

Site Relations

Policy:

The CDNY board shall designate a member [member-at-large] to serve as a liaison between CDNY and Metropolitan Duane Church (which is now known as The Village Church), as well as any other dance venues used by CDNY as needed (e.g. Temple Beth Elohim, Circle Lodge, etc.).

The responsibilities shall be to develop good working relationships, with the sites we use, to maintain open and effective lines of communication with them for the purpose of information sharing and resolving any issues that may arise.

The person handling Site Relations shall respond to issues brought up by the Board or individual members of the CDNY community and shall consult with the CDNY Board or Executive Committee in handling and resolving any matters that may arise.

Procedures:

Booking: CDNY books Metropolitan Duane Hall on Tuesdays and Saturdays from the 1 st/2nd week in September through the 1 st/2nd week in June. The fee is \$330 per use – afternoon or evening session; double for two sessions. No dances are held at Met-Duane in July and August; the last two weeks of December (Christmas/New Year — depending on the calendar); Easter weekend; and the Jewish High Holy Days (when they fall on the Tuesday or Saturday); also when certain other dances or festivals conflict (Flurry, NEFFA). The weekend of the Playford Ball, the Saturday dance is rescheduled on Friday. CDNY occasionally holds dances on a Friday (Thanksgiving or experienced) or Sunday (Yuletide Cotillion or workshop). For special dances – afternoon and evening session, unusual day, e.g. Friday or Sunday – advance approval is required.

Fall and Spring Schedules: Met-Duane should receive CDNY's schedule at least one month before the start of each term or as soon as the calendars are ready. Indicate any special dances or requirements in a separate letter or memo, e.g. afternoon/evening sessions (Fall Fling, March Meltdown, Member Dance), extra time to set up sound and/or decorate (Solstice, Mardi Gras) or break down at the end, etc. Highlight dates CDNY will not be using the hall or any changes from the usual Tuesday and Saturday schedule.

Booking Special Dances: These should be cleared with Duane as early as possible – preferably before talent commitments are made. The person planning the special dance should provide Site Relations with an outline of the schedule, i.e. total time to book the hall from set up to clean up and any other requirements. The Met-Duane Board often needs a week or so to consider, which should be taken into account (i.e. avoid making request at the last minute if an urgent decision hangs in the balance.)

Security: Met Duane provides a security guard for all dances. For special dances, CDNY should notify or remind Met Duane at least one week prior about any special requirements – early access, later departure, decorating, etc. It is virtually impossible to contact Met-Duane on Saturday before the hall is open.

Outreach *2*

Canceling Dances/Acts of God: Met-Duane can cancel a dance if their security people cannot reach the hall to cover. In the event of threatening weather, transit strike, or other emergency, CDNY and Met-Duane will be in contact to determine what needs to be done.

Trouble Shooting: Keep channels of communication open to resolve specific problems as they arise: condition of floor, restrooms, kitchen, office; personnel.

CDNY Use: Gym, Stage, Kitchen, Office off gym, Restrooms. During dances, office should be restricted to CDNY administrative use. Kitchen – CDNY can use the metal chest-type refrigerator next to the uprights. CDNY has the reasonable expectation that in return for the use fee, the site is available as requested, the hall is safe and secure, the areas we use are clean and well-maintained. If CDNY has issues with Met-Duane, these are to be presented in a respectful and professional manner – in writing if necessary.

CDNY Property: CDNY property is stored in the large closet in the office (administrative materials, flyers, refreshments, lost and found); also in three metal cabinets on the stage (sound equipment, music, decorations). Steinway piano with padded cover and built-in humidity control mechanism.

CDNY Responsibilities: CDNY is responsible for setting up and cleaning up after dances; Met Duane should be left as it was found. Office: nothing left on desks or floor; garbage can should be emptied (we're not supposed to use it); if anything is moved it should be put back. Gym: metal chairs stored on racks, pick up garbage and lost items, any CDNY materials removed from walls unless specifically OK'd by Duane (e.g. holiday lights and decorations); Stage: sound equipment, music etc. Kitchen: clean off tables (floor only if necessary); left over food may be stored in designated refrigerator.

CDNY is supposed to be out of the hall 15 minutes after the end of the dance. If this is not enough time, then we need to inform Duane or negotiate an adjustment.

Contacts:

Metropolitan Duane Hall
Contact: Dereck Panchur, custodian
Board President: Trudy Grove
Rev. James Bishop
Security: Amika, James, Parsum

Circle Lodge Director
Circle Lodge/Camp Kinder Ring
212-889-6800 ext. 272
em: CircleRing2000@aol.com

Congregation Beth Elohim (Garfield Temple)
Nancy Rubinger
718-768-3814 ext. 2
em: nrubinger@cbebk.org

Outreach *3*

Newsletter

Policy:

CD*NY shall publish a newsletter (Stepnotes) as a communication tool for membership, which celebrates CD*NY activities.

Procedures: Distribution:

Three times yearly, sent by first-class mail. There has been some discussion of putting it on the website, in PDF format. Up to now, this has been technically impossible.

Format:

(NB: Up to the discretion of the editor. This is what MMD used.)

