



Quarterly Publication of PROBE — Public Relations Officers and Bulletin Editors

# PROBEmoter

Vol. 46, No. 3

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

July/Sept 2009



## 2009 PROBE AWARDS



### OH WOW!

#### PROTY

**Public Relations  
Officer of the Year**

*Year Long Activity*

**Jack Teuber**

Pontiac-Waterford, Michigan  
Pioneer District

*Honorable Mention*

**Dennis McCook**

Philadelphia, Pennsylvania  
Mid Atlantic District

*Single Event*

**Doug Yonson**

Ottawa, Ontario  
Ontario District

*Honorable Mention*

**Roberta Miller**

Portland, Oregon  
Evergreen District

#### IBC

**International Bulletin  
Editor of the Year**

**Linda Williams**

Hunterdon, New Jersey  
"In Tune"

Mid Atlantic District

2nd place

**Bob Miller**

Mansfield, Ohio  
"Chordsmen Chronicle"  
Johnny Appleseed District

3rd place

**Jerry Troxel**

Greater Indianapolis, Indiana  
"The Score"  
Cardinal District

#### E-IBC

**Electronic Int'l Bulletin  
Editor of the Year**

**Ken Steffen**

Ft. Wayne, Indiana  
Cardinal District  
"The Score"

2nd place

**Karen Nanninga**

Manhattan, Kansas  
Central States District  
"Incider Press"

3rd place

**Bruce Smith**

Hemet, California  
Farwestern District  
"Upbeat"

**Deadline for October/December PROBEmoter  
will be September 20th, thanks!**

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## We get (and read) your emails

### **New Web VP Patrick Thomas checks in**

Steve, working with the PROBE board, I can handle. I think I can even handle working with **Lowell Shank**. Lowell was winning PROBE awards at **Mammoth Cave** when I started there in 1983, and he is certainly someone who helped me become the barbershopper I am now. I look at the list of men currently serving PROBE and I can't imagine a better group to work with.

I mentioned to **John Elving** at the Nashville International that I was excited about a website contest, as I had thought about that back when I was going full bore on DIXIE and Nashville sites. I taught a class at the DIXIE school a few years ago and got great attendance then. We did a survey in our district regarding classes for 2009, and many still are expressing interest in websites for their chapters.

You may or may not know the BHS has a new webmaster, **Eddie Holt**, who I work closely with now; I even stand next to him in our chorus. Also, my company, RANDA Solutions, did much of the work on the new BHS website and even hosts the site. My development staff is directly responsible for helping their site stay up and make large scale changes. At this point, I'd say I have a little insight on how BHS and websites should work together.

I think my specific relationships and experience lend nearly perfectly, and if you all approve, I think we will have a ton of fun putting this together. I have some ideas on how to help move this along, and would love to be a voice in PROBE. I am the former webmaster of the Dixie District (eight years service), 15 year member of the Nashville **Music City Chorus**, and the **Confederate Harmony Brigade**. I am VP of Information Technology for an internet-based firm in the Nashville area, and I'm the current VP of Music/Performance for the Dixie District.

**Web VP will build and establish the first website contest (hopefully to be held in 2010), will supervise the yearly website contest, will develop a judging program (identifying and certifying potential members), will supervise a webmaster mentor program, and will provide craft and how-to articles to the PROBE moter (when requested).**

## International Bulletin Editor Of the Year (BETY) 2009

**Linda Williams**  
HUNTERDON, NJ  
**"In Tune"**



I have been working in the publishing field for over 30 years. I've been a church musician for even longer. I was introduced to the wonderful world of barbershop fraternity through our church music ministry, where I met my husband, and then the **Hunterdon Harmonizers**. In 1997, I traveled to Indianapolis and watched as the chorus competed in Internationals. What an experience! Afterwards I agreed to edit and produce the **"In Tune with the Hunterdon Harmonizers"** chapter bulletin. Working with great material, the bulletin has won awards in District and International bulletin competitions. Since 2007, I've been producing the quarterly bulletin, the **Mid'1 Antics**, for the Mid-Atlantic District (am I crazy or what!?).

## PROBE HALL OF HONOR

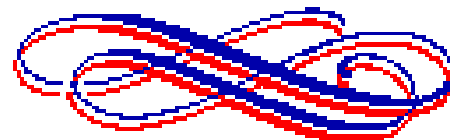
*Bruce Anderson, Ray Barrett, Herb Bayles, Grant Carson, Jerry Coltharp, Lloyd Davis, Wade Dexter, Mel Edwards, Leo Fobart, Jim Fulks, Harry Gault, Dick Girwin, Ray Heller, Bob Hockenbrough, Paul Izdepski, Steve Jackson, Terry Jordan, Grady Kerr, Art Lane, Deac Martin, Bob McDermott, William Moreland, 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*

## Bulletin Exchange Program

Does your chapter publish and distribute a bulletin? The chapter bulletin is one of the chapter's 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 share a common bond with other chapters experiencing 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. 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 need more bulletin editors (as well as) more members in our chapters who can assist in editing, preparing and distributing.

The costs 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? Swap that bulletin! **"It's great to be a barbershop editor!"**



Public Relations Officer of the Year

**Alan Wile, 1998**  
**Alexandria Harmonizers**  
**Martin Banks, 2008**

For the PROBE historians, **Father Joe Witmer** served in 1989 as PROBE PR VP, Alexandria, VA. Joe was our chapter PR VP starting in 1984 and served for several years, then he was MAD VP AND he was a PROBE PROTY winner. Joe is now in Ohio 330 562-8519.

**Mike Everard** served as PROBE VP, Public Relations in 1973 and 1974. Mike was also in charge of meeting and enlisted several fellow members of the **Alexandria Harmonizers** (all red coat clad) to help him do just that for the 1972 International convention in Atlanta, GA. Mike also served as chapter PR VP in 1973.

Terry Jordan





**1<sup>st</sup> place**

**Linda Williams**  
Hunterdon, NJ  
Mid-Atlantic

**International  
Bulletin Contest  
Hardcopy Contest  
IBC**

**International  
Bulletin Contest  
On-line Contest  
E-IBC**



**1<sup>st</sup> place**

**Ken Steffen**  
Ft. Wayne, IN  
Cardinal

**Public Relations Officer  
of the Year**

**Year-Long Activity PROTY**



**2<sup>nd</sup> place**

**Bob Miller**  
Mansfield, Ohio  
Johnny Appleseed



**1<sup>st</sup> place**

**Jack Teuber**  
Pontiac-Waterford, MI  
Pioneer



**Honorable Mention**

**Dennis McCook**  
Philadelphia, PA  
Mid Atlantic



**2<sup>nd</sup> place**

**Karen Nanninga**  
Manhattan, KS  
Central States

**PROTY Single Event**



**3<sup>rd</sup> place**

**Jerry Troxel**  
Gr. Indianapolis, IN  
Cardinal



**1<sup>st</sup> place**

**Doug Yonson**  
Ottawa, Ontario  
Ontario



**Honorable Mention**

**Roberta Miller**  
Portland Metro, OR  
Evergreen



**3<sup>rd</sup> place**

**Bruce Smith**  
Hemet, CA  
Farwestern

## 2009 Electronic International Bulletin Contest (2008 Bulletins)

Editor	Bulletin (11)	Chapter	DIST	CON		D&G		G&S		TOTAL
				BM	LS	DG	DT	FH	JW	
Ken Steffen	The Score	Ft. Wayne, IN	CAR	227	324	259	194	284.70	274.70	1563.40
Karen Nanninga	InCider Press	Manhattan, KS	CSD	231	332	219	198	291.00	275.00	1548.00
Bruce Smith	Upbeat	Hemet, CA	FWD	168	273	209	156	282.15	277.60	1365.75
Ken Mettler	Smoke Signals	Polk Bennett County, WI	LOL	231	269	143	130	296.16	280.20	1349.36
Dennis Roussey	Shop Notes	Naples/Ft. Myers, FL	SUN	169	271	194	128	293.74	282.00	1337.74
Paul White	Concho Capers	San Angelo, TX	SWD	219	276	215	108	290.80	288.80	1197.60
William Halter	Derbytown Gazette	Akron, OH	JAD	172	181	100	74	290.00	271.90	1088.90

### Judges

CON Content:	1. Buddy Meyers	2. Lowell Shank
D&G Design & Graphics:	1. Dick Girvin	2. Dick Teeters
G&S Grammar & Style:	1. Fred Hinesley	2. Joe Wander

Electronic IBC Chairman John Elving

**PROBE - "The most influential communication fraternity in the Society"**

## 2009 International Bulletin Contest (2008 Top 10 Bulletins)

Place	Bulletin (10)	Editor	Chapter	District	Content		L&R		G&S		Total
					1	2	1	2	1	2	
1	<i>In Tune</i>	Linda Williams	Hunterdon, NJ	MAD	332	354	259	266	297	296	1804
2	<i>Chordsmen Chronicle</i>	Bob Miller	Mansfield, OH	JAD	306	367	275	257	295	291	1791
3	<i>The Beat</i>	Jerry Troxel	Greater Indianapolis, IN	CAR	328	336	254	269	295	296	1778
4	<i>Chord-inator</i>	Hardin Olson	Minneapolis, MN	LOL	332	323	245	255	295	294	1744
5	<i>***The Orange Spiel</i>	John Alexander	Jacksonville, FL	SUN	271	344	213	251	293	292	1664
6	<i>The Shampoo</i>	Jim Bowen	Schenectady, NY	NED	253	319	212	205	293	290	1572
7	<i>Concho Capers</i>	Paul White	San Angelo, TX	SWD	182	296	216	245	294	291	1524
8	<i>Smoke Signals</i>	John Cowlshaw	Pontiac/Waterford, MI	PIO	262	290	168	161	297	294	1472
9	<i>Oakville Rechorde</i>	Lloyd Robinson	Oakville, ON	ONT	170	234	122	131	295	285	1237
10	<i>Pitch</i>	Robert Nicodern	Chicagoland West. Sub.	ILL	129	112	160	163	293	284	1141

### NOTES:

1. \*\*\* John Alexander – *The Orange Spiel* is the winner of the *Dick Girvin Most Improved Bulletin Award*.
2. There were no entries from PROBE members from CSD, DIX, EVG, FWD, RMD, and SLD.

