

Communications Committee Report

May 19, 2023

UPDATES:

KP Nationals:

Lexi Pline will be covering College Sailing Social Media, and photography. Arielle Darrow and Preston Anderson will be writing the press releases.

College Sailing Faces of the Week - Presented by Dermatone

We completed a social media campaign, "College Sailing Faces of the Week - Presented by Dermatone." The project was to highlight different members in the ICSA. Dermatone was a collaborator on most posts which allowed ICSA content to reach a huge audience. Thank you to Reed for helping with this project weekly!

Sponsors:

In addition to the "Faces of the Week - presented by Dermatone," we also did a few posts to help recognize our other sponsors, ZIM/West Coast Sailing.

Press Releases:

We have onboarded new press release writers to help with the demands of the many releases ICSA puts out throughout the year. Arielle Darrow wrote the Press Releases during Women's Team Race Nationals and will be writing the event releases during KP Nationals. Preston Anderson will be writing the Individual Awards Release which will highlight All American Awards, and College Sailing Individual Awards more in depth. This release will come out on Saturday, June 3 (after all Nationals are concluded).

Social Media Freelance Position:

We were able to hire a social media freelance position for Women's Team Race Nationals at Stanford. Simone Staff did an amazing job updating the College Sailing social media and also assisting with photography. We are looking to continue this and hire freelance social media people for all Premier Events. This position is crucial to sustain the level of social media presence College Sailing has.

Google Request Form:

The committee implemented a google request form for ICSA members during the fall. This form has been working well as a way to compile information all in one location, and to get the relevant details for each request.

[Google Request Form](#)

Conference Social Media Management:

More conference accounts have been active on social media.

Respectfully Submitted,
Ali Blumenthal, Allison Chenard, and Cori Radtke

Communications Committee Email: communications@collegesailing.org