

Southern Pacific Masters Swimming Marketing Chair Report

Prepared for Thursday, November 15th, 2012 SPMS Committee Meeting

Report Date: Tuesday, November 13th, 2012

The past month I have been contacting newspaper sports reporters and local cable television stations by email and telephone in an effort to get local publicity through media coverage for our Masters swim meets in Mission Viejo, San Luis Obispo, and Long Beach. That has been the main thrust of my marketing efforts the past month although I am still contacting college swim team coaches and reminding them of the benefits of suggesting that their swimmers join a convenient Masters team so that the swimmers can stay in shape over the upcoming Christmas holidays and semester break.

Anita Cole
SPMS Marketing Chair