

WMSGGA 2013
REPORT OF PUBLICITY COMMITTEE

Publicity for WMSGGA centered around the Maine Women's Amateur, as it did last year. As lines of communication improved and sources and assets identified, the work of doing Public Relations and Promotion for WMSGGA events – and women's golf as a whole – became more consistent and regular.

Micki Meggison made an introduction to Golf & Ski Warehouse that has led to the commitment to create a named trophy honoring Abby Spector. The first awarding of that trophy was to Abby herself at the 2013 Maine Women's Amateur. The event and the surprise of the establishment of the trophy created a great deal of publicity within sports media and local print and TV media.

The President of Golf & Ski Warehouse has indicated that they would like to participate in the weekly tournaments, with favors, prizes and special awards for both levels of play and sportsmanship. Those conversations are ongoing, with decision-making as to appropriate level of participation to be determined by WMSGGA officers.

Laurie Hyndman was instrumental in connecting with active sports writers, which made for greater visibility of the WMSGGA as a whole, and the Maine Women's Amateur in particular. The Publicity Committee will continue to maintain those connections to promote women's golf and the WMSGGA events each season.

Specifics achievements this year:

- Developed a list of media contacts throughout the Tri-State region
- Developed a list of media contacts in the southern tier states (MA, CT, RI)
- Identified 17 active – and interested – sports writers in the region
- Created a *ConstantContact** account for sports media and regional media outlets
- Distributed a series of articles during the WMA Championship to all media outlets

Goals for next year:

- Assist in conversations about publicity and public relations with Golf & Ski Warehouse
- Strengthen relationship with MSGA to leverage their reach in the golfing community
- Integrate WMSGGA mailings and website outreach to include publicity and promotion
- Expand reach into local TV and online media outlets

Thanks to all who have provided information and stories to the Publicity Committee. We can use all the information we can get and will endeavor to get out the stories of WMSGGA activities to the golfing public as well as the general public.

Respectfully submitted,

Meriby Sweet