

Mgr Heartland Div Don Coghlin



Novice contest scheduled

Guelph: Attended the fall convention in Brantford. Hosting the Heartland Novice Quartet Contest November 16th. Starting into doing their Christmas sing outs at the retirement homes plus the Acton Legion. Working on new songs for the spring show

Kitchener-Waterloo: Had 47 members on stage at the fall convention in Brantford. *Dawg House Nite* on November 5th will be sold out again this year. They have two Christmas shows to present in December and are working hard on new music. Will be attending novice quartet contest in Guelph on November 16th.

Mt. Forest: Attended the fall convention in Brantford. Annual two-day show held November 6th and 7th with *of CHORDS we are* as special quests along with three quartets from the chorus. A sing out is planned for the end of November, along with the nursing home annual visits. *Rural Route Gospel Quartet* from the chapter gave another \$2,000 to the Listowel Hospital speech department bringing the total for the year to \$3,000. Members will be attending novice quartet contest in Guelph Nov. 16th

Owen Sound: Attended the fall convention in Brantford. Held a show on October 23rd with *Harmony North* and *Blue Water Chorus*, two Sweet Adeline Choruses. Had a membership night in which 15 men showed up and more are expected on October 26th. Will be doing a Christmas show in Thornbury in December and performing in some nursing and

Mgr Marketing & PR Sam Sloane



Neat stuff — the Society Marketing Plan

Your district executive is just back from the Dynamic Leaders Forum, recently held in Kenosha. Lots of neat stuff was discussed, but the most timely (at least to me) was the Society's 2005 Marketing Plan.

Ever thought you'd see an advertisement about singing in the Globe and Mail? Well, don't bet against it because it just may happen. You might also hear a quartet on CHUM-FM. I think that would be really cool, don't you?

Our new Society marketing director, **Todd Wilson**, has put his marketing and barbershop heads together and is putting the final touches on how we can GROW the Society. All I can tell you now is, it is very exciting to see the possibilities of what a big budget marketing campaign could do for us.

More to come, I'm sure!



Bulletin Editor's contest

By Waldo Redekop, Ontario District PROBE Contact

Each year, the *Association of Public Relations Officers and Bulletin Editors (PROBE)* runs a contest to determine the *Bulletin Editor of The Year (BETY)* on behalf of the Society for the districts.

It again is time for all bulletin editors in the Ontario District to start planning to prepare their entries for the contest. Every bulletin entered will be returned with a scoring summary, comments, critiques and suggestions from the judges. The winners will be announced at the district spring convention. The top two bulletins in the Ontario District will be entered in the *International Bulletin Contest (IBC)*.

If you publish your bulletin on a monthly basis, submit two sets of three copies of three consecutive issues (that is a total of 18 issues, six of each of three consecutive issues). At least one copy of each bulletin must be an off-the-press copy (not a photocopy of the published bulletin). At least six issues of the bulletin must have been published in 2004.

For weeklies, the submission of two sets of three copies of 12 consecutive issues is required: three double sets of 12 issues (one being an off-the-press set). For biweeklies, submit two sets of three copies of nine consecutive issues: three double sets of nine issues (one being an off-the-press set). At least six months of weeklies or biweeklies must have been published to be eligible.

The categories in which each bulletin is judged are Content (800 points), Layout and Reproduction (600 points), and Grammar and Style (600 points) — total 2,000 points. Each issue is allocated one-third of the points.

Submit your bulletins to me, your district's PROBE contact, at the beginning of January. You can either send them to me or bring them with you to COTS on January 7-9, 2005. Please notify me if you are sending them by mail since I must receive them before January 15, 2005.

If you have any questions, contact me. My phone and fax number and mailing address are located on page two.