8 page layout, printed on 4, cream-colored 11 "x17" papers, folded in half.

Page 1: banner, & 2 stories of upcoming events; one English, one American

Page 2: small items, masthead

Page 3: President's message & stories

Pages 4 & 5: centerfold splash of pictures w/ stories on past events

Page 6: Feature story

Page 7: CD*NY People (news items on member activities)

Page 8: More CD*NY People and continuation of stories; CD*NY logo; return address & space for addressing

Approval:

Prior to sending to the printer, the presidents, who are on the editorial board, should approve the content. (NB: MMD also sent the final copy to the rest of the editorial board, for help with proof-reading.)

Printing:

Amount: Offset printing of enough for members, plus a few extra for the files.

Printer: Rob Delgreco, Tremont Offset, 1805 Hunt Avenue, Bronx, New York, 10462; 718-892-7333.

(NB: This printer is a friend of CD*NY, and gives us "family" rates.); tremontoffset@worldnet.att.net

Arrangements: Send CD w/ digital file plus camera-ready copy printed on bright-white heavy laser paper

Mailing:

The editor & helper(s) are responsible for putting labels & stamps on the newsletter & getting it to the post office.

Outreach *4* **Publicity / Outreach**

Policy:

The Publicity / Outreach Chair is responsible for maintaining a flow of information about CD*NY and, specifically, for upcoming events through channels that are likely to gain the attention of current, and more importantly, potential English country and contra dancers.

Participation in local events related to English and contra dancing at which CD*NY could supply awareness of our programs is part of the outreach component, as is distribution of general information about the CD*NY programs.

Procedures:

1. Mail announcements concerning upcoming special CD*NY events and the CD*NY calendar to other dance groups either by using paper flyers or through email (see Attachment 1). These are issued two or three times per dance season, depending on the programs planned. Include only flyers that will be of interest to a group – English and American for groups that do both, English for ECD only, contra for American dance groups. Confer with the individual who is having the flyers printed to indicate required number of copies to be available for group mailings.
2. Annually update the mailing list to ensure that each group's contact information is current (see Attachments 1 a and 1 b, mailing labels). The best resource for contact information is the current Country Dance and Song Society (CDSS) Directory. It is also helpful to circulate the updated list among Board members for additions or corrections.
2. Develop and maintain a listing of public communication channels through which to make announcements of upcoming CD*NY events. These include local radio stations and websites that support folk/country dance forms (see Attachment 2). Arrangements can sometimes be made with the organization for promotion of dances such as give-aways of passes to a dance.
3. Periodically (e.g., once a year) provide awareness of CD*NY and its programs by distribution of information to various local universities and colleges (see Attachment 3).
4. When event opportunities present related to country dancing, CD*NY may dispatch a demonstration group or individuals to pass out flyers about our dances to the public who have attended those events. Examples include release of films that include English country dance or contra dance, programs concerning period culture, etc.

Attachment 1a: Current (2006) Mailing List to Other Dance Groups : CONTRA

Annapolis Traditional Dance Society c/o Perry Shafran, 1488 Mara Vista Ct, Crofton, MD 21114

Baltimore Folk Music Society PO Box 7134 Waverly Station Baltimore, MD 21218 Binghamton

Community Dance c/o Hilton Baxter , 37 Lincoln Ave., Binghamton, NY 13905 Burlington

Country Dancers, 57 Sleepy Hollow Rd., Essex Junction, VT 05452

Chicago Barn Dance Company c/o Paul Watkins , PMB 195 - 2859 Central St., Evanston, IL 60201

Columbia County Country Dancers c/o Margherita Davis, 1 84 Orchard Rd., Hudson, NY 12534

Country Dance Society, Boston Centre c/o PMB 2821770 Massachusetts Ave.,

Cambridge, MA 02140

Eighth Step Coffeehouse Contra Dance c/o Peter Stix, 21 Lenox Ave., Albany, NY 12203

FSGW c/o Anne Sargeant, PO Box 5693 Friendship Station, Washington, DC 20016

Friday Night Dancers c/o Christine Manor , 910 Grandin Rd., Rockville, MD 20851

Friends of Fiddle and Dance c/o Jay Ungar , PO Box 49, Saugerties, NY 12477

Greater Providence Contra Dance c/o Bob & Jeanne Chapman, 25 Yates Ave., Coventry, RI 02816

Hudson Mohawk Traditional Dance, PO Box 448, Latham, NY 12110

Hudson Valley Community Dances c/o John Pagliarulo, 177 Rt 208, New Paltz, NY 12561

Lambertville Country Dancers c/o Debbi Kantor , 15 Carnation Pl., Lawrenceville, NJ 08648

LITMA c/o Chart Guthrie, PO Box 991, Smithtown, NY 11787

New Haven Country Dancers c/o Paul McGuire, 514 Elm Street, New Haven, CT 06511

Princeton Country Dancers c/o Barbara Greenberg, 325 Glenn Ave., Lawrenceville, NJ 08648

Round Hill Country Dances c/o Bernard Koser , 109A Pines Bridge Rd., Mount Kisco, NY 10549

Swingin'Tern Dances c/o Melanie Axel-Lute 353 Meeker St. South Orange, NJ 07079 Thursday