3. Judges:
 

Content:	1) Wade Dexter	2) Jade Walker
L&R:	1) Grant Carson	2) Milt Weisman
G&S:	1) Jerry Kindred	2) Bruce Martin

4. IBC Chairman: Lowell Shank

5. Preparation of *Participation Certificates* and Plaques for the winners: Bruce Anderson

## Public Relations Officer of The Year (PROTY) Contest 2009

Awarded July 2009, Anaheim, CA

### Year Long Activity

1st Place	Jack Teuber	Pontiac-Waterford, MI chapter	Pioneer District (PIO)
Honorable Mention	Dennis McCook	Philadelphia, PA chapter	Mid Atlantic District (MAD)

### Single Event

1st Place	Doug Yonson	Ottawa, ONT chapter	Ontario District (ONT)
Honorable Mention	Roberta Miller	Portland Metro, OR chapter	Evergreen District (EVG)

#### PR & Marketing VP Martin Banks

As the 2008 PROTY Contest ends, it's time to prepare entries for the 2009 contest! Come on in – the water's fine!

- The PROTY award is given to the member, regardless of title, who submits the most inventive and successful promotion for his chapter during the preceding calendar year.
- One PROTY award is for year long marketing/public relations activity.
- A second PROTY award is given for the marketing/public relations effort focused on a single event or activity, i.e. chorus performance, chapter show program, chapter community activity.
- PROBE membership is required for award eligibility.
- Award winners shall not again be eligible to participate for two years.
- Entries may be submitted via a District Coordinator or directly to the PROTY Chairman. There is no elimination of entries at the district level.

**Deadline for receipt of 2009 entries by the PROTY Chairman is April 15, 2010.**

Additional information is available at the PROBE website or from PROTY Chairman Martin L. Banks

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### Public Relations Officer of the Year (PROTY) 2008 – Year Long Activity

**Jack Teuber**

**Pontiac-Waterford Michigan Chapter  
Pioneer District**

*Jack Teuber served his chapter as Vice President, Marketing and Public Relations from 2005 to 2008. The 58 members of the **Pontiac-Waterford MI Chapter** celebrated its 65th Anniversary in 2008.*

**Jack Teuber** submitted an outstanding PROTY entry for Year Long Activity, replete with numerous chapter activities and strong public relations support. The **Big Chief Chorus** had 36 public performances including two Annual Shows. Five chapter quartets — **B Natural, Celebration, 4WD, Northbound Sound, and Ensign Four** — had a record of 83 performances for the year.

Chapter groups sang at one or more performances each of the 12 months to a total audience of 8,858. Performances were at senior centers and residences, community festivals, Orion Twp. Library, churches, the Detroit Princess Cruise, and Oakland County Parks.

Jack used promotional material and the chapter website and bulletin in addition to electronic and print media releases to publicize the **Pontiac-Waterford** chapter.

Newspapers that covered the chapter activities included The Oakland Press, Clarkston News, Lake Orion Review, Oxford Leader and West Oakland Spinal Column. The annual chapter show and library performance were shown on Waterford local cable and Lake Orion local cable. News articles with photographs included Singing Valentines, officer elections, guest night, 52nd Annual Woodshed Contest, and Christmas Chorus.

Jack included 14 news articles, yearly and charity reports, thank-you notes, and promotion flyers as part of his entry. The **Pontiac-Waterford MI Chapter** ended the year with a schedule forecast that included a chorus or quartet performance in virtually every month of 2009.

**Jack Teuber can be contacted by email at**  
[jack.teuber@bigchiefchorus.org](mailto:jack.teuber@bigchiefchorus.org)

## Don's Just Full Of Ideas

By Don Levering, Membership VP

Many of us have just experienced the very top of the peak – barbershop at its finest. What an amazing week of fellowship, singing, and competition.



There were choruses with record breaking performances, quartets ringing chords to knock your socks off and the special Harmony Foundation show, AIC show, and the Larry Ajer show that left everyone in awe at the talent and sounds we were hearing. There was barbershop singing in every nook and cranny of the Hilton Hotel, Honda Center, Disneyland and at a good deal of restaurants, parking lots and street corners.

We need to let people know what they're missing. A new movie production called American Harmony will soon be in our local movie theaters. It is about barbershop music and the people who sing it. Take some of your friends, relatives, neighbors, or co-workers to see it. Invite church choir members and school choirs to see it. Share your hobby!

Contact board members of PROBE to come up with ideas to help you prepare and deliver the news of your chorus and quartets. The more the word gets out about our exciting music, the better opportunity we have to increase our membership.

If you are not already a member of PROBE, you can sign up online. If you are already a member, take your next issue or most recent issue to chorus and share. Let other members in on the wonderful information that is within the pages. It's only \$10 per year - \$2.50 for a multi-page quarterly issue. Some spend that much money on a daily visit to an unnamed coffee spot. Do your part to keep our membership growing. Keep the whole world singing!

### Publicity Tips

#### What Do You Do If Your Story is Wrong?

If a story is inaccurate, don't over-react. Call the reporter, and politely point out the error. If you still don't feel satisfied, call the editor or the executive producer and follow up with an e-mail, fax or letter.

Almost all newspapers have a computer database of stories. Any corrections made to the story will be corrected for future reference in follow-up stories so that the inaccuracies are not repeated. If you would like a more immediate correction, ask the newspaper to print a retraction or correction statement in the next issue.

If the story has an unfair, derisive tone to it, and is in your view undeserved, write a letter to the editor or executive producer that coolly lays out your response. Try and not be offensive. If it's just a case of you not liking the story, but it is factually based, it would be better for you to leave it alone.

If it's a significant error and the media outlet is influential and has a very large or influential audience, issue a news release to all media correcting the inaccuracies. If it's a minor media outlet, don't draw unnecessary attention to it.

— Sweet Adelines website —

## Web Contests Are Coming To A District Near You!

Patrick Thomas, Web VP



I am so excited to be able to talk about this new arm of PROBE and the great things to be happening in the next year. Let me share with you some of my initial insights to what I hope to be a successful PROBE Website Contest.

In the next 60 days, I will be reaching out to all district webmasters and other idea people within the society and affiliates for their initial input on how the structure of a international website contest should run. We need to establish parameters and categories of merit in order to start deciding just what overall criteria should be judged. I also am planning on establishing how all districts will have their individual websites judged.

I currently picture a rotation of a panel of webmasters to judge a set number of districts, so no one judges all but none judges their own. We need to establish if there will be awards for just websites or for individual parts of sites. As you can see, we have a lot of initial thoughts to be put down as guidelines so we can start this process.

I am hoping that we are able to finalize our criteria and schedule so we can have each district's websites evaluated no later than the end of April 2010. We will award the **Top 3** within each district, with the **Top 2** moving on to the International competition. From there a different panel, one that will include the new International Webmaster **Eddie Holt** (of "Lunch Break" fame), will be chosen to do the final evaluations and determine a **Top 5** that will be announced at the International Convention in Philadelphia. I look forward to standing on the International stage recognizing these winners and talking about how they are best using this website technology to promote and inform the society and the public as a whole.

So, the party is about to begin. Make sure you wear your dancin' shoes for this, as we are gonna cover a lot of the dance floor. I look forward to working with PROBE and the districts to make this the beginnings of a great new tradition within our society! I will always welcome any ideas and feedback you might have. This is not my contest, this belongs to the Society and to PROBE. I am just your answer man. I can't wait to get started!

Make a difference - become a member of the PROBE team!



## Public Relations Officer of the Year (PROTY) 2008 – Single Event

**Doug Yonson**  
Ottawa Ontario Chapter  
Ontario District

*Doug Yonson spent most of his 35-plus year work career in journalism, reporting in larger urban newsrooms and then copyediting at the Ottawa Citizen. He has been a member of the Ottawa ONT Chapter and the Capital City Chorus for over four years, providing leadership to chapter public relations and music activities. He joined the chorus Board in January 2009, as Secretary.*

Doug Yonson entered the PROTY Contest, Single Event to publicize the sort of high quality publication one mid-sized chapter can achieve in a show program. He succeeded grandly as editor of an impressive program-cum-magazine for the *Capital City chorus* 2008 annual Show, designed to increase the enjoyment of the evening for the audience, as a year-round marketing tool, and as a substantial source of income.

Doug observes that a quality program or annual magazine can be an effective vehicle for publicity, sponsorship, ticket sales, and recruitment, despite the different challenges chapters based in large urban areas or small communities may face in interesting advertisers. Ottawa is not a small city, nor is it a metropolis, with a population of 850,000, and a neighboring city of 250,000. Fifteen of 90 active chapter members acquired the bulk of the advertisements, which totaled 62 for this 28-page program.

The chapter charges \$75 for a business card to \$200 for a quarter page, \$300 for a half page, and up to \$1,500 for the rear color cover page. The chapter publishes 3,000 to 3,500 copies of the magazine, planning to mainly distribute at the annual show and also at two Christmas shows, various community performances, Singing Valentines, and other promotional activities.

Doug reports his experience that advertisers are far more willing to support a magazine when they can see the finished product is quite professional looking and even slick. The **Ottawa, ONT.** chapter sold \$9,035 in cash advertising and after modest costs beyond the subsidized printing fee, made \$7,000 from the program alone. The magazine met with general acclaim from chorus members, the audience, and advertisers, and was definitely an important financial project for the chapter in addition to marketing/public relations benefits.

Doug Yonson can be contacted by email at  
[secretary@capitalcitychorus.org](mailto:secretary@capitalcitychorus.org)

**KEEP THE WHOLE WORLD  
SINGING**

### Looking for PR input?

Tuesday, July 14th

**WE GET EMAIL**

Hi Steve,

**Bill Biffle** forwarded your e-mail onto me. **Todd Wilson** used to be in charge of the Marketing & PR department, but has since been laid off, so I'll be stepping in.

