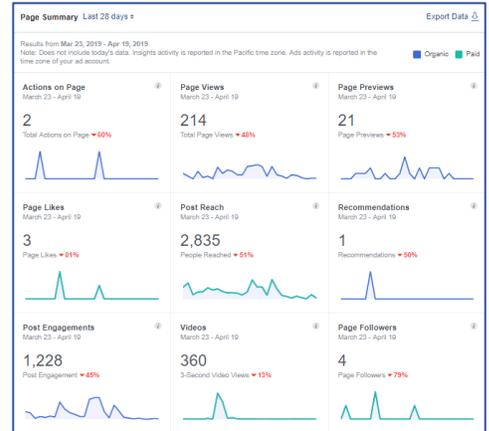


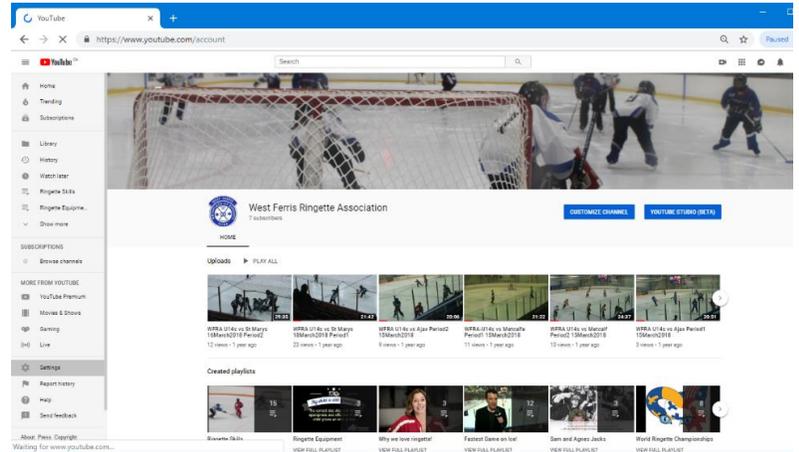
Publicity Director's Report – 2018/2019

Publicity and promotional efforts on behalf of the West Ferris Ringette Association between May 2018 and April 2019 included the following:

- Approximately 240 emails were sent to the full WFRA google group list about events, schedules, volunteer opportunities; this list is primarily the members of the WFRA, including players, parents and guardians
- Approximately 200 primary posts were made to the WFRA Facebook page, with 456 followers (up from 347 followers in April 2018); all FB primary posts forwarded to appear as Twitter posts on the West Ferris Ringette, with the alias [@NorthBayWFRA](#); Facebook post reach of 2,385 during the period of March 23rd to April 19th and a post reach of 5,700 in the previous 28 days (February 22 to March 22); post engagement of 1,228 during the period of March 23rd to April 19th; post engagement of 1,885 in the previous 28 days (February 22 to March 22)
- Dedicated Facebook page, Twitter and Instagram accounts were created for “Homecoming 2019”;
- Stories were published in each issue of Overtime Sports; most months featured two stories about ringette, and in some issues there were additional pictures features in centre pages; Overtime Sports magazine is available online at <https://issuu.com/overtimesportsmagazine> and the magazine is available for free at the arenas and other sports facilities and retail outlets throughout the City
- There were WFRA information tables at the at the YMCA Healthy Kids Day on April 28th, an WFRA activity centre in the Canada Day Kidzone on July 1st, and at the “Boot Sale” in Lee Park in late July; with the cancellation of the community tables at the YMCA Healthy Kids Day and the suspension the last two years of the North Bay Sports and Athletics Show at the North Bay Granite Club, the WFRA is seeking additional community events where an information table or demo game can be offered; one option being considered is the Poutine Feast in Lee Park in late June
- The WFRA media list was built out in the google account with 21 contacts for eleven media; news releases were sent after every tournament that WFRA returned with a medal, but received limited coverage; this situation improved with coverage of the Provincial in North Bay in March; news releases or advisories were sent in June and February in advance of the provincials and daily from March 13th to March 17th; local radio, MTV, Cogeco, the Nugget, BayToday and French CBC provided coverage
- 3,000 copies of a 24 page program for Homecoming 2019 were printed and 2,700 distributed (1,000 to retail outlets, 900 in players kits and 800 at tournament arenas)
- Over 2,500 flyers were distributed for “Come Try Ringette” events were distributed to JK to Grade Four students in the four school boards in the North Bay area, including schools in Powassan and Corbeil; printing was courtesy of Staples in North Bay
- Promotion for September “Come Try Ringette” included radio ads, plus four additional promotions: message boards in multiple locations, a display ad in the City of North Bay recreational and sports guide, marquis at Memorial Gardens, and event posters
- A spring “Come Try Ringette” event was promoted through social media posts, public service announcements, community calendars, WFRA emails, media advisory, Memorial Gardens marquee and posters



- A local exhibition game between WFRA U19s and the Nipissing Lakers in January and an exhibition game between the Nipissing Lakers and Laurentian University in October were both promoted by WFRA
- A Mailchimp account was created for occasional newsletters, such as after East West or other special event; the distribution list is the same as for the WFRA google group, but could be built out for promotional issues
- A SurveyMonkey account was created to encourage greater response rates to member surveys; to date, a mid-season survey from the Recruitment and Retention Task Force and end-of-season surveys from the Rep Director and the House Director have been sent
- The WFRA YouTube account has then playlists with 75 videos, including some WFRA games, some championship games, such as Worlds, plus introductory and skills videos; low traffic to the channel, but helpful as a resource, particularly to new ringette families, and is available to coaches and teams for posting as either private, unlisted or public videos



Brennain Lloyd, WFRA Publicity Director, 2017-2019

April 2019