Night Contra Dance c/o Ret Turner , 524 Cedar Hill Rd., Ambler, PA 19002 Valley Contra

Dance c/o Ziona Brotleit, 408 Second Ave., Bethlehem, PA 18018

Attachment 1 b: Current (2006) Mailing List to Other Dance Groups : ENGLISH

Zel Dolinsky, Hartford Community Dance, 594 H East Center St., Manchester, CT 06040
Paul McGuire, New Haven Country Dancers, 514 Elm St., New Haven, CT 06511

Tom Whittendale, Dover English Country Dancers, 968 S Governors Ave., Dover, DE 19904
Steven Le Blanc, Greater Portland Community Dance, 362 Bunganuc Rd., Brunswick, ME 04011
Myrna Dobbs, Annapolis Traditional Dance Society, 325 Edgemere Dr., Annapolis, MD 21403
Baltimore Folk Music Society, PO Box 7134 , Waverly Sta., Baltimore, MD 21218 Ed & Marjorie
Potter , Cranbury Country Dancers, 12 Pamela Pl., Westport, CT 06880 Dennis Cook, Folklore
Society of Greater Washington, 1 6125 Malcolm Dr ., Laurel, MD 20707 Joyce Crouch, Amherst
Area English Country Dancers, 95 Pulpit Hill Rd., Amherst, MA 01002

Mark Katz, Folk Song Society of Greater Boston, 270 Beech St., Roslindale, MA 02131
Country Dance Society, Boston Centre, PMB 282, 1770 , Massachusetts Ave., Cambridge,
MA 02140

Debbi Kanter , Lambertville Country Dancers, 15 Carnation Pl., Lawrenceville, NJ 08648

Bea Huppert, North Jersey English Country Dancers, 16 Continental Dr ., Old Tappan, NJ 07675
Marge Scott, Princeton Country Dancers, 1 12 Linden Ln., Princeton, NJ 08540 Ken & Lindsay
Morgan, Binghamton Country Dancers, 70 Davis St., Binghamton, NY 13905 Nancy Yule, Capital
English Country Dancers, 20 Middlesex Rd., East Greenbush, NY 12061 Ted Bleck, Country
Dancers of Rochester , 301 Beach Ave., Rochester, NY 14612 Long Island Traditional Music
Assoc., PO Box 991, Smithtown, NY 11787 Howard Rust, Kingston English Country Dancers,
137 Mill Rd., Olivebridge, NY 12461 Don Bell, Rensselaer English Country Dance, 66 Pinewood
Avenue, Rensselaer, NY 12180 Barbara Kidney, Woodstock English Country Dances, 93 Lake
Shore Drive, Pine Bush, NY 12566 Triangle Country Dancers, PO Box 3784, Chapel Hill, NC
27515

Nancy Howe, Charlotte Country Dancers, 2107 Mandarin Blvd., Charlotte, NC 28205
Jenny Beer , Germantown Country Dancers, 59 Berkley Ave., Lansdowne, PA 19050
Shirley Mast, Lancaster Trad itional Dance Society, 252 E Lemon St., Lancaster, PA 17602
Scott Worrall, Burlington Country Dancers, 135 Logan Ct., Shelburne, VT 05482 Barbara
Harding, Northern Virginia Dance Group, Box 236, Herndon, VA 20172

Susan Murrow, Westchester Country Dancers, 17 Riverview Farm Rd., Ossining, NY 10562

Jerri Laughery, 352 Chestnut Hill Rd., Fredricksburg, PA 17026

Attachment 2: Publicity Channels Press and Other Media

WKCR: Matt – Sunday morning program·

WFUV – memberline@WFUV.org·

WNYU - clubcalendar@wnyu.org·

TIME OUT MAGAZINE – jay rутtenberg: music@timeoutny.com , dance@timeoutny.com
by 10 a.m. on Monday before publication·

NY PRESS: 333 7th Ave 14th floor , NY, NY 10001o Attn: Sarah Shanok·

Attachment 3. Colleges and Universities

New York University

15 Cliff St, New York, 10038 - (212) 217-2729

50 West 4th St, New York, 10012 - (212) 998-4636

19 Washington Sq N, New York, 10011 - (212) 228-8098

The New School, 84 William St, New York, 10038 - (646) 414-0232
CUNY

Brooklyn College

99 Hudson St, New York, 10013 - (212) 966-4014 2900

Bedford Ave, Brooklyn, 11210 - (718) 951-5000 Bedford

Avenue & Ave, Brooklyn, 11201 - (718) 434-0333

CityCollege

361 Broadway, New York, 10013 - (212) 625-1012

199 Chambers St, New York, 10007 - (212) 220-8000

75 Varick St, New York, 10013 - (212) 965-8340

Columbia University, 2960 Broadway, New York, NY 10027-6902

General Information: (212) 854-1754

Fordham University, Lincoln Center Campus – phone: 212-636-6000

Hunter College - 695 Park Ave

Julliard School — NW corner of Broadway and West 65th St

Mannes School - 150 W 85th St, New York, 10024 - (212) 580-0210

Parson's School of Design -66 Fifth Avenue, NY, NY 10011

Fashion Institute of Technology – 7th Ave at 27th St Cornell

University Medical School

525 E 68th St, New York, 10021 - (212) 746-5454 445 E 69th St, New
York, 10021 - (212) 746-6565

1300 York Ave, Manhattan, 10021 - (212) 746-6050

Yeshiva University

119 East 29th St, New York, 10016 - (646) 935-6657

50 East 34th St, New York, 10016 - (646) 935-6688

500 W 185th St, New York, 10033 - (212) 960-5277

Stevens Institute of Technology

Castle Point On Hudson - (201) 216-5387

Outreach *8* **Mailing Procedures**

Policy:

There are, generally speaking, four mailings a year. Their contents are outlined below. Of course special events and their timing may vary from year to year, so this is only a rough guide. This year and last we included in the April mailing a flyer asking people to volunteer. There is no reason why it shouldn't be included in every mailing, and it seems particularly a good idea to include it in the August mailing; we just haven't done so while I've been doing this.

Procedures:

In planning a mailing, bear in mind that five ordinary pieces of paper is the maximum we can have and not have to pay for more than basic first class (currently 39 cents). The mailing has to have a "wrap" with the label and stamp, and usually something about membership on the other side, so that leaves only four pieces of paper for the rest of what you have to say. No one likes putting flyers back to back, because then the one on the back may be overlooked, but it is some-times necessary.

August—the fall contra and English calendars (back to back)

- possibly a flyer about welcoming newcomers
- flyer for Halloween dance
- volunteers flyer

September/October—a bunch of flyers for special events

- flyer for the fall fling
- flyer for the English/Scottish dance
- flyer for Gotham Assembly, with ballot
- flyer for the waltz workshop
- flyer for Yuletide Cotillion

Note: in 2005 we skipped the September/October mailing, partly to save money. But we wound up sending the Gotham Assembly and Yuletide Cotillion flyers out in November (the fall fling and waltz workshop flyers had been included in the August mailing). Also, at the November board meeting we did a separate mailing of the (first) annual fundraising appeal. We felt it was important to send the fundraising appeal in its own separate envelope—that it would be treated with more respect this way. This will probably be done again in 2006 and on.

December/January—the spring contra and English calendars (back to back)

- Playford Ball flyer
- Mardi Gras flyer
- March Meltdown flyer

April/May—flyer for Members' Dance and slate for CD*NY elections (back to back)

- rock and roll/contra dance flyer
- True Brit or Whirligig flyer

Judi De Biase has been designing most of the flyers in Page Maker; she then sends PDF files, which are easy to print out. The calendars and one or two others have been done in Word with-

out Judi's help. Most of the flyers in this list have existing designs and Judi need only be asked to change names and other details; but there is an ongoing question about whether it would be better to create new designs every year instead of boring people with the same old designs. Judi does not feel like redoing designs that look perfectly fine to her.

For each new flyer, I try to get the text from the American program chair (Merle) or the English Program chair (Susan Amessé) in Word and get a few people to vet the content before I send it to Judi. For recycled designs, there is not much point in doing this because it's more efficient to wait until you have the pdf before sending it round.

Planning

Two months ahead of time is not too soon to begin thinking about a mailing. There are quite a few things that must be in place, and it takes time to get people's attention. Where will the mailing party be held—must it be booked? Is Judi going on vacation any time that will affect her ability to make the flyers? The August and January mailings go to as many people as possible, and we usually send out a general e-mail to ask as many people as possible to participate in the “fold-and-stick madness”; is Stu Shapiro, who handles the mailing list, going to be available at the proper time? The Membership chair usually provides the up-to-date list of members, ideally in the form of peel-and-stick labels; will that person (currently Lynn Feinman) be able to oblige? Are the musicians and callers decided on for each event for which there will be a flyer? Do we have the correct spellings of their names? Are the time frame and admission fees for the event settled? If not, program chairs, and perhaps the entire board, need to be prodded to make decisions.

Printers

If you use Staples for printing, you must give them CD*NY's tax-exempt Staples card. Staples is quick but rather expensive. I use them most often for when we've run out of flyers and need a hundred printed quickly.

I have also used Donmar, on 20 E 33rd (212-532-4130): cheap but not very high quality, and quite liable to get things wrong (so allow a little lead time).

Wonder Copy and Printing, on Fifth Avenue at 23rd (212-242 4309) does very good work.

Quantities

The August and January mailings go to as large a list as possible. Mike Burke always maintained three lists: current members (about 300), current members with people who've not renewed in a year or two (about 450), and current members with everybody we have an address for who has shown any interest in the past three years or so (about 700). The fall and spring mailings generally go to current members, or perhaps to current and past members. In addition to the flyers to be sent out to individuals, you should estimate how many we will need to hand out at the church (from 200 for a small event to 500 for a large one), and find out from the publicity chair how many he/she will need to send to the CDSS groups (possibly 20 each for 30 groups, or 600).

Outreach *10*

Practicalities

Arrange to have the flyers delivered to wherever the mailing will be held.