I'm very interested in using you guys as resources if you have anything to offer - even if you have marketing ideas and would like to share them with me and see if I can get the ball rolling, I'd be very up for that!

Feel free to pass along my contact info to anyone involved in PROBE and let them know I'm here to help you guys, or here to implement your ideas. Nice to "meet" you and I look forward to working with you in the future!

#### Danielle Cole

Marketing & Public Relations Coordinator  
Barbershop Harmony Society

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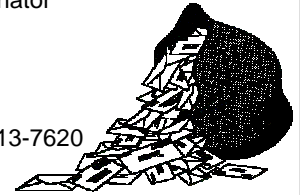
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## Distinction Between PR and Marketing

The communications processes of public relations and marketing are not the same. Professionals recognize the distinctions between them although grassroots practitioners may not. Textbook definitions may appear confusing. Therefore practical differences will be cited here.

Marketing is selling, whether it be a tangible product such as a ticket to your Christmas show or a service such as a membership in your chorus. The end result of the marketing process is a transaction, i.e., money for a ticket, money for dues, etc. The marketing process always involves a transaction. Marketing communication, briefly, is a one-way communication such as broadcasting ticket price and availability via a variety of media. When a prospect hears your marketing message she decides whether or not she will buy.

The public relations process prepares target audiences to be receptive to marketing messages. Awareness of the quality of your product is built through public relations, i.e., an appearance on a local early morning television news broadcast may attract the attention of potential members and potential ticket buyers.

Public relations is a two-way communications process. You may broadcast a message and wait for a response. If the response is favorable, you may decide to keep broadcasting the same message. If the response is unfavorable, you have the opportunity to change your message to one that may be more positively received.



Presidents Message**Steven Jackson****Let's communicate better!**

Greetings; it's been a challenging year so far. Due to the valiant efforts of many PROBE members and leaders, real progress is being made in the transition from a hardcopy to a (mostly) electronic communications system. It's not easy. We're an institution steeped in tradition and we take pride in preserving just that! We are NOT advocating the elimination of the hardcopy bulletin. Far from it! But we do need to expand our horizons to include those who communicate through websites, online bulletins, blogs, carrier pigeons, etc. "PROs" and "BEs" have always been our sturdy foundation and will continue to anchor our organization. Now we're adding webmasters and Marketing/PR VP's into the mix.

We've been having some fun retooling the PROBE name on "Probing Around" (PROBE blog). We have always been known (since our inception in the early 60's as ABE) as "the most influential fraternity in the Society!" May I suggest substituting "communicators" for "fraternity?" Isn't that what we're all doing?

Many thanks to **John Elving** (take a bow, John) for getting our scoresheets updated and the bugs ironed out in the E-IBC contest. Could be that the online contest will make way (or merge into) the upcoming website contest – time will tell.

Welcome to **Patrick Thomas**, Web VP, and to **Don Levering**, Membership VP; it's very nice to have a full board again. If anyone can come up with a better name than Web VP, drop us a note, please? "Webmeister" has a nice ring to it but it makes me thirsty.

Glad to see that **Alexander Edwards** is actively involved in the **Bulletin Exchange Program**; thanks Alexander! I encourage everyone to take advantage of this service; it's fun to read about what everyone else is doing!

**Martin Banks**, our new Marketing & PR VP has hit the ground running with keeping the PROTY contest going. Never blinked an eye, either, thanks, Martin!

Our "rock of Gibraltar" secretary/treasurer **Dick Girvin** hit a bump in the road with his recent surgery but seems to be recovering nicely. What a worker this man is! Whether it's PROBE, the FWD, or his chapter, he gets the job done. He must be related to the EverReady Bunny! Thanks, Dick.

Mr. "Let me post that for you" **Arnie Wade** continues to amuse and amaze us with his deft managing of the PROBE website. Thanks, Arnie! When Arnie went on vacation earlier this year, he gave the passwords to **John Elving** so that we could continue to maintain the website. It may never be the same again (but that's a good thing because we did a lot of updating). Thanks to both Arnie and John for their dedication.

It's easy to serve as President when you've got solid back-up in IPP **Lowell Shank** who is always ready with an answer or a nudge in the right direction. Thanks, Lowell.

With this kind of capable teamwork, PROBE is indeed in good shape. Now I've still got a year to serve so if you'll continue to make me look good (not an easy task), I'd appreciate it! Has everyone had the time to "bust a chord?" If you haven't, slow down and please do so. We're still a singing Society, last time I checked.

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Participation in our contests are down; some districts chose not to compete this year. If hardcopy bulletin submissions continues to decline, we'll have some interesting decisions to make as an organization. If we don't run contests, what to do – how do we survive?

**Probing Around**, our blog, offers a possible solution. The Society has recently scaled down it's work force. Maybe PROBE can step up and provide our services. I've been reading this blog with great interest. Could be the perfect fit! Do you like it (the blog)? Many thanks to **Patrick Thomas** for setting this service up and to **John Elving** for helping to maintain it. Well done, gentlemen!

I have offered our help to the appropriate people at headquarters and they seem to be receptive. **Danielle Cole**, Society Marketing and PR coordinator, through her work with **LIVEWIRE** and her new responsibilities, is eager to see how PROBE and the Society can work together to solve both our concerns. Stay tuned for more on this. This is exciting for PROBE to be able to play more of a direct role in promoting the wonderful world we call barbershop-ping! It's time to use our knowledge and skills and put them to good use; it's a win, win situation for sure!

I'd like to urge that all of our District editors along with their District coordinators work together to communicate through their District bulletins and websites to promote all our contests in a informative and timely manner. Can all of us do better in promoting our contests; I challenge all PROBE members to spread the word about PROBE! Offer a helping hand where needed or an encouraging word. Help that new editor and/or webmaster. Educate and motivate our chapter communicators. Encourage that eager helper to join PROBE. Many hands make light the work.

***Much of the article above was submitted as the Presidents report at the July 2 general PROBE meeting in Anaheim***

## VP for Bulletin Editors

### John Elving

It's been a busy year since the last annual meeting of PROBE. At that meeting in Nashville, **Steve Jackson** was railroaded (some may say he volunteered) into a term as PROBE President. This year Steve railroaded the rest of us into serving another term. My how time flies. Seems like just yesterday I told **Bruce Anderson** I would consider holding office and then the train came through.

This has been a year with some major changes. We revamped the judging of bulletins to even things out between the hardcopy and electronic bulletins, and to include more types of electronic forms of news dissemination. It did result in our for judging of both a blog and an email bulletin. It also resulted in some of our judges stepping into the fray and learning to judge electronic bulletins.

We also added to our arsenal of vice presidents by adding Patrick Thomas as our Web VP. It will be his task to develop the webpage contest for next year. He also helped us by setting up our very own blog, Probing Comments, found at <http://bhsprobe.wordpress.com/>. Patrick wasn't able to attend our PROBE meeting due to rehearsal schedules with his chorus. I had the pleasure of meeting him last year in Nashville. Look for great things from him!

Two of the biggest challenges this past year have been communication and having enough judges. Let's look at the communication problem first.

Even though we have made every effort to communicate clearly through emails, the PROBEmoter and ADLIBS, it seems as though people don't read what is there. For instance, when we changed some of the judging criteria, we published it everywhere we could, and even mailed out things to make sure everyone would have the new information. However, when it came time for people to enter our bulletin contests, quite a few weren't aware of the changes. Communication is a two-way street. If it is published, it needs to be read and if there are questions, then they need to be addressed. Let's please keep all the communication line open so that everyone knows what's going on within PROBE.

The second problem is in having enough judges for the contests. This year wasn't as much of a problem since entries were down, but that's another story. We honestly need your help in recruiting new judges so that we can expand the bulletin contest. The other side of this is that many of our judges never answer when asked if they are willing to judge. More of the communication problem. All of you and your ideas are welcome as we work to build up PROBE again, including the judging of bulletins to help our chapter editors become even better and more of a hero to their chapter.

We are very fortunate to be able to offer our bulletin mentoring program again. Grant Carson did a great job in the past. When he retired from most of his PROBE duties, it left a big hole. Fortunately Milt Weisman has stepped forward to take on this monumental job. There is a cadre of mentors willing to help anyone wanting good, caring guidance in improving their bulletin. Just let Milt know at <mailto:noonmark@cstone.net>. (We have one participant already.)

One last problem to address which wasn't listed above, and that is the problem of active district coordinators for the BETY and IBC. This year we had some districts with no coordinator, or totally absent coordinators. Right now there are two districts without coordinators. There are also five district coordinators who aren't current members of PROBE. My question is, "How can we effectively operate our contests if districts don't see the value in having active coordinators who are members of PROBE so they really know what is going on?" Of course, the same can be said of district, Society and chapter Marketing & PR people, district and Society bulletin/magazine editors, and district, Society and local webmasters as members.

This wasn't supposed to be a membership article, but that membership is affecting all of what we do. We need, all of us, to take the horns by the bull and make PROBE the "most influential fraternity in the Society."



## Create Dynamic Publications With the Right Fonts

With such a vast array of fonts, it can be an agonizing experience to choose the right one. If you're looking to take some of the grief out of the design process, here are some tips on fonts that will make your printed materials more dynamic.

### Choosing a Typestyle

**Serif:** Typestyles with short, angled lines at the ends of each letter's strokes. The major varieties include **Caslon**, **Garamond**, **Bodini**, **Tiffany**, **Times** and **Baskerville**.

**Sans Serif:** Means literally "without serifs," such as **Helvetica**, **Eurostyle**, and **Avante Garde**.

**Display:** This is the miscellaneous typeface category. Display faces can have serifs like **Algerian** and **Merced**, and can be sans serif as well, like **Bremen** and **Dom Diagonal**. By definition, they are too elaborate for text, but are excellent tone-setters and attention-getters at large sizes. They range from script faces such as **Freestyle** and **Flemish** to wacky advertising faces such as **Harlow** and **Pipeline**.

Your font choice depends upon the needs of your project and its intended audience. Remember, that each typeface has a personality, and the one you choose should be appropriate to your target audience.

