

ACBL Unit 390

Publicity Committee

Planning Assumptions, Strategies and Progress Report

Introduction:

The enclosed report summarizes the progress of the Publicity Committee in its first five months of operation, May 1 to September 30, 2009.

Please add this report to the Unit 390 Minute Book.

Merle Hickey
Chair, Publicity Committee
September, 25, 2009

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Publicity Committee Appointment:

From the minutes of the CDBA board meeting, April 30, 2009.

C) Publicity Committee

- Merle Hickey has agreed to lead the program.

Planning Assumptions:

These are the assumptions that I have made in structuring the **Publicity Committee**:

1. The stakeholders of ACBL Unit 390 are:
 - a. Bridge Players
 - i. The individual members of the ACBL Unit 390, who reside within the geographical boundaries of ACBL Unit 390 or who have elected to be a member of this Unit.
 - ii. Past, Inactive, non-members having played or actively playing in ACBL sanctioned games at any level.
 - iii. Any other bridge player in the public playing bridge in any form.
 - b. Bridge clubs operating within the geographical boundaries of Unit 390.
 - i. ACBL sanctioned clubs.
 - ii. Community clubs offering regularly scheduled duplicate games to their members or the public.
 - c. Volunteers involved in the game of bridge, as players, presenters, teachers, mentors, game organizers, officials.
 - d. Bridge professionals including players, Directors, club owners, bridge educators.
 - e. Service providers including but not limited by book stores, libraries, bridge suppliers, any commercial or community facility where bridge games are played.
2. Bridge Program Providers
 - a. ACBL
 - b. ACBL District 18 and other Districts.
 - c. ACBL Unit 390 and other Units.
 - d. Canadian Bridge Federation Zone V and other Zones.
 - e. Commercial organizations such as senior residences.
 - f. Community organizations.
 - g. Bridge clubs.
 - h. Bridge presenters, educators.
 - i. Individuals.
3. The duties and responsibilities of the Unit are:
 - a. To actively recruit and enroll new members of the ACBL
 - b. To appoint a tournament coordinator, an education liaison, and an IN (intermediate-newcomer) coordinator.
 - c. To provide optimal playing opportunities for all unit members.
 - d. To conduct sectional, regional and NABC tournaments when authorized by the District.
 - e. To prepare conditions of contest for the unit's tournaments.
 - f. To offer IN sectionals (the unit can delegate these tournaments to clubs) and IN programs (at unit Sectionals and Regionals).
 - g. To work with the district and the ACBL on the promotion of district-wide and ACBL-wide tournaments.
 - h. To promote the development and organization of sanctioned club games within the unit.
 - i. To process reports of dishonesty in all games within the unit's jurisdiction.
 - j. To appoint a Conduct and Ethics Committee.

- k. To investigate and process reports of dishonest, unethical or improper conduct by participants in sanctioned games, unit events or tournaments under the unit's jurisdiction.
 - l. To discipline members guilty of such conduct in a manner fully consistent with the ACBL disciplinary regulations.
4. The specific programs of the Unit 390 are undetermined, as the Unit has not published any, to my knowledge. They could be to:
- a. Promote the game of bridge to the public.
 - i. Play bridge.
 - ii. Find a place to play.
 - iii. Become an ACBL member.
 - iv. Volunteer.
 - v. Find employment.(Bridge club manager or Director)
 - vi. Become a sponsor.
 - b. Facilitate Learning.
 - i. Learn to play.
 - ii. Learn to be a bridge presenter, teacher, and mentor.
 - iii. Learn to be a Director.
 - iv. Learn to operate a club.
 - v. Learn to host a tournament.
 - vi. Learn to be a Caddy.
 - c. Provide access to resources.
 - i. Operate an on-line web site for all stakeholders.
 - ii. Operate a bridge lending library.
 - iii. Organize access to facilities and equipment.
 - d. Organize Bridge Competitions.
 - i. Host Sectional Tournaments.
 - ii. Host Regional Tournaments.
 - iii. Host Unit and District Competitions.

