 60 and the general quality of bulletins improved. Over time, the service was extended to editors outside of Mid-Atlantic District.

Because of the success of MAPS, International President **Rowland Davis** directed the international staff to make the same service available to all bulletin editors. A meeting to establish an organization to provide this service was held at the international convention in Minneapolis in 1956.

This meeting resulted in creation of the Association of Bulletin Editors (ABE). **Mike Michel** of Kansas City, Mo. was elected as the first president of this group; **Burt Moyer** of Chicago was named vice president and **Curt Hockett**, editor of *The Harmonizer*, became the first secretary-treasurer.

The purpose of the organization, as stated in its bylaws, was to establish and provide a medium for the exchange of information among Society bulletin editors. Dues were set at \$1.00 per year, with membership open to all past and present editors of chapter, area, district and international bulletins and magazines.

Lifted from the PROBE website  
[www.harmonize.com/probe](http://www.harmonize.com/probe)

The first ABE seminar was held at the 1957 international convention in Los Angeles. Members of the discussion panel were **Mike Michel**, **George Shields** of Toronto, Ontario, and **George Dohn** of Rialto, Calif.

In 1958, ABE was recognized as a subsidiary organization of the Society, along with the Association of Past International Champions (APIC) and DE-CREPITS, the organization of past international board members. **Burton Moyer** of Chicago served a one-year term as president of ABE.

At the time, most chapter bulletins were produced by mimeograph or spirit duplicating processes. ABE seminars included demonstrations that showed how to produce camera-ready copy for offset reproduction. ABE produced its first set of clip art for editors in May, 1959. Contributing artists included **Stan "Stasch" Sperl**, **Bob Hockenbrough** and **Greg Backwell**.

The editors decided that membership in ABE should be expanded to include chapter public relations officers. At the annual meeting, held at the international convention in Chicago, the membership was extended, in accordance with a recommendation by **Staff Taylor** of Columbus, Ohio, president of the Int'l Public Relations Committee. **Mel Livingston** of Haverill, Mass., created the acronym **PROBE**, reflecting the constituency of public relations officers and bulletin editors.

**Dee Paris** served as president for 18 months, as the date for beginning the president's term of office was changed from July to January.



Paris conducted a contest to develop a special PROBE emblem for members to wear with their Society lapel pin. **Rik Ogden** of Miami, Fla. developed the winning quill and scroll design that has been worn by PROBE members ever since.

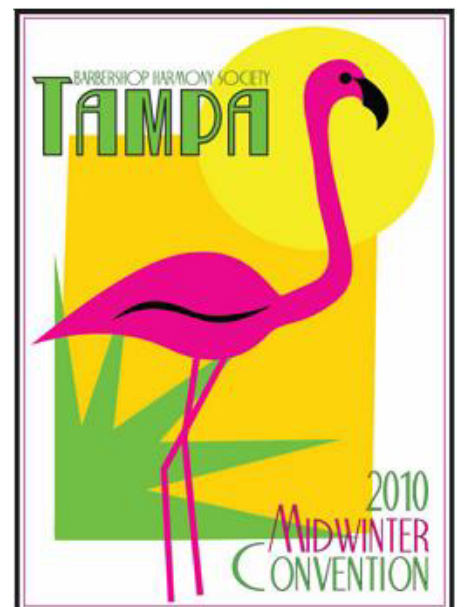
**Greg Backwell** was elected president of PROBE in 1961 but resigned in January due to pressure from his participation in the *Nighthawks* quartet and as editor of his chapter bulletin. PROBE was then run by a committee composed of **Curt Hockett**; **Staff Taylor**, who was a public relations professional; **Bob Hafer**, the Society's Executive Director; and **Dee Paris**.

A manual, entitled, "*Better Bulletins For Better Chapters*," co-authored by **Wilbur Sparks** of Arlington, Va. and **Dee Paris**, was first published in Mid-Atlantic District, then produced by PROBE in 1961.

