

Minutes of special board meeting Mar 5, 2023

Single purpose: Approve/modify a proposal submitted by Wayne Ingalls on *The Lost King* movie promotion on behalf of the American Branch

Attended by: Wayne Ingalls, Susan Troxell, Joan Szechtman, Compton Reeves, Mary Miller, Deborah Kaback. Sally Keil sent her regrets but approved of the proposal which was circulated prior to the meeting. Carole Bell sent her regrets, but reviewed the recording of the meeting and voted.

Discussion centered on the following proposal. With very small modifications, it passed with a vote of 8 in favor/0 against.

#### PROPOSAL FOR THE AMERICAN BRANCH: PROMOTING THE LOST KING

Goal: Increase membership in the American Branch with an influx of new members and by retaining existing members.

Methodology: Take advantage of showing *The Lost King* movie in theaters and later, on streaming platforms.

Underlying thought: Many Americans who see *The Lost King* will be inclined to find out more about King Richard III and join the American Branch of the Richard III Society. Bringing King Richard III to a wider American audience will energize existing members.

Background: The film portrays Society members in a whimsical manner, but not in an unkind way. In the film, the late Dr. Phil Stone is initially skeptical, but later organized the fundraiser from Society members that pushed Philippa's funding requirement over the top.

Specific actions:

1. Ask IFC films to include our campaign in their own PR campaign about the film. Provide our logo and our @r3.org contact details.
2. For non-members. Facebook campaign: "If you are not currently a member of the Richard III Society, post a picture of your ticket to our Facebook page for a chance to win a free one-year membership in the Richard III Society, American Branch." Cost of campaign = \$60 plus cost of boosting the post on Facebook, \$19 - \$38. Bonus: Entrants before March 26th (prior to the drawing) will receive a link by email to attend Sally's Zoom talk. Entrants from March 26 – 30th will receive a link for Compton's Zoom talk on June 25th. Consolation prize: All entrants are offered the ability to attend.

**It was agreed that the "post a pic of your ticket" would also be extended to members so that they could also have a chance to win a free on-year membership. It was agreed that**

**this would help retain existing members, or at least energize them. Wayne will modify the proposal to make this clarification.**

3. For members: “If you are a current member of the American Branch, take a non-member with you to see The Lost King. Take a picture of yourself with the non-member(s) you are taking to see the film and post it to our Facebook page. For yourself and for each non-member you take to see The Lost King, you get an entry into the drawing to have your in-person registration fee waived to attend the 2024 General Membership Meeting in Albuquerque, NM and have your membership extended for one year at no cost.” Cost: \$260?

4. On the weekend following the last showing of the film, e.g., Sunday, April 2nd, have an “open to the public” Zoom event: “You’ve Seen The Lost King: Now PROPOSAL FOR THE AMERICAN BRANCH: PROMOTING THE LOST KING What?” or “The Lost King: You’ve Got Questions, We’ve Got Answers!” Record the event and potentially upload it to our Facebook page and/or to a YouTube page we develop.

a. We develop a short slide show detailing basic Ricardian facts, connect these facts to the film, link to the Richard III: The King in the Car Park documentary, recommended reading, and the link to the “join” page on our website and take questions.

b. In addition to the Zoom recording, record a video using that same slide show or similar: “The Lost King: Answering the FAQs about Richard III.”

c. Write a series of blog posts/Facebook posts with similar subjects as: “Yes We’re Real: What does the Richard III Society Actually Do?”

5. After The Lost King is streaming on Amazon Prime (Date: TBD), host a Watch Party and talk about the movie in the chat bar. Post about the Watch Party on our Facebook page, and promote it. Cost: \$19-\$38.

6. Guerilla Ricardianism: Modify a fact sheet from the CLG, print a copy for inclusion with the March Register, or print a copy for a separate mailing. Our members ask for permission to set the factsheets out in theaters that are playing the movie, making copies of the factsheets we mail (and email) to them. Some of the printing/ mailing cost could be offset by the CLG (Jane Trump seemed supportive), although the specific details will still need to be negotiated with the CLG.

7. Request to the CLG to promote these American Branch events and drawings on their social media pages. I’m not sure if posting Facebook events is currently allowed on Twitter, but linking a blog post that discusses the free membership drawing should still be OK.

8. March 22 nd or 23rd: On our Facebook page, make a new post with the Fandango link, encouraging people to search for a local screening. Boost the post for \$19 <https://www.fandango.com/the-lost-king-2023-229750/movie-overview>

Deborah proposed a “Refer a Member, Get a Discount” concept and this was favorably accepted. Wayne will work on this and bring it forward to the next Board meeting for approval.

Notes taken by S. Troxell  
Submitted 3/6/23