Bring to the mailing:

- Stamps
- Mailing labels (unless the Membership chair is bringing them)
- Materials to hold the packets together (staples/staplers, or stickers)
- Some drinks and snacks
- A large envelope for each flyer, marked with the number you have decided will be needed at the church
- Shopping bags, so that the finished mailing packets can be divided among the people present for mailing in different neighborhoods

The first job will be to separate out the appropriate number of flyers for each envelope, and find someone who can be relied upon to get each envelope to the church the next time he or she goes dancing. (Keep a record of these people, and remind them.)

The second job is to count out approximately how many of each flyer you will need for the actual mailing. This is important because when printers do large quantities they often do extras, and since people get on a roll when they are making up the packets you can find yourself with more packets than you have labels. I count off a hundred to see what a hundred looks like and then use hand and eye to measure off roughly equal packs to the proper number of hundreds.

With luck, the publicity chair will have come to the mailing party, with labels and envelopes for the groups. One or two people can work on that part of the mailing while most devote themselves to the individual packets.

Decide in what order the flyers should be arranged and make up a few sample packets for people to copy. If you have a large table, you can arrange stacks of flyers in groups around the table so that three or four people can be making up packets, perhaps each with someone taking the packets and folding them and a third person applying the stickers. (The January 2006 mailing was the first I've been involved with where we used stickers instead of staples. It had been suggested that staples get caught in the Post Office's machines, resulting in damage to the flyers; we did find that it was more pleasant to apply the stickers—and much quieter—but some of the packets lost their contents before they reached the recipients! For the April 2006 mailing, we will try putting three stickers on each packet.

If you remember, before you start applying mailing labels, find the labels for the people who are at the mailing party and give them their packets by hand. Any stamps saved are money saved for CD*NY!

Be sure to note who is there and send a thank-you e-mail afterwards.

Website

Policy:

CD*NY shall maintain a website which informs visitors about the history, aims and activities of the organization. Schedules for the current season's dances, notices of special events and information about featured talent will be displayed.

All postings require Board approval.

Procedures:

Material for posting should be submitted to the website chair for posting to the web.

The webpages should be edited on the user's computer, not the web server. An existing page should be downloaded from panix before it is modified.

After the pages are composed and tested locally they are uploaded to panix using ftp software. I use WS_FTP Pro.

The hosting site is panix.com

The server is [ftp.panix.com](ftp://panix.com)

Our User Id is cdnyc

The password can be obtained from the webmaster or administrator (Margherita Davis)

The site folder, cdnyc, contains all the webpages

Each page has a basic template which can be downloaded from the panix server: template.html. This template links in the files which set up the general appearance of the webpages.

Policy:

In order to provide an everpresent, reliable means for people to contact us for information about our dance program CD*NY maintains a “dancephone”.

Procedures:

1. Introduction

1.1. What Is the Dancephone?

The Dancephone is a telephone service that interested people can call (212-459-4080) to hear information about our next few dances. It can also be used to provide up-to-the-minute information in unusual situations (such as severe weather) when we might have to cancel a dance. People can also leave messages with questions for us.

1.2. EGIX, Our Voicemail Service Provider

The Dancephone is a virtual answering machine. That means that we need not be concerned about providing a conventional physical answering machine, aa location to install it and connect it to aa telephone line.

The service is provided by a company named EGIX. Below is information about EGIX that may be useful.

www.egix.com

EGIX support line: 800-489-6655

CD*NY's Account #0003001871

2. Retrieving Messages Left by Callers

2.1. Frequency of Checking for Messages

The number of messages left on the Dancephone is perhaps a half-dozen a month. Most messages are not time-critical, but occasionally messages are left on the day of a dance, inquiring about that night's dance. It is suggested that the Dancephone be checked daily. That way you won't have to remember which day the check should be done. Consider checking it twice on the day of a dance.

2.2. Accessing the Service

Detailed instructions for accessing the service are in the Appendix.

2.3. Retrieving Messages

Dial the call-in phone number and hear the announcement. Press the “*” button and hear a prompt for the pass code. After you enter the pass code, the number of message waiting for you will be announced and then the messages will be played.

2.4. Most Used Keypad Functions

Use “*” and “#”, respectively, to rewind or go forward 5 seconds while listening to a message. After you have heard a message, press “3” to delete it.

2.5. Responding to Messages

Typical messages would be:

Questions about our dances

- Requests for callers, musicians
- Specific information about a dance

You will need to use your judgment in deciding how to respond to a message. This may

depend on how you and/or the Board define this job. If there is a question you cannot answer, you can refer it to info1@cdny.org.

3. Creating a New Outgoing Message

3.1. Composing the Script

A script can be composed by copying appropriate parts of the broadcast email into a copy of the previous script and then reformatting and re-wording it as needed. Alternatives would be to copy appropriate parts of the schedules from the web site or type informa-

tion from the paper schedules.

A copy of a script is shown in the Appendix and can be used as a template.

3.2. Recording an Outgoing Message

3.2.1. Recording Schedule

The messages have been recorded every other Sunday, at about the same time that broadcast emails are sent.

3.2.2. How to Record

Press "8" and then follow the prompts or use the keys shown in the Appendix. Dictate the message. When you are finished, simply remain silent for a few seconds. The service will detect the silence and inform you that the recording is complete.