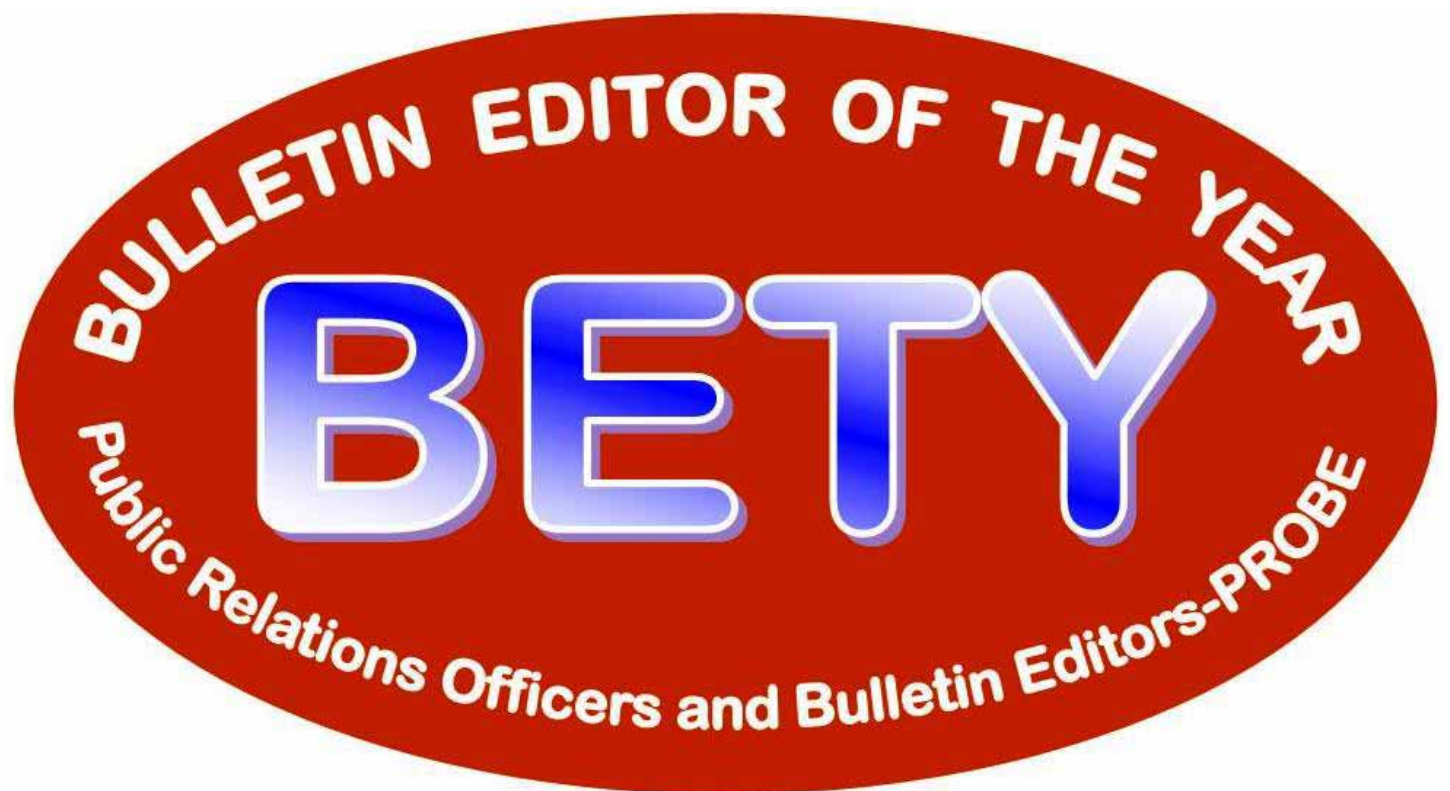
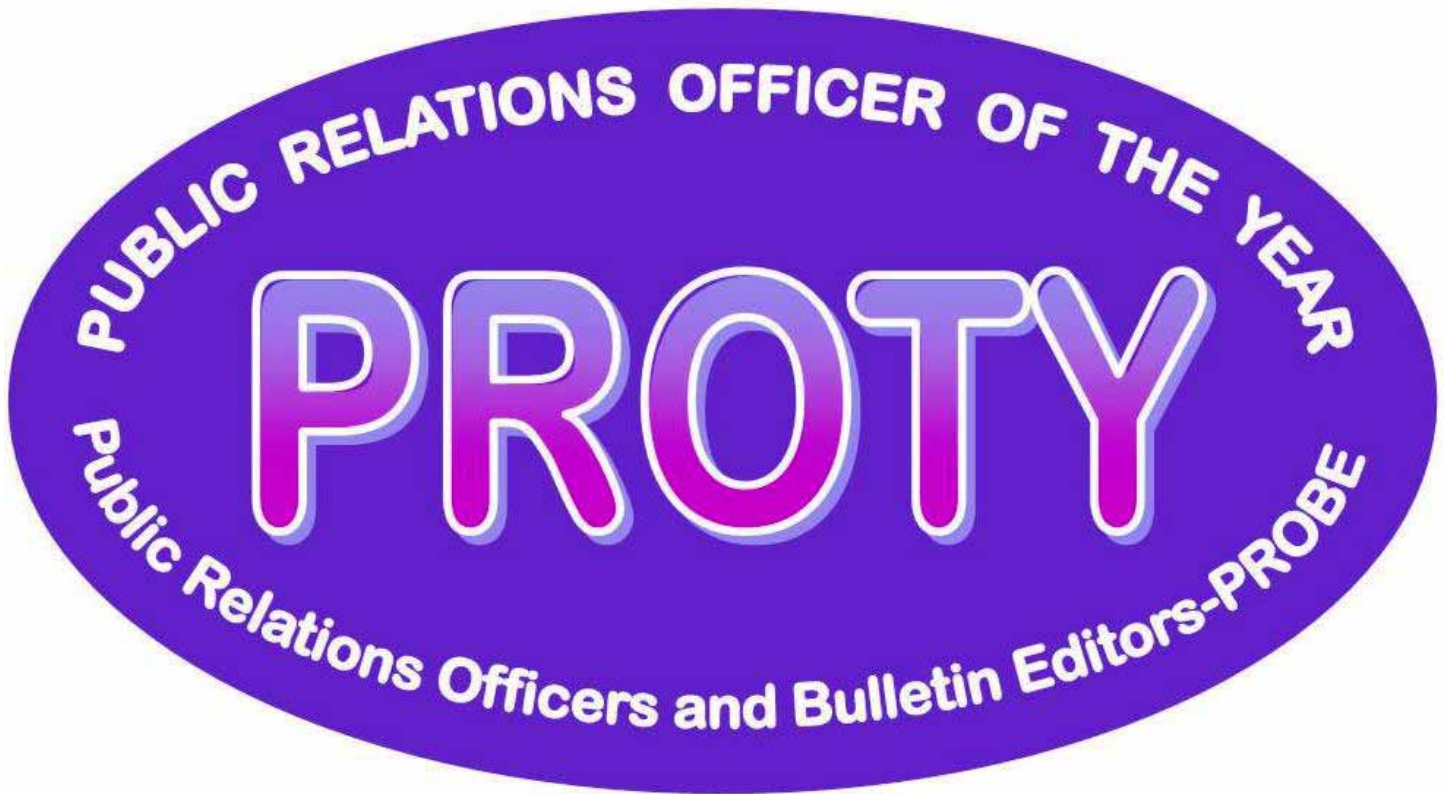
**Joe Griffith** was president in 1962 and that year, the name *Probemoter* was coined by **Jack Criss** of Milltown, N.J. as the nameplate for the PROBE newsletter. **Dee Paris** was listed as senior editor.

