



OFF SOUNDINGS CLUB

Brin Ford, Public Relations

Tel: (203) 782-0270

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Date: October 18, 1995

Re: Committee Report

From: Chairman

Public relations efforts have focused on maintaining and expanding coverage of Off Soundings in newspapers and sailing publications. The approach is to notify publications, in advance, of our series dates and general information, to follow up with news releases regarding the number of yachts expected and any significant changes in procedures about a week before each series. Telephone conversations with reporters and editors and the faxing of entry lists showing the yachts' hailing ports improve interest and set up the result reporting system for each publication. News releases and results sheets are sent (faxed) to each publication Sunday night or Monday morning except for those newspapers with earlier deadlines which are notified of results by phone each evening when tabulated.

This fall, the Providence Journal (Dave Phillips) and The (New London) Day (David Tranchita) and The Shelter Island Reporter (John Russo) received the results as they were read at the shore rendezvous. Soundings (Steve Knauth), Sailing World (David Reed) got full results and news releases Monday morning.

I continue to work on other publications and am in discussions with Soundings about an article on the club to be published in mid winter. In general, I have found national magazines less than interested due to the local (regional) nature of the club. Hartford and New Haven papers chose not to report on us.

The inclusion of twelve meters this fall was a public relations success.



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