Try these rules of thumb: If the information is more important than the presentation, use a single type family, ideally an appropriate Serif Style (most likely a typeface such as **Bookman** or **Century**).

If the design and information are equally important, use complementary Serif and Sans Serif Styles, such as the Serif **Palatino** and Sans Serif **Future** are similar. **Times** and **Helvetica** always work together. Using a Serif with a complementary display face can work.

If the design is more important than the information, try combining Serif and Sans Serif faces with a display type used for accents such as drop caps or pullquotes.

Use a Serif face for body copy; use a Sans Serif for headlines.





The photos are by Linda Williams. She took them during our July 2nd performance for the County park commission. I even manage to be in one of them when I am not taking them.

## A Picture is Worth What?

By Lee Roth, Hunterdon, New Jersey, MAD

Do you read magazines or newspapers? What catches your eye and causes you to pause and read more? A good photo!

Think about it. What would reading the *Harmonizer* magazine be like if there were no photos? You might find an article about a winning quartet, but be left wondering what they look like. You would not likely know who really had performed at the VA hospital, you would just know the name of the group. You might miss the story about a change in personnel in the Society staff because there is no photo to catch your attention and cause you to read the article.

Can you imagine a web site with no photos catching your attention? When you read the sports page do you go first to the article that has a good action photo attached?

When it was my job to promote the activities of my chapter, to attract new members, and to stir interest in our shows, photos were the key. We used them on post cards. They were included with every press release mailed to local newspapers. With cooperation of our members we were able to get some great photos in a local barbershop of a quartet singing to the shop owner. The photo appeared on the front page of a local weekly where it took up much of the page. Other publications took up the story. We were off and running with the best coverage our chapter ever had.

Promotion built on photos led to coverage on cable television. One step in the promotional chain led to another. We had magazine stories and more and more stories in the local newspapers. In each case photos were either the center of interest or a supporting contributor.

One of our most important promotional vehicles is our **chapter bulletin**. It is largely an internal moral booster, a record of our activities, and is also used to report to our supporters on our activities. It is used by our membership team as an important recruiting tool in bringing new singers into the fold. Every visitor is given a copy and every membership prospect is put on the mailing list. Many of our financial contributors receive copies to keep them up to date on our activities.

We are proud of the recognition it, and our editor **Linda Williams** and her husband **Rusty** who assists her, have received for publishing it by PROBE and the Society. She has increased her use of pictures in a very effective way. Her own photography has improved through practice and her use of photo editing tools such as Photoshop.

A good picture is worth a lot in marketing and public relations. Ask any professional editor.

### 10 Commandments of Media Relations

- Thou shalt understand that the media's job is not to serve thee and thy organization, or even to serve its public, but to attract listeners, viewers or readers, sell advertising, and make a profit.
- Thou shalt maintain up-to-date listings of thy local media and their appropriate contact persons.
- Thou shalt be familiar with the medium's format and target market and suggest stories and features which fit them.
- Thou shalt meet deadlines
- Thou shalt take scrupulous care to send out accurate complete information.
- Thou shalt maintain a professional image.
- Thou shalt be brief.
- Thou shalt be prepared to respond to the media with intelligence and grace.
- Thou shalt be realistic about the importance of thy events and make thy year's publicity plans accordingly.
- Thou shalt be grateful for whatever thou gettest.



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## New Barbershop Quartet MATCHUP WEBSITE

*Makes it easy for Barbershop Quartets  
 and Singers to match up*

A new website is now available on the internet which will make it easy for barbershop quartets to find singers to fill a missing part or for singers to find a quartet that is missing a part. Registration on the site is FREE! This website is available and will work worldwide. Currently the site is only available in English.

The new website allows barbershop quartets and singers to sign up independently of each other and specify information that it important to allow them to match up. Registered users who have signed into the site, are permitted to view other users' profiles and can contact them through the site. Initial contact is made when the searcher clicks the 'Contact' link on the results page, or the profile page generated by a search.

Guests or visitors to the site can view search results but are not allowed to look at the more detailed profile information or to contact any of the search results directly.

This website is a volunteer, non-profit initiative, solely for the purpose of encouraging barbershop quartet singing whenever and wherever possible.

If you'd like more information or have inquiries please contact David Wiener,  
 Webmaster, [QuartetMatchUp.com](http://QuartetMatchUp.com)  
[info@quartetmatchup.com](mailto:info@quartetmatchup.com)

### Tell me why the ivy twines

Not all ivies do twine, of course: some are mere creeping vines. However, climbing ivies such as are commonly seen covering academic buildings maximize their exposure to light by using twining tendrils to affix themselves to other plants and objects in order to gain altitude and escape their shade.

## QuartetMatchup.com

My name is **Marshall Goodman** and I sing with **MegaCity Chorus** here in Toronto. I wish to promote a new website called [QuartetMatchup.com](http://QuartetMatchup.com). It is a free website where singers and quartets can match up, like eHarmony, but for quarteters.

I am hoping that you could help us promote [QuartetMatchup.com](http://QuartetMatchup.com) by publishing our press release in your publications, and perhaps forward it to other interested parties. We are also planning to send a 300-400 word article to **Lorin May** for publication in the **Harmonizer**.

Since our mention in the recent issue of **'On the QT'** our site has been getting a lot of registrations from the USA. We now have barbershoppers from about 10 different districts who have registered on the site and there are new registrations every day. We also have registrations from LABBS and BABS in Great Britain and even a registration from France. We are also starting to see more registrations from Ontario since our spring convention in Collingwood, Ontario, resulting from **Rob Arnold's** mention of the site and the write-up in the convention program.

If you need any further information feel free to contact me or **David Wiener**. We appreciate any help you can provide to us in promoting [QuartetMatchup.com](http://QuartetMatchup.com) as an initiative to encourage Barbershop Quartet Singing. Thanks!

Marshall Goodman  
[QuartetMatchup.com](http://QuartetMatchup.com)  
 Bari, MegaCity Chorus

*From an email to Lowell Shank comes this thought provoking piece; it sure made me stop and think — Steve Jackson*

### My Opinion

**Grant Carson — My take on IBC bulletins**  
[wmgcarson@sbcglobal.net](mailto:wmgcarson@sbcglobal.net)



Lowell, in reading over the list of IBC judges, I can only say, "*What a distinguished panel you have!*" **Wade Dexter** has been around, publishing and helping PROBE, forever, and even before forever. **Jade Walker**, whom I am proud to have recruited to the ranks of the judges, has been one of the most reliable ones of the fraternity. Besides, she once laid her head on my shoulder when we were sitting on a piano bench, which caused me to be short of breath!

**Milt Weisman**, unable to participate in singing for some years, still soldiers on for PROBE, and was probably the most gentle and persuasive mentor when mentoring was active. **Jerry Kindred**, like Wade, has been volunteering for PROBE since I have been a member, a long, long time. While I'm delivering accolades, let me not forget **Lowell Shank**, who is running the competition. I convinced him to be president again, since he had already been once before, and I don't know that he will ever forgive me!

When I first started publishing a barbershop bulletin, circa 1985, the IBC was a really big thing. One of the several bulletins I received, even though I didn't exchange because I couldn't afford it, was the "**Red Rose Rag**," Lancaster, Pennsylvania. It was eight pages of linen paper (11 x 17 folded) with color (one), beautifully laid out, in the days when personal computers were in their infancy. The Lancaster chapter took very seriously their competition in the IBC.

Now, sadly, I didn't receive a single bulletin to judge for the districts' BETYs. I guess the BETY is dead, or should be, since it seems the only requirement to win a BETY is to publish enough issues. And I remember when finishing in the top ten of the IBC was something to brag about, and you had to publish a really good bulletin to finish that well. All gone. Well, lady and gentlemen, let's do a really fine job of judging this IBC, because it likely will be the last. With a tear in my eye, because I really love PROBE, **Grant**.





## Maximizing Your Public Relations Efforts

**Eric Herr**

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

MAD, V.P. of Public Relations/Marketing

Public relations includes ongoing activities to ensure our chapters and our Barbershop Harmony Society has a strong public image. Public relations activities include helping the public to understand the organization and its purpose in the community. Similar to effective advertising and promotions, effective public relations often depends on designing and implementing a well-designed public relations plan and implementing it through the local media. The plan includes a description of what you want to convey to whom and how you plan to convey it through the various networks and media channels available.

Planning represents a series of creative acts that pull stakeholders together to participate in a process of assessment, analysis, integration, visioning and problem solving. These, in turn, lead to action plans and their eventual implementation. Here are a few steps to help crystallize your game plan-

- Identify your target audience.
- Identify all media outlets you intend contact and create a list. The size of your list is determined by the scope of your publicity program plans.
- Keep all contacts current since media players tend to change jobs every six months or so.
- Compile names of contacts in every category. Get phone numbers (cell and land line); street addresses, city, state, etc. Also identify the contact's area of expertise. You don't want to send a release to a person whose department has nothing to do with what you are promoting.
- Also, keep separate lists for **Print** and **Broadcast**. Why? Because each media has a different format.
- Next, zero in on the orientation of the print or electronic media you will be targeting. More specifically, what is the flavor of the publication and to whom do they distribute?
- As for **Broadcast**, identify the call letters, format and demographics to which a particular station appeals.
- Get specifics on preferred length of material – **Print** (get approximate word counts that editors are looking for).
- For **Broadcast**, be sure to identify the length of a spot that is preferred.
- **Learn deadline dates for any and all media (*amen to that-SJ*)**.
- Identify public affairs programming or interview opportunities that might be available and make a phone call to the hosts of such programs. The personal touch trumps an e mail every time.

## Raising The Bar

By Eric Herr

In May, I received an e mail from our Society's Marketing Director **Todd Wilson**, announcing a complete restructuring of marketing and public relations efforts. Much to my dismay, the restructuring included the elimination of his position as Director of Marketing.