3.2.3. Recording Time Limit

The maximum length of the outgoing message is approximately three minutes. There is no warning when the limit is reached; the service will interrupt you with a message. You will then have to re-record the message, speaking faster and/or using a rewritten script with some text removed.

3.2.4. Reviewing the Outgoing Message

When the recording is complete, you can press "7" if you feel the need to review the recording. Press "9" to save the new message.

4. Measuring Frequency of Access to the Dancephone

It would be useful to know how often calls are made to the Dancephone, so we could evaluate its effectiveness. The vendor supplied a special report showing Dancephone usage but, unfortunately, the report was useless because it was difficult to understand and showed only messages left by callers.

5. Appendix to Dancephone Policy

5.1. Instructions for Accessing the Voicemail Service TURN COMPUTER SPEAKER OFF!!

Call In: 212-459-4080

Phone Rings; wait to hear start of outgoing message. Press * and hear prompt for Pass Code.
Enter Pass Code: NNNNN and Follow Instructions.

MAIN MENU

7 P = Play saved messages

6 M = Make a new message

3 D = Discard message

5 K = Keep message

4 G = Give message to another user

8 U=Access User Options

4 G = change Greeting

7 R = record greeting and review after recording

5 L = listen to greeting

9 X = save greeting

6 N = change Name

7 P = change Pass code

8 T = Tutorial

5 L = change Distribution list

2 C = change Call scheduling options

9 X = eXit user options

9 X=Exit system

Tips for Listening to a Message

* Rewinds 5 seconds #

Forwards 5 seconds

1 Pauses for 30 seconds

2 Releases the pause

8 Skips a message

IF PLAYING SOUNDS FROM THE COMPUTER: turn the volume on the speaker 1/2 way up and lean close to one of the speakers to get enough volume.

5.2. Script Template

Message for January 15, 2006

Italic text is information, i.e., not part of the message.

Bold text is boilerplate.

Bold italics text is optional boilerplate. Consider removing parts of it if the message gets cut off during recording because it is too long.

Regular body text is variable spoken text.

[Text within square brackets is to be omitted.]

List dances in chronological order, except for special dances. _____

_____ **Hello, this is Country**

Dance New York.

If you have Internet access, you can go to our web site at www.cdny.org to get much more information than we can give in this brief message.

This message is for the period from January 15th through the 29th.

There are no recent changes to our published dance schedule.

[Except as noted,] All Dances are at Metropolitan-Duane Hall, on the Northwest corner of 13th Street and 7th Avenue in Manhattan. The entrance is on 13th Street.

Here are our upcoming dances, in chronological order.

On Tuesday, January 17, we welcome guest caller from Boston, Michael Ciccone, who will lead an English dance, with music by the fabulous Flying Romanos.

On Saturday, January 21, Tom Amessé will call a contradance with Music by Grand Picnic.

On Tuesday, January 24, Beverly Francis and Elizabeth Freedman will lead an English dance with Music by Robin Russell and Paul Friedman. The Theme will be "Building Repertoire." On

Saturday, January 28, Tom Toomey will call a contradance, with Music by Fingerplay.

This will be a Special Event: Men in Skirts. Skirts are optional, but if you choose **not** to wear a skirt, you **must** wear pants!

Contra dances start at 8 PM, English dances at 7 PM.

Please bring a separate pair of clean non-street shoes for dancing. All dances are taught and called.

Everyone is welcome. Refreshment contributions are especially welcome.

If you would like to be added to our mailing list and do not have internet access, leave your name, address and phone number.

Wait for the beep to leave your message. Please speak slowly and clearly.

End of the Document

Outreach *16*
Outreach *16* **Email Broadcasts**

Policy:

The primary purpose of the broadcast email messages is to inform dancers about the dance schedule for the next few weeks. Special messages will be broadcast:

To publicize a special dance

To alert dancers to our plans for severe weather or other emergencies.

Procedures:

Compose Message.

Send to Membership on Email Aliases.

When Email is sent to a CD*NY alias, it is redistributed to the Email addresses of the individuals that are on the alias list. The person doing this job will be given the email address

country_dance_ny@cdny.org ,

which is on the webmaster1@cdny.org and mailings1@cdny.org aliases. The former provides information that can be useful when composing messages. The latter is intended to help service subscribe/unsubscribe requests from interested people.

Formatting the Email.

Use a copy of a previous message as a template, making changes, as needed. Messages usually list dances for the upcoming two-week period.

Only plain-text emails can be sent. See [How the Majordomo Email List Software is configured](#), for more details.

Sources of Information.

Copy and paste text from the web site.

Type text from the paper schedule. When you find out about changes to the published schedule, consider marking up a copy of the paper schedule for your future use.

Things to Remember

Switch the order of the sections for contras and English Dances for each new message.

Include a section on "Membership Renewal" when renewal time approaches. Remove that section when it is no longer appropriate.

Message Approval Process

Normal Approval — When you have a first draft completed, you should send it to the list of approval people, which includes program chair people and the president, past president and president elect.

Special Messages.