Publicity Committee Strategies:

1. The www.acblunit390.org website shall be the primary vehicle for publicity to all our stakeholders.
2. A second website www.LearnToPlayBridge.ca shall be the primary vehicle for attracting absolute beginners to the game. This name is easy to remember and does not need a lot of additional words to explain what it is all about.
3. All public advertizing will invite the target audience to the www.LearnToPlayBridge.ca site. Although this site is designed for absolute beginners, we invite all potential bridge players to start there. We then plan to give them a simple menu where they can access Bridge Lessons listed by any of our bridge presenters/teachers, find a club, etc. From here they may be introduced as appropriate to the ACBL Unit 390 site.
4. Assist the Education Committee in selecting an alternate education program for absolute beginners. This program is designed for clubs wishing to start a new game starting with absolute beginners. This program is an additional program to the successful beginner lesson programs offered by a number of Calgary's bridge educators. Offer the program to all clubs.
5. With items 3 and 4 in place, we can then do advertising eligible for the ACBL Cooperative Advertising Program: See Appendix C. regarding beginners and new members.
 - a) Neighbours – The Calgary Herald Community Weekly (North and South editions)
 - b) Posters for Community / Senior / Leisure Centres, non-ACBL bridge clubs, etc.
 - c) Canyon Meadows Theatre (Community Advertising)

Progress Report:

1. The acblunit390.org website was initiated April 23, 2009.
 - a) The previous website at calgarybridge.com was reorganized and redeveloped over May and June 2009.
 - b) During this period, additional content was added under the menu items, About Contract Bridge, Unit 390 Organization and the Board Development Program.
 - c) The Home Page is a source for Featured Articles and the News and Updates Column. The News and Updates column can also be accessed from any Main Menu page.
 - d) The menu item, Member Resources is an alphabetical index of information resources for bridge players.
 - e) The familiar Club News & Results has a new look and a quick index to your favourite club. All clubs upload their own game results as they did before with calgarybridge.com. Clubs can write their own club news.
 - f) The Tournament Schedule and Results are combined into one easy to maintain menu.
 - g) The Contact Us menu is an easy to use method for members to make suggestions or ask questions and is actively being used by our members.
 - h) New Content – Replace the current Member Pictures, which still resides at calgarybridge.com.
 - i) Fix – User uploading of Club News.
 - j) New Content – add a page for conducting user feedback polls.
2. The LearnToPlayBridge.ca site is under construction.
3. All clubs were offered the opportunity to participate in a program for absolute beginners. The Garrison Greens Bridge Club has adopted our proposal. The Easybridge! System will be used for this program. The presenters are Barry Robey, club owner / director and Merle Hickey. Start-up date is yet to be determined.
4. The ACBL Unit 390 board has agreed to sponsor and fund the ACBL Cooperative Advertising Program. Advertising will commence in the fall of 2009.
5. The LearnToPlayBridge.ca site, once working for Unit 390, may be expanded to include Lethbridge, Medicine Hat, Red Deer and Edmonton Units. Each Unit will be responsible for their own content. These Units will be charged an annual fee to recover hosting and Unit 390 administration costs. There is the potential to expand the website to include all the Western provinces and then spread eastward.

Appendix A

ACBL SAMPLE COMMITTEE DESCRIPTION PUBLICITY COMMITTEE — PUBLICITY CHAIR

Mission

To publicize unit tournament activities and increase public awareness of ACBL and its charitable and educational activities.

Duties

Publicity can come in many forms. Here are a few things this committee could try to do in addition to the obvious publicity requirements for tournaments and special bridge activities that are sponsored by the unit:

- Work to get independent and PBS stations to carry ACBL's beginning bridge TV shows. They can be tagged with a local phone number for people to call to find out more about bridge. This can be very valuable publicity for the unit, the local clubs and area bridge teachers.
- Present local bridge information and game winners to area newspapers.
- Write a bridge column for a local paper.
- Organize a day at a local club for the area media to visit and find out more about the game and local bridge activities. This works best when you have a hook such as an unusual player, an upcoming major event, a new facility, etc.
- Use publicity as a fund-raiser for the unit. Sell advertising (the name of an event, a tournament, space on unit flyers/convention cards/brochures) to local sponsors.
- Create a bridge flyer to advertise local games and clubs and distribute to the Visitor's and Convention Bureau, area hotels, senior centers, etc.

Note: ACBL's Cooperative Advertising Program (CAP) offers funding for advertising expenses for programs and lessons designed for newcomers and/or to recruit ACBL members. See www.acbl.org/marketing/coopadvertising.html for details.

Note: A publicity information packet is available online at ACBL's web site at www.acbl.org/marketing/publicity.html.

Appendix B

ACBL SAMPLE COMMITTEE DESCRIPTION EDUCATION COMMITTEE

Mission

To promote and implement programs designed to increase participation in the unit's games and to increase membership by working with the unit's education liaison who works in cooperation with the district education liaison, the IN coordinator, and the ACBL Education Department.