While there will still be some degree of support from Nashville, this news is just another indication of how the economic squeeze is impacting our lives as individuals, as well as the day to day operations of organizations like our beloved Barbershop Harmony Society and countless others, nationwide. The Society's restructuring, while certainly unsettling, nevertheless creates a golden opportunity for all of us at local levels to re-examine our commitment, take ownership of our chapters and re-claim what we have worked hard to establish. It also presents the perfect opportunity to spread the so-called Gospel of barbershop singing to all who will listen, like never before.

We have all heard countless laments about dwindling membership, the need to infuse new blood into our ranks and that various media outlets, who often don't seem to "get" our message. Granted, all of these and related concerns are valid. But, by the same token, if we are to change this direction and chart a new, more positive course, we need to seize the opportunity to attract new members and find more innovative ways to be captains of our own destinies.

It's easy to buy into all the negatives about why nobody can get people to come to chapter meetings, the fact that interest in our hobby is waning in the face of other musical genres, etc., etc., etc. Fact is, we're all creatures of habit. Repeat an action (positive or negative) enough times and it becomes habitual ... it becomes an unconscious, ongoing behavior.

So, here's a positive habit worth considering. Each day, "catch" at least one person with whom you can share your love of barber-shopping - the good fellowship and the unquestionable optimism and thrill that comes from raising your voice in song.

Believe me when I say that this must be a personal mission on all our parts, if we are to survive as individual chapters, let alone as an organization. There are far too many opportunities we all have missed to tell someone about just how great this hobby of ours really is - at work, at home and in any number of social situations. When was the last time you finally got around to telling a neighbor, a friend or maybe even a relative that you are a barbershop harmony singer?

Chances are, you probably got a reaction something on the order of, "Gee, I never knew that music was still around" or "I love four part harmony, but never knew how to get involved" or "I didn't know there was Youth in Harmony education!" Sound familiar? If you said yes, I'll bet you're not alone...trust me! The bottom line is this. There is a wealth of opportunity to be had, if we choose to take advantage. I say the proverbial glass is only half full, not half empty and that despite some temporary uncertainty, there is a light at the end of the tunnel that is not an oncoming train.

If we are really committed to the survival of our chapters and indeed of our Barbershop Harmony Society, then, now more than ever, we need to depend more on ourselves to "spread the good word" and make a positive difference. So, don't be bashful, go out there and tell the world about this great hobby of ours. Over time, you'll acquire a natural tendency to focus on the "good stuff!" And you'll likely find that even more of that "good stuff" will come your way. When that happens, EVERYONE WINS!

VP of Bulletin Editor's

## John Elving



My, what a busy year it has been. It doesn't seem as if it should be over, yet, but here we are almost a year past the Nashville convention. It seem as though a lot of water has passed under the bridge, and even at times over the bridge.

Last July we made some changes in our judging system to more nearly accommodate the newer technologies in communication—social networks, blogs, HTML base web presence, emails and many other styles of electronic communication. Some felt that this may speak of the end of bulletins and judging them since they are no longer paper editions (hardcopy). Personally, I don't believe this is the case.

In my own chapter, I use many different means of communication. I publish a monthly bulletin (more appropriately a newsletter, but that's another story), a weekly "poop sheet," and weekly emails as needed. Most of what is offered is print media, although the monthly bulletin is put on line as a PDF file and printed only for those who don't have internet access, or are computer illiterate.

I use every avenue of communication available to mass communicate with our chapter members. Isn't that our job to communicate by whatever means to our members so that they can keep up on what's happening within the chapter?

As I said before, It has been a very busy year. With the changes instituted last July, there needed to be changes made in the judging format and forms. Much of it stayed the same, with the exception of changing the numbers around to reflect the change in number of bulletins judged. Again, let me reiterate that, and some other changes necessary, was done to even the playing field between hard copy and electronic bulletins.

My thanks go out to our category specialists for helping so well in this task. A special thanks go to **Craig Rigg** who developed a whole new judging form for Grammar and Style which more accurately reflected what other G&S judges had told him needed to be done.

This has also been a trying year in that while trying to level the playing field, not all districts embraced the idea of adding an electronic BETY contest to the program. I actually had some flat out, "I'm not going to do it" responses from some district coordinators. It seems hard to have everyone get on board with what PROBE is doing when so many of our district coordinators and Marketing & PR VPs are not members of PROBE. (It almost seems to me that that should be a requirement that the district pay their way and they become active members, but I'll leave it there.)

Quite honestly, we need to have very active district coordinators for the bulletin editors, and just as active Marketing & PR VPs if we are going to continue to be "The most influential communication fraternity in the Society," to take a cue from President **Steve Jackson**. It would be my hope that we could make that happen this next year.

I know that within our own district, the Rocky Mountain District, even though **Steve Jackson** and I are slightly involved in PROBE, the district can't find anyone to take on the job of being the district coordinator. (Steve had been doing it, but both he and I are just too busy!) Other districts have the same problem and consequently find someone to serve in title only. It's hard to get district editors involved when that happens.

As mention by President Steve, with the cutbacks at Society headquarters, including in the marketing and communication departments, this could be a time for PROBE to step forward and take the horns by the bull and offer to fill the gap where we can. It really is our Society and we need to be able to step up to the plate and keep hitting dinkers until we bring everyone home. Sometime we expect

the Society headquarters staff to do our work for us, and then we'll bask in the limelight. However, we are supposed to be the experts in communication, so I propose that we start with offering our services to the Society in whatever way would be helpful to them in this time.

On a very positive note, we have had someone offer to reinstate the mentor program for bulletin editors. You will soon see information coming your way in the **PROBEmoter**, the **ADLIBS**, and the new Probing Around blog. Now we need to have editors willing to step forward and ask for the help. None of us are trying to mold your bulletins in our personal favorite style, but we are trying to make what each BE does within his/her chapter better. Many of our best editors and judges are waiting to help make our communications even better than they are.

One other positive idea that took shape this year was having our own PROBE blog. In conjunction with **Patrick Thomas**, our new Web VP, that has become a reality. For many of our members that may seem a strange way of communicating, but it is, as they say, "What's happening." I really believe that this will be the way to communicate with our younger and more tech-savvy PROBE members. It will also help us understand better the intricacies of the use of blogs by bulletin editors (yes, we did have one entered in the electronic judging this year), and help us in figuring out how to judge them, if we continue that venue.

Cont. next page



**VP of Bulletin Editors**

Cont. from last page

Speaking of judging, if we are to continue, we need more qualified judges to take part in the process. Unfortunately, many of our judges are aging and we lose one or two each year to the heavenly publishing house. We have not replenished our ranks of judges so that we can lighten the load on the few, the proud, and the judgmental. To continue judging our bulletins, we must have more people step up and take on those roles. That includes people who are not only good at what they do in judging bulletins, but also those who can easily work with the internet in many forms.

These may seem like trying times to some as we move into the 21<sup>st</sup> century. However, it will be worth it in the long run as we bring new, younger, and fresher ideas into our communication fraternity, and sharpen our own skills in modern communication. The basics are still the same—good grammar is still good grammar, good layout, no matter what form it takes, is still good layout, good content is still good content.

It is a pleasure serving as an officer in PROBE. I look forward to many years of great fellowship and learning from the best. Thank you for the opportunities offered me. Let me also thank you all for the support you have given to all the officers as they do their jobs.

**Editor's Perspective****Steve Jackson**[sjjbullead@comcast.net](mailto:sjjbullead@comcast.net)

I'm finally getting a good response when I put out the call for articles. I would encourage ALL our officers to write something for each issue. It's great to receive many articles from our editors, public relations people, webmasters, District VP's, etc. as well as from the various District PR guys, too. How about those cross word puzzles from **Rusty Williams**, Hunterdon, NJ? Of course, his wife, Linda edits both the chapter *In Tune* and the MAD *Mid'l Antics*, two great sources for material. What a team! My congratulations to Linda and Rusty for their great IBC win! Get on her mailing list, you won't regret it. Fun chapter; outstanding bulletin!

Deadlines are always the 20<sup>th</sup> of the preceding month for each issue, i.e. July 20 for the July/September (gotcha). I purposely run the late deadline for this issue. In a perfect world, June 20<sup>th</sup> would be the deadline; in a barbershopping world, you gotta be kidding! Just **before** International? I don't think so. But the next deadline IS September 20<sup>th</sup> for the Oct/Dec issue.

Your article/news doesn't have to be "three pages long" or "overly inspirational!" Share experiences you've had while executing your duties as a PROBE member and/or officer. Look through a past issue to see what I mean. Has your chapter accomplished anything lately that involved some clever promo work? Write us; we'd love to feature your chapter and that hard-working member

## Lady Editor A "Big Apple" in Manhattan, Kansas

**Karen Nanninga**

**Bart Bartholomew** was editor of our *In-Cider Press* and wanted to quit, my husband Terry was president and he thought that I could do it. I said that I would try. It was okay with the Board. I have no training in editing other than ancient high school English class. But we brought our first computer and for some reason the use of it clicked with me. I like creating things, woodworking, crafts, sewing, photo, and doing artsy family letters. I guess that's why I got the job. I really like putting the *InCider Press* together and finding some GIF that will work with it. I have very recently been asked to help with our county historical society newsletter the Magpie.

Karen Nanninga

Karen finished second in 2008 and 2009 in the E-IBC (On-line Bulletin Contest) and has been an enthusiastic participant in the IBC for several years. I am proud to have been one of her mentors — SJ

Not everything has to be crafty, educational, motivational, or humorous. Note my previous columns (ha, ha). I like to run news and other items about our members, too (if you haven't noticed). I love photos. Hey, there's another way to put 1,000 words on a quarter page.

Now we're also including information about marketing as well as PR (for the chapter VP's and chairmen). And how about all the good stuff about websites and building them? Don't look to me to supply technical expertise about them (I'm lucky to get on line to read the blogs). But I can tell you where to go....to get that info! Get the point? PROBEmoter has expanded its horizons to meet the changing needs of PROBE. Bottom line....if it's about communication, it's a winnah!

I hear through the grapevine that the bulletin mentor program is about to come roaring back. Having been a participating bulletin mentor for many years, that's great news! Want a L&R critique of your bulletin? I'm always willing to help out, but be careful what you ask for because I love to "tweak stuff!"

