

WMSGGA 2014
REPORT OF PUBLICITY COMMITTEE

Publicity for WMSGGA has the Administrative Assistant to thank: Jean Young has consistently and faithfully sent notices of scores to the sports press all year. I have received comments from people outside the WMSGGA who have on seen women's golf reported in their local papers. Jean has done a terrific job in keeping WMSGGA golf in the public eye and mind.

Two years ago, Micki Meggison made an introduction to Golf & Ski Warehouse that led to the creation of the Abby Spector Award. This year's Public Relations and Promotion for WMSGGA events focused largely on the Maine Women's Amateur, as it did last year. We developed a process by which nominees would be submitted, and how the vote on the Award would be made. In going through the process, we learned that we need to be more specific about the criteria used in establishing a winner.

Our relationship with Golf & Ski Warehouse and its sponsorship of the Abby Spector Award, has led to a huge increase in media attention for the Maine Women's Amateur. The cluster of sports reporters and cameramen at Waterville this year was impressive. In addition, Golf & Ski Warehouse has donated \$500 worth of gift cards to WMSGGA and SMWGA, to be used as year-end awards. Show your thanks by using those gift cards at the Scarborough store!

My enormously grateful thanks go to Laurie Hyndman, who singlehandedly solved a major snafu in the presentation of the Abby Spector Award, devoting huge amounts of time and mileage to creating the permanent trophy for future winners, allowing Abby to keep the original trophy. Laurie also added to the buzz created around the Maine Women's Amateur by connecting with her personal contacts in the sports media field. Thank you Laurie!

Specifics achievements this year:

- Honed the list of media contacts in Maine, both print and tv
- Continued to hone the list of media in the southern tier states (MA, CT, RI)
- Provided stories to the 17 active local media contacts about MWA and the Abby Award
- Coordinated media interviews at the Maine Women's Amateur

Goals for next year:

- Work with Golf & Ski Warehouse to bring their planned "Ladies Night" to fruition
- Establish more specific criteria to guide nominators in their submissions for the Abby Spector Award
- 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 will endeavor to get out the stories of WMSGGA activities to other golfers and the general public.

Respectfully submitted,

Meriby Sweet