

PUBLIC RELATIONS CHAIR REPORT HIGHLIGHTS

1. Age Group Swimmer Spotlight-web*
 - a. 8 month trial-run (March-October).
 - b. Not performance based—selected by coach
 - c. Photo and questionnaire posted on msi web page.
 - d. 4 Greater Minnesota/4 Metro area.
 - e. Initial Rotation: Moorhead, Star, Winona, Foxjet, North Shore, Hastings, Alexandria, Mounds View.
 - f. Board to decide if program is to continue. If so, then all clubs would be featured once before a second rotation would begin.
 - g. Feedback from swimmers and parents has been positive
2. Olympic year
 - a. List of Trials qualifiers—web.
 - b. Stories on Trials qualifiers—StarTribune, Pioneer Press, KARE, WCCO.

LOWLIGHTS

1. poor response on request to publicize trials athletes.
2. two teams did not send info for spotlight program. Another two sent info very late.
3. we all hear the complaints that we don't get media coverage but that must come from coaches/clubs who seem unwilling to take the time to help get our story out to the media.

A special thanks to Matt Brown for all of his hard work in making sure things were promptly posted to the web. Another special thanks to all of you who responded quickly with your trials information.

RECOMMENDATIONS

1. Eliminate the position of public relations chair.
2. If position not eliminated then:
 - a. cable tv show. We can produce and distribute a monthly “magazine” show highlighting Minnesota Swimming with local access.
 - b. Coaches Corner. Op-ed pieces for MSI web, ASCA and USA Swimming publications.

*EXAMPLE

Name: Sally Smith

Age: 12

Team: Fridley Flyers

Hometown: Fridley, MN

Favorite Stroke: butterfly

Favorite event: 50 fly

Favorite Swimmer: Tom Malchow

Hobbies: reading, painting, hiking

Favorite Movie: Pirates of the Caribbean

Role Model: Johnny Depp

When I grow up I want to be: A swim coach

If I won a million dollars I would: buy my mom and dad a new house

I like to swim because: I love my friends on the team