Here's two free tips for your consideration: *if you think your layout is too crowded, it is! Use your ruler to give "everything" ¼ inch of breathing room. Margins, margins, margins!*

*If you must put text on a photo, make sure you have good contrast for easy readability, i.e. white or bright yellow on a dark background or a dark or black text on a light photo. Sometimes you can darken the text by clicking on "font" under Format and using emboss, shadow, or engrave to accentuate the letters. Be careful, a little goes a long way. This is an excellent way to build headlines!*



**Discussion**

**Smart Websites or Smart Web VP's?**



**John Elving  
PROBE VP**

*We are looking for a Web VP to be in charge of mentoring, helping to set up and to be in charge of judging of chapter websites, etc., someone who is knowledgeable of the ins and outs of web design and all the tools used in them. PROBE can not become an organization run by just a few so we'd like to bring in new blood to assist us in running PROBE and bring new ideas in.*

*If you've looked at some of our chapter websites, you will know that many of them need help; we want to add a Web VP so that mentoring can be set up for those who want and need the help. We realize that web-based programs of many types are finding their way into what chapters are doing, that is why we are looking for someone savvy to take this VP position.*

May I suggest an alternative idea—rather than finding a smart person for your website, have a website built that is smart.

I do web design and maintenance ([jgcomputerworks.com](http://jgcomputerworks.com)) and have fun building and creating and keeping clients up to date. I love designing and getting starting barbershop websites but they generate me no income and everyone has an opinion and their own deadline for updating.



**Judy Galloway  
Evergreen DBE**

**Solution 1**

Most of them I have converted over to template designs. The chapter can update all of their information, add pages, delete info, etc without knowing a thing about web designs—for around \$40.00 per year.

I have chapters like [www.harmonyofthegorge.com](http://www.harmonyofthegorge.com) set up through [www.doteasy.com](http://www.doteasy.com) using doteasy's templates for holding the info on all of the pages. Doteasy is NOT the only company with templates but they are small and have been very good to work with (based out of Burnaby, BC, Canada). This idea works great for websites that can be kept to a manageable size and content..

I also inherited the Sweet Adelines Region 24 website which had been designed by someone else. Many pages were built around a wonderful database of information about our members, chapters, and coming events. Three of the early pages were designed so that three of our regional leaders could upload documents already to their page. The calendar section was/is controlled by one person with the capability of building an online page for an event, along with uploading photos (speakers) and up to 12 files related to an event (perfect for contest details). There was/is also a login where members can update their own contact information. The rest of the website required me to make all changes.

The Region 24 site has now been revamped and rebuilt still using the database information. Region 24 hired out to build a website where I only have to do maintenance and add pages that I want to specifically work on when I want to do it. The rest of the site contains pages which use a single template design (for right now).

The content of the pages is assigned to various women within our region. When they login, they can each automatically update the pages assigned to them, add documents, and add links to other sites. There is a super easy method for me to add/delete pages (template or custom design) to any of the existing menus and to rearrange the menu order (with a click of my mouse). I am so excited to be liberated from the work and freed up to do the "play" part of web design.

Check it out - [www.sairegion24.org](http://www.sairegion24.org) - the home page is a custom page but other pages like the 2009 Spokane page are built using the template. I did make a few philosophy changes prior to starting this.

- The site needs to be current, active, and ever changing so members will return to it.
- The regional site needs to serve our members with information that deals with them and links to resources that can help them.
- The site doesn't need to have 100 pages to do the above so pages can be added, removed and/or just move at will.

Hopefully, this gives you some new ways of looking at an old problem.

JudyGalloway  
[judy.galloway@gorge.net](mailto:judy.galloway@gorge.net)  
541-490-2481

**VP Membership**

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



**Members of PROBE Read This!**

Gentlemen, if your eyes can read this and your mind can engage on the task assignment, we are sure to move ahead.

First item, go to the next chapter meeting armed with this fact. PROBE is only \$10.00 a year. That right, \$2.50 an issue. Offer this top notched paper, filled with great information, to give your chapter members one more tool to fill their hobby chest.

Second item, when you are at your chapter meeting, ask the President to join PROBE. Ask the VP's to join, if they say no, remember the chapter pays for the PROBE membership so you should not have any no's.

Third item, if you are allowed to talk to your members at the break, ask them if they are out trying to get new members and how they are doing it. Find out the who, what, why, where and write it down. Send it to me. I'll appreciate the information.



## Just What is Facebook? And How Can A Barbershop Chapter Benefit?

Nicole Fondry and Kristine Parkes

Social networking is turning the world of public relations and marketing upside-down! At Krisp Communications, we have found that many people, inspired by the hype, have jumped on the latest channels of communication without understanding their full potential. With that in mind we thought we would provide a primer of sorts to one of the more popular social networking tools – Facebook.

### What is Facebook?

Facebook is one of many social networking websites that allows people to join networks that are organized by city, workplace, school and region. The purpose is to connect and interact with other people in those regions. People can add friends, send them messages, create and post photo albums, and update personal profiles to alert friends about themselves. Best of all, Facebook is free!

### Can Organizations Join Facebook?

What's great about Facebook is that it also has profiles available for organizations. Organizations can join

Facebook by creating a fan page so that organizations, like your barbershop chapter, chorus or quartet, can reach out to the general public.

For example, every week the *Sounds of Liberty* is adding friends, posting photos from recent events and updating its status. Each time you post a status update, a note, or comment, all of your friends receive that message via the news feed feature. Similar to a virtual version of “word of mouth,” their friends are also kept in the loop, bringing your post to thousands of people.

Updates such as “Come see us for our upcoming annual show this Saturday!” or “We just won our plateau at the regional competition!” are just a few of the examples that have been posted on the *Sounds of Liberty* Facebook page.

### Websites Vs. Facebook Profiles

It's important to remember that your Facebook page serves a very different purpose than your website. Your Facebook page will *drive* more traffic to the website and is much more interactive than your website. By posting quick blurbs of information on your Facebook page, friends and fans can then be directed to your website for more information.

### What is the Benefit for the Chorus to be on Facebook?

Not only does having a presence on Facebook serve as a potential membership recruitment tool, it also raises awareness of your chapter/chorus throughout the community. It allows the chapter/chorus to share information about upcoming and past performances as well as providing networking opportunities within the barbershop community.

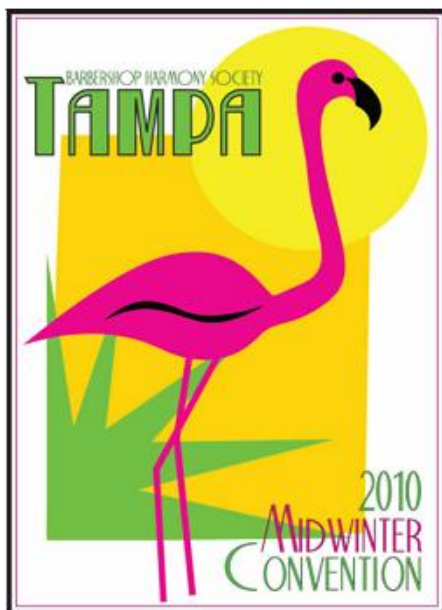
### How to Use Your Personal Profile to Benefit your Chapter

If you have a personal profile on Facebook already, you can help spread the word about your chapter/chorus, too! Keep an eye out for opportunities to “advertise” the chorus on other people's pages and on your own! How? Create a status update notifying your friends you are heading out to rehearsal or that you are excited for an upcoming performance.

### How do I find the Sounds of Liberty Chorus or any Chapter on Facebook?

If you'd like to see the *Sounds of Liberty's* Facebook profile (or any other chapter, chorus or quartet), you need to sign-up for Facebook first! If you already have a Facebook page, enter the name of the chapter you wish to find in the search box to find the chapter.

And if you are interested in Krisp Communications, well, we have a Facebook profile as well. You can find us at [www.facebook.com/home.php/pages/Gilbertsville-PA/Krisp-communications/87355312637?ref=ts](http://www.facebook.com/home.php/pages/Gilbertsville-PA/Krisp-communications/87355312637?ref=ts), or just search for Krisp Communications.



Grant Carson sent me a copy of this letter that he wrote to Linda Williams after her first contest; thought you may enjoy another blast from the past — SJ

Association of Public Relations Officers and Bulletin Editors

Grant Carson

Certified Layout and Reproduction Judge & Certified Content Judge  
9030 Drumcliffe Lane Dallas TX 75231 wmgcarson@aol.com

### Hunterdon In Tune

Dear Editor Williams,

God bless you! You are in an exclusive sorority of about four women without whom there would be no chapter bulletin. Editors are my heroes, and now heroines! Before commenting on Content, since I'm also of the Layout and Reproduction persuasion, let me say how much I enjoyed the crisp layout of **In Tune**.

Is it really necessary to have all that "stuff" listed on the Content score sheet? Well, I believe the PROBE score sheets contain the distilled wisdom of over a generation of dedicated barbershop journalists, and the more of that stuff you have, the better and more balanced the bulletin. You simply can't get that all that stuff into three pages. So, Linda, you're sort of at a cross roads here. You are doing a valuable service for the chapter now, and if you do nothing more than you do now, that's OK. Or, you can decide to go full bore, for which you would need help that may or may not be there. That's a tough decision.

The only help you got from any one for the three issues in the way of contributions was from **Ed Kunkel**, and he isn't even on the list of chapter leaders. If you decide to go full bore, you'll need monthly contributions from **Dick Taylor** and **Don Reckenbeil** at the very least. Getting the chapter leaders to contribute to the bulletin is a challenge for most editors. Since you aren't a member, the challenge might be even greater for you.

Here are some suggestions for things you can do short of putting the strong arm on the chapter leaders to contribute:

- Get the secretary to give you a copy of the minutes of board meetings so you can summarize and include them in the bulletin.
- Get the chapter development (membership) guy to give you a list of guests and sponsors to print each month. (I always mailed my bulletin to each guest to show him he was really welcome.)
- I see you are familiar with the PROBE web site. There are several things there besides craft articles you can use: the songs we sing (some with striking cover art), history, even articles about chapter service.