Duties

In many ways, this is the unit's most important committee. It helps the education liaison with "the big picture"... improving and maintaining the "health" of the unit by implementing programs that will increase participation and membership.

In units that cover a large geographic area, the education liaison needs volunteers in all parts of the unit in order to promote and implement the programs that the unit elects to support.

Even when working in a small area, the education liaison can't do it all alone. Whether the project is a New Player Services program, a mentoring program, a school bridge lesson program or even a myriad of smaller activities, there is more than enough for a group of dedicated workers to do.

Note: Information on forming an education committee can be found in the "Handbook for Education Liaisons" at www.acbl.org/units/units.html.

Appendix C

ACBL Cooperative Advertising Program

You do the advertising. We'll help pay! The Cooperative Advertising Program (CAP) reimburses ACBL teachers, clubs, units and districts for advertising expenses for programs and lessons designed for newcomers and/or to recruit ACBL members. CAP will refund you 75% of advertising costs up to \$1000 per project specifically for beginner bridge lessons, newcomer programs and ACBL recruitment. That's a \$750 reimbursement for \$1000 or more in advertising costs. We even supply you with ACBL logos and sample ad templates for a professional look.

Program Information and Requirements

1. Advertising must be for newcomer programs, beginner bridge lessons or ACBL membership recruitment.
2. The [ACBL logo](#) or the words "American Contract Bridge League" **must** appear in the advertisement (no exceptions). We encourage but do not require you to use the [advertising templates](#) now available at the ACBL web site.
3. Reimbursements are made by project. For example, if you spend \$1000 on newspaper advertising and \$500 for flyers for the same lesson series, your total reimbursement will be \$750, not \$1125. All reimbursements will be paid in U.S. dollars.
4. We require copies of actual dated receipts and/or detailed invoices submitted **WITHIN 90 days** of the date of the receipt or invoice. Copies of cancelled checks or credit card statements are not acceptable. Members and clubs must be in good standing in the ACBL to receive reimbursement.
5. ACBL staff reserves the right to judge eligibility for reimbursement, so it is a good idea to check ahead of time if you have questions. For example, if you already are being reimbursed as a School Bridge Lesson Series teacher, you will not be reimbursed for additional advertising for that program.

Eligible Media

- Newspapers
- Magazines
- Direct mail pieces
- Yellow page advertising
- Catalogs
- Posters/flyers for public distribution
- Billboards
- Television

- Radio
- Online commercial web sites*

**Online commercial web sites are those affiliated with a professional media organization such as The Washington Post online (mywashingtonpost.com), licensed business web sites such as Yahoo!® or community sites such as those for chambers of commerce. Personal, club, unit or district web sites are excluded.*

Eligible Expenses

- Cost of advertising placement
- Cost of advertising reproduction (e.g. copies of flyers)

Items Not Eligible for Reimbursement

- Ads placed in The Bridge Bulletin
- Calendars
- Tournament schedules and flyers (None!)
- Club, unit or district newsletters
- Postage
- Web publishing or maintenance
- Club, unit or district directories
- Supplies (e.g., labels, envelopes, etc.)
- Signage
- Promotional or specialty items (e.g., pens, pencils, coffee mugs, t-shirts, etc.)
- Business cards and letterhead

How to Get Reimbursed

Send a copy of the dated paid invoice(s)* and/or receipt(s)* along with:

- The advertisement tear sheet for newspaper ads.
- The actual brochure or flyer for brochures and flyers.
- A copy of the script for radio and television.
- A copy of the link or insertion order for online commercial web sites.

* **PLEASE NOTE:** Invoices and receipts showing a date of more than **90 days** old when received in this office will not be accepted by the ACBL Accounting Department for reimbursement. Also, copies of cancelled checks or credit card statements are not acceptable. We require copies of actual dated receipts and/or detailed invoices. Members and clubs must be in good standing in the ACBL to receive reimbursement.

Send the above items to:

Ruth Francis
Marketing Department
2990 Airways Blvd.
Memphis TN 38116
901-332-5586, ext.1368

901-398-7754 (fax)
ruth.francis@acbl.org

Be sure to include your name and a daytime phone number or e-mail address where you may be contacted.

You may expect to receive your reimbursement within six to eight weeks from the date your request is received in the ACBL office. If your materials do not meet the CAP requirements, you will be contacted.

/ end of appendices