If a Board member requests a message for a special event, such as a single dance or a mailing party, there may not be enough time for the normal approval process. Consider asking the requestor to take responsibility if the approval people complain that they were not consulted.

Sending Messages.

How the Majordomo Email List Software is configured.

Majordomo is a widely used program for managing Internet Email discussion lists. We use it to broadcast our Emails. The Majordomo software we use is configured to filter out all attachments and HTML that may be in messages sent to the list. This is done to prevent viruses from inadvertently being sent to the list. It is also configured so that no one, including the list owners, can send a message to the list. All messages must be approved by someone that knows the password before they will be sent. This provides extra security. Information on how to change the Major-domo configuration is below in [Changing the Majordomo Configuration](#).

Broadcast Schedule.

The normal broadcast schedule has been every other Sunday. If a backup arrangement is **not** in place, you should consider having each message list dances for more than the current two-week period. Thus, if a failure prevents the broadcast of a message, dancers will have some current schedule information.

Sending a Message.

Where to Send the Message — Messages to be broadcast should be emailed to “dance@cdny.org”. They should be sent from the Panix email account, country_dance_ny@cdny.org, which should have been given to you for that purpose.

Releasing the Message.

Since no one can send a message to the list (see [How the Majordomo Email List Software is configured](#).) you need to release the message. Go to Major Cool, the web-based interface for Major-domo at: <http://lists.panix.com>.

Enter the list name, “dance” and the password. Choose “Approval Queue.” There may be several messages in the queue. Most of them will be SPAM. Use the drop-down boxes to delete the unwanted messages and approve the one you intend to send. You will receive “bounce” emails informing you of the messages in the queue, so, if you forget to release the message, the “bounce” message will remind you to do that.

Maintaining Email Addresses

Using The Majordomo Email List Software.

The two commands you will use often are:

```
approve password subscribe dance email-address  
approve password u nsu bscri be dance email-address
```

to add or remove addresses from the list, respectively. You can enter the above commands into an email message and send the message to: majordomo@cdny.org .

Other commands are documented in [Majordomo Commands](#).

Manually Updating Email Addresses.

At each dance you attend, you should collect first-timer slips with email addresses that you will need to manually add to the list. You do not need to do all the typing shown in the commands, above. An excel spreadsheet, command-entry.xls, is available that will simplify the data entry task.

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It is available as a download from the web site by going to:

www.cdney.org/XXXXXXXX

Use the “subscribe” tab for entering new addresses. If the ISP is “.com” do **not** enter it. There are drop-down boxes for ISP and ISP part 2. The lists that populate the drop-down boxes can be edited in the “lists” tab.

After the addresses have been entered into the spreadsheet, select the appropriate rows and columns A through I. Copy that selection into an email message and send the message to:

majordomo@cdny.org .

After you have entered data from the first-timer passes, they should be returned to the membership chairperson.

It is our policy to act on an email request to subscribe/unsubscribe an address only if the request has been sent from the address that is to be serviced. This is done so we do not get a reputation for spamming people.

Using the Web Site to Update Email Addresses.

We would like, as much as is possible, for interested dancers to handle their own subscription and unsubscription requests by going to our web site. There is a link from the home page or they can go directly to:

www.cdney.org/emailcdny.html#subscription .

You will get some unsubscribe requests in response to broadcasted emails. Since the number of such requests is low, it is probably easier to process them manually instead of sending the dancer an email telling him/her to go to the web site.

Handling Forwarding Addresses.

A forwarding address is an address that is expected to remain the same over time. Messages sent to it are forwarded to the address of the recipient, which is expected to change from time to time. These addresses must be serviced manually. The suggested way to determine that the requester actually owns the forwarding address is to send a message, with a code word that you choose, to the forwarding address and ask the requester to return the message to you.

Removing Bad Email Addresses.

Each time you broadcast a message, you can expect to get a number of returned undeliverable messages because the addressee does not exist or the account is over quota. There is no harm done by sending such undeliverable messages, but it is good to periodically remove the bad addresses from the list. I have found that the removal need not be done every time a message is broadcast. Performing the task once a month worked well. When you (infrequently) broadcast two messages close to each other, the undeliverable returns from the messages may be difficult to separate. In such a case, you should ignore the returns and wait for a better time to process new returns.

To obtain the information for processing undeliverable addresses, you will need to open each returned message. You can copy and paste the addresses and return reasons into the excel spreadsheet, follow up.xls. It is available as a download from the web site by going to: www.cdney.org/XXXXXXXX

When at least a week has elapsed since the last broadcast message, sort the spreadsheet by address, then status, then date. You will then see which addresses should be removed from the list. You should wait at least two follow-up cycles before removing an address because an over quota condition may be corrected. Also, an unknown address return may be incorrect.

Greeting Message Sent to New List Members.

When a new person joins the list, a greeting email is sent to that person. The text of that message can be viewed and edited by going to the Major Cool web interface, [Changing the Majordomo Configuration](#), and choosing the “List Intro File” option.

Personnel/Equipment Backup.