I'm not going to give a blow by blow commentary on the scoring for your bulletin. You're smart enough to see what you need to do if you wish to improve the score. Whatever you choose to do, I wish you all the best. If that is nothing more than you're doing now, well you're still a valuable asset to the chapter and a heroine to me.

Sincerely,  
Grant Carson  
M-AD Content Judge



**Bruce Smith**, editor of the Hemet, California **Squeezins**, received his award for finishing third in the 2009 PROBE E-IBC and representing the Far Western District (Electronic Int'l Bulletin Contest). Many thanks to **Dick Girvin** for sending this along



**John Alexander** (left) receiving **Sunshine BETY** award at Spring Convention from chairman **Ron Hesketh**

The Orange Spiel

### Would you like to swing on a star?

Even supposing that I were to wish to do such a thing, it would be quite impossible. Swinging requires that the force of gravity be exerted in the direction opposite to the pivot of the pendulum, whereas if one were somehow to succeed in attaching a pendulum to even so small a star as a white dwarf the predominant pull of gravity toward the star would convert any such attempt into a rapid vertical plunge toward its surface and almost immediate death by evaporation.

Mr. Gradgrind's Literal Answers to Rhetorical Questions  
[www.wsu.edu/~brians/gradgrind.html](http://www.wsu.edu/~brians/gradgrind.html)  
Submitted by Tina Gunther, Whittier, CA

**Deadline for Oct/Dec  
PROBEmoter  
is September 20th**





The Southwestern District's new editor is Tim Bird from the Town North Plano, Texas chapter. Tim is an active quartet bass, and serves the chapter as their assistant director and the Music & Performance VP.



### Thank you PROBE

Thank you for your encouragement and support in my efforts in PR & Marketing for the Pontiac-Waterford Chapter of the Pioneer District. Thanks to Art Lane for your personal contact and encouragement the past three (six?) years in the Pioneer District.

I am currently spending time with my grandsons near Boston, Mass. My internet contact has been intermittent, but I did learn from John Cowlshaw that I had been selected as PROBE officer of the Year (PROTY). That is certainly the highest honor that could be bestowed upon the PR guy from the Big Chief Chorus. It has been an exciting six years and will continue to be so.

In harmony,  
 Jack Teuber  
 VP PR & Marketing  
 Pontiac-Waterford Chapter  
 The Big Chief Chorus  
 jmcteuber@comcast.net



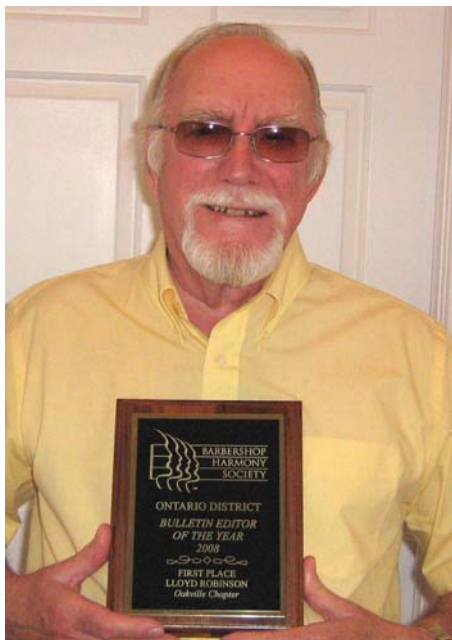
### Ontario District to resume its Trillium publication

After being without a print publication for a year and a half, the Ontario District, BHS, plans to resume *The Trillium* by year-end. The District has asked Pat Moauro, PROBE member and editor of *The Clipper*, a bi-monthly publication published by the London Chapter, BHS, to serve as editor of *The Trillium*.

*"I am looking forward to the challenge of helping to produce a publication for our District,"* Pat said. *"Barbershoppers in our District and divisions and individual chapters have missed The Trillium and reading about District and division events and news from other chapters."*

Former editor **Waldo Redekop** retired after being editor for 15 years. **Tim Rutherford**, formerly of Ottawa, was able to produce only one issue before he moved to Vancouver in western Canada. Next quarterly issue of *The Trillium* is planned for October/November/December.

The Ontario District website, [www.ontariodistrict.com](http://www.ontariodistrict.com), has past copies of *The Trillium* in PDF format.



Lloyd Robinson, editor of *The Oakville Rechorder*, received an award on stage for his chapter's monthly bulletin. PROBE (Public Relations Officers and Bulletin Editors), judged *The Oakville Rechorder* as the best chapter bulletin in Ontario District in 2008.

EDITOR'S NOTE – Pat Moauro is Vice-President of Communication for *The London (Ontario) Chapter, BHS*, and editor of the Chapter's newsletter, *The Clipper*.



## HISTORY OF PROBE

Cont. from April/June PROBEmoter

The cost of publishing *Probemoter* was borne by the Society's public relations budget, bolstered by \$1.00 per year dues paid by PROBE members. In 1963, the Society was experiencing cash flow problems and the International Board, acting on a recommendation by the Finance Committee, raised Society dues and deleted the public relations budget. Staffer **Curt Hockett** was informed that there was no money to permit him to attend the international convention in Toronto. Hockett subsequently resigned after having served eight years as public relations director.

When **Wilbur Sparks** of Arlington, Va. took office, the PROBE president began serving two-year terms. He, therefore, held office during 1963 and '64. Hugh Ingraham took over the duties of director of public relations and *Probemoter* was replaced by a monthly, two-page newsletter.

The first Society-wide Bulletin Editor of The Year (BETY) contest was held during 1965. **Vince Caselli** of Binghamton, N. Y., was announced as the winner at the international convention in Boston.

PROBE members included, besides chapter public relations officers and bulletin editors, other chapter and district officers and interested persons. PROBE mailings were a prized advantage of membership in the organization, as they were a fast source of news about the Society.

Several districts held PROBE seminars as part of their spring and fall conventions, or at their chapter officer training schools (COTS). PROBE classes were also included as part of Harmony Education Program (HEP) schools sponsored by the Society. PROBE president for 1965-67 was **Charles Wilcox** of Freeport, Ill. A handbook for public relations officers, written earlier during **Curt Hockett's** stint as PR director, was revised by a committee composed of **Dee Paris**, **Bud Harvey** of Tequesta, Fla., and **Hugh Ingraham**, in 1965. A district poster display, that developed into an annual display booth contest, was held at the international convention in San Antonio.

*Probemoter* returned in December of 1965 and contained a page of clip art for editors. **Lloyd Tucker** of Toronto, Ontario was listed as senior editor. The publication was quarterly, interspersed with shorter flyers from **Hugh Ingraham**.

In addition to dues of \$1 per year, PROBE members paid a fee of \$1.50 which entitled them to their choice of a public relations manual or a bulletin editor's manual. Members received *Probemoter*, a list of PROBE members (useful in exchanging bulletins), and a set of quartet and chorus contest scores and International Board action, mailed from the international convention site.

A photo contest was held, with finals presented at the international convention in 1966. Winner was **Warren Royer** of Champaign-Urbana, Ill. By the end of the year, *Probemoter* was having trouble meeting its production schedule and the primary source of news again became **Hugh Ingraham's** letter.

President for 1967-69 was **G. Brandon (Don) Donahue** of Cedar Knolls, N. J. PROBE had three vice presidents, **Lloyd Davis** of Oceanside, Calif.; **Joe Robinson** of Framingham, Mass., and **Stew Vaughn** of Kansas City, Mo. Each VP had a regional jurisdiction of districts for which he was responsible. PROBE was described as the internal public relations arm of the Society and had 1,000 paid members.

**Luke Heath** of Linwood, N. J. took over as editor of *Probemoter* and an issue appeared in July, 1967. **Stewart Vaughn** of Kansas City, Mo. was PROBE president in 1969-71 and **Guy Christmas** of Allentown, Penn. followed in 1971-73. PROBE was known as the most influential fraternity in the Society.

*Probemoter* took on a new look with a redesigned nameplate and a new editor, **Carey Buhler** of Woodland Hills, Calif. The number of PROBE vice presidents was increased to six, all with a regional focus, in an attempt to obtain representation over a broader base.

The idea of a communications vice president for chapters was discussed. This post would be a person to coordinate all communications activities in the chapter and supervise the public relations offi-

cer and bulletin editor. Sunshine and Ontario districts established vice presidents for communications.

During this time, the International Board decided to discontinue the collection of PROBE dues. They felt that this move would help improve communication and encourage chapter public relations officers and bulletin editors, who were to automatically become members of PROBE; others could join for a fee of \$2.50.

**Dave Brooks** of Winchester, Mass. was president for 1973-75. *Probemoter* editor **Carey Buhler** resigned, citing a job reassignment and increased responsibilities as reasons. He was replaced by **Don Webster** of Long Beach, Calif.

An International Public Relations Committee was re-created in 1973 in response to growing feelings of frustration about public awareness of our Society, low membership growth and a high rate of membership turnover. The committee, under chairmanship of **John Krizek**, held its first meeting at the international convention in Portland.

The first step made by the PR Committee was a membership survey unparalleled in the history of the Society. Under direction of **Bill Kane**, a market researcher in the Marin, Calif. Chapter, a questionnaire was prepared and mailed to one in every seven members of the Society, randomly selected by computer. From this study, the first true profile of "Joe Barbershopper" emerged.

The demographic study of Society membership was made in order to determine socio-economic status of the average member and obtain other information to aid in marketing the barbershopping hobby and organization.

The second part of the research phase was a public awareness study directed by **Terry Clarke**, bass of the *Boston Common*, a professional advertising and public relations practitioner. With assistance from the Boston University School of Public Communications, a telephone survey was conducted in the spring of 1974; more than 1,000 male heads of households were interviewed.



The Committee determined that the Society's greatest need was a public awareness program, with national media exposure throughout the U. S. and Canada. As a result, in the fall of 1974, the Society announced appointment of the firm of Harshe-Rotman & Druck of Chicago as international public relations counsel. The contract with the firm was to run through 1975; the firm had branch offices in a number of major U. S. cities and one in Toronto.

