

SQUAREUPB.C. Report

B.C. Square and Round Dance Federation A.G.M. - Thursday July 17, 2009

By Brian Elmer, Chairperson

Recent activity in the marketing of our recreation includes a largely internal communications initiative to pass along the latest news and information to the B.C. dance community through the free web service known as "Twitter." Short messages, also known as "updates," are now being posted at the web site address: Twitter dot com, forward slash, bc fed dance news (all one word: [www.twitter.com/bcfeeddancenews](http://www.twitter.com/bcfeeddancenews)). This service to our dancers is being advertised in B.C. dance publications and a link to it is available on our Dance Connection web site at: [www.squaredance.bc.ca](http://www.squaredance.bc.ca)  
Much of the current information gives updates on the Festival in Vernon.

The television commercial campaign in promotion of Festival 2009 is proceeding as planned. Both a 30 second and a 15 second version have been produced. Viewing of the tv ads is planned at this meeting. The commercial started airing on July 6<sup>th</sup>, ten days before the Festival. It is being seen on two television stations, CHBC and Global B.C. in the Okanagan, Shuswap and Similkameen regions only. The potential audience is 340,000 viewers. The final day of air is tomorrow, Friday July 17<sup>th</sup>. The cost of the tv campaign is \$4200 with g.s.t. Of that amount, the B.C. Federation will pay \$3745, the same dollar figure spent four years ago for a radio campaign promoting Festival 2005 in Abbotsford. The Okanagan Square and Round Dance Association will pick up the difference.

The production of the tv commercial was faced with a lack of good broadcast quality stock footage of square, round and clog dancing. Help from the Canadian Square and Round Dance Society had to be sought in order to secure some dance footage of the 1994 National Convention in Halifax. In order to obtain new video footage for future use, the Okanagan Square and Round Dance Association is investing in the services of a videographer from CHBC television in Kelowna to attend this Festival in Vernon. That person will videotape the various dance forms, probably on the evening of Friday July 17<sup>th</sup>.

Two motions were passed at the last Board of Directors Meeting to explore the production of two different brochures. One is to promote the health benefits of dancing. The other is to suggest to the business world that square dancing is a means to teach their employees teamwork. Since these brochures are largely promotion-related, SQUAREUPB.C. has obtained price quotes on the design and production of such brochures from Ehmann Printing of Kelowna. Past Federation President Nick Turner is in possession of the quotes. Ehmann Printing would produce a very high quality brochure, with colour photos, that would project a good image for the Federation and our recreation.

The full-colour brochures would each be 9 inches tall, folding into 4 inches of width. The Health brochure would be on lighter 80 pound paper stock, folding out to four 4-inch panels, allowing it to present lots of information related to the topic. One hundred thousand copies would be printed. The Teamwork brochure would be on heavier 100 pound paper stock, a richer quality for the business world, folding out to only three 4-inch panels because the information planned within will be more concise. About five thousand copies would be printed.

Regional Dance Associations are encouraged to plan something of a promotional nature in the public eye during Square Dance Week in September.

This concludes the SQUAREUPB.C. report.

Respectfully submitted, Brian Elmer, Chairperson, West Kelowna