Community service was PROBE's primary theme at the time, and **Val Hicks** wrote a song about it. Society public relations director **Curt Hockett** outlined a plan to promote public awareness, develop pride among members, dispel the myth that the Society is an "old man's organization," and go out and get new members.

To be continued next issue











# PROBE Membership Form



NOTE: \* indicates required field

First Name:\* \_\_\_\_\_ M.I.: \_\_\_\_\_ Last Name:\* \_\_\_\_\_

Address1\* \_\_\_\_\_

Address2: \_\_\_\_\_

City:\* \_\_\_\_\_ State:\* \_\_\_\_\_ Zip:\* \_\_\_\_\_

Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Email:\* \_\_\_\_\_

Society Member #:\* \_\_\_\_\_ Chapter # (if known): \_\_\_\_\_

Chapter:\* \_\_\_\_\_ District:\* \_\_\_\_\_

Chapter Bulletin Name: \_\_\_\_\_ Current Position: \_\_\_\_\_  
(if Editor)

Offices: \_\_\_\_\_

PROBE Member Since: \_\_\_\_\_

**Dues are still just \$10 per year**

**Make check payable to PROBE and send to:**

**Don Levering, 152 San Carlos Ave, Orange, CA 92865**

**[donaldlevering@yahoo.com](mailto:donaldlevering@yahoo.com)**

**If you have questions, please contact Dick at: (951) 926-8644, or [dickgirvin@juno.com](mailto:dickgirvin@juno.com)**

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# **NEXT DEADLINE IS JULY 20TH - THANKS!**

## **PROBE DUES ONLY \$10.00?**

**WHEN RENEWING YOUR PROBE MEMBERSHIP,  
PLEASE DON'T SEND CHECKS TO ME. THEY SHOULD GO TO  
DICK GIRVIN**

**Because of Dick's recent hospitalization for an angiogram, please  
send all membership applications and checks to Membership VP  
Don Levering — thanks. Get well soon, Dick!**

**Don Levering, 152 San Carlos Ave, Orange, CA 92865**

[donaldlevering@yahoo.com](mailto:donaldlevering@yahoo.com)



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