Results of this experiment resulted in a number of articles in national magazines and an appearance by the *Boston Common* quartet on the "Today" television show. The PR Committee began an evaluation of the Society's internal public relations, focusing on restructuring of PROBE.

**Roger Snyder** of Baldwin, Md., served as president during 1975-77. **Carey Buhler** returned as editor of *Probemoter* in January, 1975. Snyder initiated a survey of PROBE members to solicit ideas about how the organization could be modified to make it more effective.

There were still six PROBE vice presidents, but no specific duties or responsibilities were assigned to them. A new organization chart, developed by the PR Committee and unveiled at the international convention in San Francisco in 1976, reduced the number of vice presidents from six to two, effective January, 1978. One vice president would represent public relations officers, the other would represent bulletin editors.

The contract with Harshe-Rotman & Druck continued through 1977. **Carey Buhler** resigned as editor of *Probemoter* to assume the position of PROBE president for 1977-78, and **Ralph Fuller** of San Diego, Calif., assumed editorship.

During this period, guidance for PROBE from the international office came from **Leo Fobart**, editor of *The Harmonizer*. Fobart was secretary of PROBE, supervised printing and distribution of *Probemoter*, wrote news releases for use by PROBE members, supervised maintenance of PROBE membership records and worked in the background to keep the organization moving.

Beginning in 1977, each district was to have a PROBE Chairman, who would provide a direct link between the PROBE officers and the chapters. Duties of the PROBE officers were defined by a new Standing Operating Procedure and new bylaws were written. At the beginning of each year, the international president-elect and the president-elect of PROBE were to prepare a plan of action for the coming year.

All of these actions were results of recommendations from the International PR Committee. Much of it was spearheaded by International Board Member **John Mulkin** of Illinois.

Due to a lack of space at the headquarters hotel in Philadelphia, there was no display contest held at the international convention in 1977. At that convention, a proposal to reinstate PROBE dues was overwhelmingly defeated.

At the close of 1977, **Carey Buhler** resigned, due to health and work problems, and was succeeded by **Harry Neuwirth** of Silverton, Ore. The following year, **Roger Morris** of Highland, Mich., took over editorship of *Probemoter*, following the death of **Ralph Fuller**. The PROBE display contest was resumed at the 1978 international convention but was discontinued shortly thereafter.

**Dick Stuart** of Loveland, Ohio served as PROBE president in 1980. In the spring of that year, a meeting was held in Kenosha with Stuart, PROBE vice presidents **Bud Harvey** and **Paul Extrom**, Society Communications Director **Burt Schindler**, his assistant, **Robb Ollett**, and Harmonizer Editor **Leo Fobart**, who also served as PROBE secretary/treasurer.

PROBE had begun to suffer from lack of continuity, being guided by a variety of committees, international officers and others, each having a different idea of what purpose PROBE should serve. The Kenosha meeting attempted to bring forth new ideas and a new structure and get PROBE moving again.

At the international convention, PROBE officers met with International President **Burt Huish** to plan strategy for the future. A set of sample, fill-in-the-blanks news releases was sent to chapter PR officers for their use in promoting fall

activities: contests, shows, membership drives and chapter elections.

*Probemoter* editor Roger Morris was unable to meet deadlines and resigned from the job. PROBE was assured that publication of the newsletter could be taken over by the international staff, because *Probemoter* was the only communication link between chapters, Society-wide. This move did not take place, however. The international staff determined that it could not afford to provide this service for all subsidiaries; therefore, it should not do it for any of them.

The international bulletin contest continued to be held annually, under guidance of **Dean Roach**. Bulletin editor classes were being taught at several district COTS and HEP schools.

In 1981, PROBE officers were again serving a one-year term. President for that year was **Bud Harvey** of Tequesta, Fla. Harvey noted that the organization still had problems in continuity. Part of this was due, he felt, to officers being elected at the international convention in July but not taking office until January. He proposed a change, with PROBE officers assuming their posts on October 1.

Harvey also set about the creation of district communications officers (DCO), who would provide a link between the PROBE officers and the chapter public relations officers and bulletin editors. This was a revision of the position of district PROBE Chairman, created in 1977. The DCO would also be responsible for promoting district activities, such as conventions, COTS and other events.

With the new structure, chapters could be encouraged to establish and improve public relations programs and bulletins. Information and materials could more easily be transmitted to them, thereby improving communications.

There was no *Probemoter* editor that year, consequently, no newsletter was published. However, **Jack Pitzer** of Alexandria, Va. agreed to take over the publication in the fall. Harvey suffered a coronary attack in the spring and was unable to attend the annual meeting. He remained ill during the year and died the following fall. The illness of the president and lack of a regular bulletin gave PROBE a serious setback.

Another administrative change occurred as **Robb Ollett** took over as secretary/treasurer of PROBE. International Board Member **Jerry Easter** of Waterloo, Iowa, proposed creation of the position of communications vice president in every chapter. This would be an elected, administrative position, serving as supervisor and liaison for public relations officers and bulletin editors and reporting to the chapter board. The proposal was defeated, however.

**Ray Heller** of Bellingham, Wash. took over as PROBE president in 1982 and served until the fall of 1983. Heller established new guidelines for bulletin contests and operating procedures for PROBE officers. He also refined Harvey's organizational structure, clarifying the relationship of the district communications officers with the district presidents, PROBE and the international office. These structures were put into place in a number of districts. The two PROBE vice presidents' positions were redefined to give them better guidelines for supervising chapter communications programs. There was also a call for a return to the system under effect during **Leo Fobart's** tenure as secretary, with stronger guidance and assistance from the international office to maintain stability in the volunteer organization.

The reins of PROBE were handed to the new president, **Jerry Coltharp** of Oxford, Ohio for the years 1984-85. A meeting was held at Oxford in July, 1983, with Coltharp, **Dee Paris**, **Dick Stuart**, **Dick Girvin**, and Society Director of Communications **Robb Ollett** in attendance. Guidelines and operating procedures were again refined after having been in effect for a year. Plans were made for eventual production of a PROBE style manual for use by anyone who writes for the Society. The group also revised the content category for the annual bulletin contests.

A form was developed for evaluating bulletin contest judges. An international **Public Relations Officer of The Year** (PROTY) contest was developed and guidelines were drawn. A system of PROBE dues, amounting to \$5.00 per year, was proposed, and forwarded to the International Executive Committee.

Separate forums for public relations officers and bulletin editors were held at the international convention in 1984, a day prior to the annual PROBE meeting. Return to a dues structure was approved by those attending the annual meeting at the international convention in St. Louis.

During 1984 a limerick contest and a cartoon contest were held. A certification program was established for bulletin contest judges to standardize judging and increase objectivity. The first PROTY contest was held, won by **Frederick Schneider** of Auburn, N. Y. A PROBE Hall of Fame was proposed.

**Ray Heller** took over as editor of *Probemoter* at the beginning of 1984. New Harmonizer editor **Lynn Soto** was nominated for the position of PROBE secretary/treasurer but the nomination was defeated because members of Society subsidiaries must be Society members. **Robb Ollett** was named to the post.

**Dee Paris** was named to head a committee to produce the style manual for Society writers. Reinstatement of dues for PROBE members was again discussed. **Ray Heller** resigned as *Probemoter* editor, effective at the end of 1985, and was not immediately replaced.

**Dick Girvin** took over as PROBE president for 1986, following the death of president **Jerry Coltharp**. The International Board denied the request to reinstate PROBE dues. No PROBE newsletter was produced. **Jerry Roland** of Elizabeth, Pa. became president for 1987 and **Lee Vogel** of Kent, Wash. was named editor of *Probemoter*. Only one issue of the publication was produced during the year. The organization was again suffering from lack of continuity and the absence of a newsletter.

In 1988-89, **Dick Teeters** of St. Paul, Minn. took over as president and *Probemoter* began appearing regularly again under editorship of **Steve Jackson** of Golden, Colo. The post of secretary was assumed by **Ray Heller**, who had moved to the international office. The International Public Relations Committee was revived by International President **Jim Warner**, with **Dee Paris** as chairman. Warner noted that, in his opinion, the Society had suffered from its failure to give public relations proper attention during the past few years.

Lack of standardization in titles for members holding positions involving communication in the various districts had made it virtually impossible to contact them using computerized mailing lists. Some still used the title of PROBE chairman, others were listed as public relations officers, communications officers, vice presidents of communications or public relations vice presidents.

Lack of supervision and coordination from the international office had led districts to go their own way in developing, or not developing communications programs. The international office staff began a program of standardizing district communication structures.

Classes for chapter public relations officers became a part of the international COTS format. Curriculum for the classes was developed by the International Public Relations Committee. The first members of the PROBE Hall of Honor were selected at the international convention in Kansas City. The deserving inductees were **Wilbur Sparks**, **Dee Paris** and **Deac Martin**.

**Bob Arthur** served as PROBE president for 1990-91. The consensus seemed to be that PROBE, the once-proud fraternity of communicators, had fallen upon hard times. Some felt that no amount of energy and dedication by its officers would be able to turn it around. Others felt that doing away with dues had led to the decline because it cheapened membership.

In July, 1990, **Herb Bayles** and **Lloyd Davis**, members of the Palomar-Pacific Chapter in California, took over editorship of *Probemoter*. The PROBE Style Manual, edited by **Craig Rigg**, appeared at the international convention in San Francisco. The Public Relations Officer of The Year contest was discontinued by PROBE due to a perceived insufficient interest and the need for a better means of recognizing good work by chapter PR officers.

The International Board created the position of district communications officer and the first meeting of members holding that position was held at Kenosha in the fall. A general revival of recognition of the importance of communication was evidenced by the slogan of the 1991 international president, **Bob Cearnal**, "Progress begins with PR."



# PROBE



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:**

**Dick Girvin, 34888 Lyn Avenue, Hemet, CA 92545**

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**If you have questions, please contact Dick at: (951) 926-8644**



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