Provision has been made for the situation where the person assigned this job is not available or that person’s computer is not operating. A backup person, currently Dan Budne, will perform the tasks normally performed by the primary person. He is assigned the email address: country_dance_ny1@cdny.org, which is set up by Panix personnel to receive all emails that the primary person receives. Thus, he can step in on short notice to broadcast emails. Since the backup person is not experienced in writing the email text, the *approval people may need to provide extra help with this task.*

Appendix

Majordomo Commands.

A detailed list of commands and instructions for their use, can be found at:

www.panix.com/help/mlists/listowner.info.html .

Changing the Majordomo Configuration.

Go to the Major Cool interface at: <http://lists.panix.com> .

Choose "Configuration Options." You will be able to change all the options that are available to control the way Majordomo functions. **Caution:** These options were chosen after careful deliberation. They should not be changed unless you are reasonably certain of the effects your changes will have. You should consider consulting with Panix support about this.

Email Accounts.

The following are settings you can use to set up your email account in the email software you are using.

Account ID:	cdny1
Password:	buLDDi7 (You can not change it)
Email Address:	country_dance_ny@cdny.org
Incoming mail (POP or IMAP server):	mail.panix.com
Outgoing mail (SMTP server):	mail.panix.com
Server requires authentication:	Yes
Logon using secure password authentication:	No
Username:	country_dance_ny@cdny.org

Panix Contact Information.

Panix Corporate Services
<http://www.panix.com> 212-
741-4400 *3

postmaster@panix.com
abuse@panix.com
accounting@panix.com
newsgroups@panix.com
help@panix.com corp-
web@panix.com
mlist@panix.com
sales@panix.com

for reports of problems reaching addresses here
to report Internet misbehavior by our subscribers
for information about your billing status
to request the addition of a newsgroup
if you are a subscriber asking for information
corporate web services
mailing list services
all other services

Website & Cyber Administrivia

Purpose:

Management of administrative details related to the website and Panix aliases.
Relieves the webmaster(s) of details so they can concentrate on keeping the site current.

Alias Maintenance: Keeping members' addresses current on the aliases we use.

Info1:

Answer queries that come through this address; usually these are just for information. Redirect the queries to appropriate persons who can handle the requests. Often, some really good perks come through, such as small theatrical groups needing a teacher to help them with choreography for a production. Every effort must be made to spread this over the teachers, so all get a shot at this. (In recent years, this has been for Austen-related stuff, so Beverly Francis has been called on for this, since she has the expertise.) The same holds true for frequent requests for dance leaders. (In recent years, I have referred Jody Kruskal, & _____, for kids; Yonina Gordon, Beverly, Francis, & Bob Isaacs for dances.)

Webmaster1: Answer non-techie questions, same as Info1. (Techie queries are answered by the webmaster chair, Michael Zumoff.)

Misc: Handle details w/Panix (billing, website parameters, procedures, etc..)

Member of the website committee

Problem-solving on cyber issues

Grants, Bequests and Endowments

Policy:

A board member shall be appointed to try to procure extramural funding to support CD*NY activities.

Procedures:

Grants: Identify sources of grant funds.

Write the grant requests, drawing upon resources within the organization.

Monitor the execution and expenditures of grants received.

Bequests: Initiate an organized planned giving process.

Produce materials (eg: brochures, articles for newsletter) to encourage people to put CD*NY in their wills.

Cultivate sources for planned giving

Monitor funds promised/received

Endowments: Establish CD*NY routes for donated funds or property

Identify donation sources of funds or property.

Monitor the use/expenditures of donated items

Misc: Establish a committee to help with these activities

Relations with Other Organizations

It is recognized that CD*NY exists as part of a vibrant, international folk community. As such we wish to foster and encourage participation at all levels of this community and we welcome Country Dance visitors to New York from all places.

National:

CDSS is our umbrella organization, through which we receive our not-for-profit status (501-c).

Procedures:

We pay our yearly CDSS dues and provide them with a copy of our tax return each fall. They also must approve any changes to our by-laws.

Included in the standard benefits of CDSS membership are two “leadership preferences” for preferred admission to certain CDSS camp programs. These are generally given to CD*NY board members, who are selected through a lottery.

As part of our recognition of the national organization, a CDSS member who lives more than 50 miles away from the NYC border may pay the CD*NY member rate to enter a dance. However this does not extend to the preferences given to members to get into pre-registered events such as the Playford Ball and our dance weekends. Preference for admission to these events is given only to CD*NY members.

Dance organizations in other communities:

While we welcome people to visit CD*NY from other parts of the world, we do not give member rate admission to CD*NY events to persons who are members of other local dance organizations.

Other types of music and dance organizations:

Ongoing relationships exist with several other music and dance organizations. Typically these have included Lavender Country and Folk Dancers, Scotia Dancers of New York, Pinewoods Folk Music Club and the various “ritual” or “display dance” teams, and several of the local dance bands. While there is no formal, ongoing agreement with these organizations, it is recognized that they are part of the same community and our mutual good “health” benefits us all.

We are open to co-sponsoring events with any organization, and often actively pursue such co-sponsoring. Financial details are worked out on an ad hoc basis, to meet the needs of each specific event. We welcome bands to hold “record release” parties. We encourage display and ritual dance teams to occasionally perform at the break at our dances in exchange for free admission to that dance.