



sing4me.net - Media Talking Points

Talking points for promoting Singing Valentines to media outlets

Ask:

- How do you see your mission and how could we fit into that?
- What can we do for you to make you more successful?
 - Help you do a service for your community, your listeners/viewers/readers.

About us:

- The Twin Cities Singing Valentines is a consortium of sponsoring local barbershop chapters.
 - We are all volunteers with a passion for singing barbershop harmony.
- We deploy 10 or 15 barbershop quartets on Valentine's Day, both men and women.
- They show up within a designated time window to sing a couple of songs with a personalized card.
- It is usually a surprise to the recipient, even better if the sender can show up.
- The cost is comparable to that of a nice bouquet of flowers.
This year a sale price of \$39 for a 4-hour window, small additional fee for shorter time windows.
- Net monetary proceeds go to our chapters to support youth music education programs.
 - Quartets do not get paid for delivering a regular Singing Valentine.
- We have been doing this in the Twin Cities metro since 1980.

What we offer:

- We are a gem of a service waiting to be discovered. Largely unknown, and seldom considered.
- A Singing Valentine as an alternative to the traditional candy/chocolates or flowers.
- A unique offering which lasts all year – long after the flowers faded and the chocolates eaten. The sender gets "points" for life, the memory lingers on.

What it does for you:

- You can do a real service for your audience; they will appreciate learning of a different option.

What we can do for you – next steps:

- We could have representative(s) come to your studios for an interview, answering questions and sharing experiences (we have many unique and moving experiences).
- Supply a quartet to perform songs we typically sing to our recipients. For TV they would have to be formally dressed. Once recorded you could air that over again.
- Work with you to develop a scrip for making radio announcements.
- We can arrange for you to give out complimentary gifts to include in your promotion.

More information is available online at: www.sing4me.net, where customers can conveniently place an order online – even leave a message to be written on a Valentine card. They can pay with a credit card or send a check. It is also possible to place an order by phone. All the details are collected when placing an order – recipient, location, time window, delivery options, etc.

NOTES:

Promotion needs to go beyond our own members and quartets. How can we most effectively reach a larger audience with a minimum of time, effort, and cost on our part? Radio, TV, Print, Social media?

Radio – it has been difficult to contact the right people at stations. Seems to me they should welcome the ability to offer an alternative to flowers and chocolates. Perhaps it might work to physically visit the offices of a station, hoping that we can speak to a representative willing to listen.

TV – need some "inside" contacts who can advocate for us. Also need a good quartet willing to dress up for an appearance at the station.

Print Media – paid advertising is expensive. Possible place posts on community bulletin boards or neighborhood websites.

Social Media – seems to be spotty and uncertain, but also we don't have a good handle on how to best navigate the alternatives.

These are the main options as I see it? I realize it may reflect old school thinking. Are there other avenues worth pursuing which may be easier and more effective?

ASSIGNMENTS

- 1) Assign team members to investigate which local stations might best promote you and gather a list of contacts.
- 2) Assign your team members to contact the different local radio stations
- 3) Contact one of the participating quartets to accompany you when you've set a date for an interview.
- 4) Assign one to promote us on Facebook and other social media.

EG: SAMPLE ASSIGNMENTS

Gordon:

KTMV 107.1 "My talk radio." 3415 Univ. Ave, 651-642-4107, Amy, Program Director.

KFAI 90.3 & 106.7 "Fresh Air radio." 1808 Riverside Av. 612-341-3144

MasonButler@KFAI.org, host. Savannah

MPR (news, Current, classical)

Helen:

KDWB, Ryan morning show.

KQRS

Neal:

KS 95, Dez morning show, the "music minute"

WCCO

John M:

KTIS

KTCZ, Cities radio