

Communications Committee Report

Winter Meeting: Jan. 13, 2024

UPDATES:

2023 Social Media Analysis: See attached slides

BUSA Tour Coverage:

Committee worked with BUSA media representatives, Charles Higgins (Tour Coach), and sailors to cover the main events during the BUSA Tour.

Sponsors:

- Fulfilled 1 of 2 social media campaigns for Zim/West Coast Sailing (per sponsor contract)
- Sponsor post highlighting Quantum Sails - Highlighting previous Quantum Women's Sailor of the Year recipients and 1st ever Women's America's Cup

Fall Regular Season Recap:

- Sent out post-event press releases for Women's and Open ACC Finals
- Executed Nationals Selection announcement - social media & press release
- Distributed All-Academic list
- Pan Am Athlete highlight post
- Highlighted Sailing World Rankings

Fall Nationals Recap:

- 2023 Match Race Nationals
 - Social Media: We were able to utilize a marketing/media intern from CofC to cover the event on ICSA social media
 - Photographer: Utilized local charleston photographer
 - Press releases: 1 pre-event release, and 1 post-event release was sent out
- 2023 Singlehanded Nationals
 - Social Media: Utilized ICSA Executive Director (Reed) to cover ICSA social media
 - Photographer: Supplied by Tulane / local photographer
 - Press releases: 1 pre-event release, and 1 post-event release was sent out

Google Request Form:

The committee's google request form for ICSA members is still active. 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](#)

Seeking:

The committee is looking for a sports information director to advise the committee.

POTENTIAL UPCOMING PROJECTS:

Off Season Social Media Posts:

Curating 4-6 social media posts for the winter months

Develop ICSA Photographer Contract:

We have designated a working group to create an ICSA photographer contract. To be used by all hosts when soliciting photographers for premier events. This contract will make sure ICSA AND its sponsors have rights to photos from these events.

Website Clean Up:

We have designated a working group to identify inaccuracies on the college sailing website.

Spring Nationals Selection Show:

The Communications Committee will assist the Ad Hoc Committee that Greg Wilkinson is creating to execute a Nationals Selection Show.

SailingWorld Magazine Weekly Updates: More information to come.

PROPOSAL:

To fund a social media freelance position to cover all ICSA National Championships.

- To continue having high quality social media coverage at all National Championships, ICSA needs to fund a freelance social media position. This person would be solely responsible for updating the ICSA Instagram and Facebook during the event and may be able to also do event photography based on their qualifications (Press releases will still be handled by a separate press release writer or the Executive Director).
- Possible \$\$ solutions:
 - Obtain a media sponsor? U.S. Sailing?
 - Obtain a sponsor specifically for funding a social media position during National championships?
 - Increase in regatta fees?

Motion #1: To fund the day rate plus expenses for a social media freelance position for the Spring ICSA National Championships (Open/Women's Team Race, Open/Women's Fleet Race Semi-Finals, Open/Women's Fleet Race Finals) at a total of \$11,820.

Motion #2: To fund the day rate plus expenses for a social media freelance position for the Fall ICSA National Championships (Open/Women's Singlehanded, Match Race) at a total of \$4,860.

*****All costs included in "Budget Breakdown" below.*****

Budget Breakdown

Total for **Spring Nationals** (Including All Expenses): \$11,820

Total for **Fall Nationals** (Including All Expenses) : \$4,860

Team Race - Total = \$4,680

- Day rate: 5 days x \$500/day = \$2,500
- Expenses Total: \$2,180
 - Housing: \$200/night x 6 nights = \$1,200
 - Meal Stipend: \$40/day = \$200
 - Flights: \$300 round trip
 - Rental Car: \$80/day x 6 days = \$480

Fleet Race - Total = \$7,140

- Day Rate: 8 days x \$500/day = \$4,000
- Expenses Total: \$3,140
 - Housing: \$200/night x 9 nights = \$1,800
 - Meal Stipend: \$40/day x 8 days = \$320
 - Flights: \$300 round trip
 - Rental Car: \$80/day x 9 days = \$720

Match Race - Total = \$2,640

- Day Rate: 3 days x \$500/day = \$1,500
- Expenses Total: \$1,140
 - Housing: \$200/night x 4 nights = \$400
 - Meal Stipend: \$40/day x 3 days = \$120
 - Flights: \$300 round trip
 - Rental Car: \$80/day x 4 days = \$320

Singlehanded - Total = \$2,220

- Day Rate: 2 days x \$500/day = \$1,000
- Expenses Total: \$1,220
 - Housing: \$200/night x 3 nights = \$600
 - Meal Stipend: \$40/day x 2 days = \$80
 - Flights: \$300 round trip
 - Rental Car: \$80/day x 3 days = \$240

Respectfully Submitted,

Ali Blumenthal, and Cori Radtke on behalf of the ICSA Communications Committee

Communications Committee Email: communications@collegesailing.org