



The Write Angle

PRESIDENT'S MESSAGE



To say the 2019-2020 season was unprecedented would be an understatement. The COVID pandemic shattered bowling competition and put all of our lives on hold for a considerable amount of time. In my case, it made me more aware of how important bowling and my bowling family are to my own wellbeing.

The 2020-21 season is beginning with some restriction still in place, but I would like to be optimistic and say by January and our Ohio State USBC and BBW Convention time we will be able to proceed with some manner of normalcy. Your BBW board of directors is already planning ways we can present the Exchange Mart and Welcome Party on Friday evening and our Annual Meeting on Saturday morning. Our theme for the Exchange Mart will be "**Be a Communication Super Hero**". Our Super Heroes have always come in to save the day and contributed greatly to the optimism of the public. We need to bring that positivity and optimism into play as we move forward and return to our new normal.

All our forms will be included in an Ohio State USBC mailing and are available on our website: www.buckeyebowlingwriters.com as well as on the Ohio State USBC website under the Local Association Tab. It's not too early to start preparing an application form for that person in your local association who exemplifies: Promotion of your Local Events (Mary Jannetto Award), Excellence in Bowling Involvement (Ruth Heath-Trott Award), and for male only Excellence in Bowling Involvement (Garrett Swartz Award). We know you all promote your local events in many ways, and some of you have found very unique approaches – these are the things that you should be sharing with other associations by entering your unique ideas in the Writing and Photography Contests. I see so many GREAT pictures on Facebook – this year take the time to submit one of them for our Photography Contest.



Deadline for all of our Awards and Contests is **November 1st**.

Continue to PROMOTE and PUBLIIZE your local association.
We appreciate all you do to support BOWLING IN OHIO!

- Ruth

Ruth Heath-Trott Award for Excellence in Bowling Involvement
Mary Jannetto Award for Local Bowling Promotion
Garrett Swartz Certificate of Recognition

These awards are a way to recognize your bowlers. All of us know someone who deserves to be recognized for supporting bowling. It does not need to be someone on your local or state board, think about your leagues!!! Do you have a cheerleader bowling with you? Do your league officers go out of their way to promote your tournaments, help with your fundraising or work at keeping your leagues full and fun? Do they attend state and national events and encourage others to go? Are they involved with your youth? Put on those thinking caps and let's submit who you think deserves one of these awards. We would love to hear from you.

- Ruth Heath-Trott Award – this award will be presented to recognize excellence in bowling involvement, at the local, district, regional, state and/or national levels. Any member of an Ohio association is eligible to be nominated for this award.
- Mary Jannetto Award – this award will be presented to recognize an individual who promotes bowling locally. Any member of an Ohio association is eligible to be nominated for this award.
- Garrett Swartz Certificate – this award will be presented to recognize excellence in a male member of any Ohio association for his participation in and support of bowling at local, district, regional, state and/or national levels. Any current male member of an Ohio association is eligible to be nominated for this award.

All Contest and Award nomination applications can be found on our website: www.buckeyebowlingwriters.com and are attached to the email which includes this edition of The Write Angle.

NOTE: CONTESTS/AWARDS DEADLINES OF NOVEMBER 1.

CONTESTS/AWARDS

The Rilla Yeater Best Publicity Effort Award

This award recognizes official publications of a local association affiliated with an Ohio State USBC association and edited by a current member of BBW. The publication must have a printed circulation of at least 50 copies, or posted on the association website.

The AMF/Sam Levine Memorial Award for Best News Story/Column

This award recognizes an outstanding news story or feature article.

The Leigh Betts Memorial Photography Award

This award recognizes an outstanding photograph related to the sport of bowling.

All contest applicants must be current members of the Buckeye Bowling Writers.

COMMUNICATING DURING CRISIS...

Organizations' communications skills are being tested due to the recent pandemic.

How you communicate with your members during this time is essential to keeping them safe, informed and productive as they navigate and adapt to sudden and unexpected changes. With things changing at such a rapid rate, it can be hard to know what to say, when and how to say it, who should say it, or how much your efforts are helping.

Below is a nine-step guide which may help you (and your members) navigate through the uncertainty.

- 1. Communicate early and often.** You may not have all the details. However, it's essential to stay ahead of the questions. Share what's known, acknowledge what isn't known, and commit to communicating more as more becomes known. Use various channels when communicating to ensure that messages are reaching employees (e.g., email, newsletter, websites, etc.). Consider having a live video Q&A or other easily accessible channel to keep communications always on and open.
- 2. Stay focused.** Construct messaging to provide information about what members should know, feel and do. This simple framework will help guide and keep you grounded through the speed of change.
- 3. Reinforce your values.** Here's how one academic institution reminded everyone what they stand for in a recent communication to their student body: "I understand the uncertainty surrounding COVID-19 has created anxiety, concern and, in many cases, fear. It is important during these uncertain times to support one another. COVID-19 is a virus that can affect all humans and as a close community, we are committed to inclusion and to being a caring campus."
- 4. Be clear and calm.** Avoid using heavy terms without providing definitions and context. Ensure your communications are clear and inclusive. Seek to be understood by everyone. Keep messaging factual and actionable, and avoid perpetuating fear through alarming language.
- 5. Establish a single source of truth.** Set up a dedicated, well-organized and mobile-accessible location where all pandemic-related communications and content can live. These can include messages, FAQs, Q&A videos, etc.
- 6. Assign authority.** Members want to hear from a person they view as "an authority" so they feel comfortable with the knowledge and actions taken. Determine which leader will be responsible for communicating on all things related to the pandemic. This helps establish trust and provides a consistent, reliable voice through a time of uncertainty.
- 7. Involve people managers.** Equip your board with key messaging about current statuses and upcoming known changes to ensure they can answer questions and support the changes.
- 8. Show you care.** Share what support is available from your organization and the steps the organization has taken in addressing the crisis. *Note:* Pay special consideration to other communications going out during this or any other crisis. For any communication, especially auto-scheduled messages, bring the board together (virtually?) to ensure nothing seems out of context for the members' experience.
- 9. Provide two-way communication.** Crucial to your success is creating feedback channels so people can express themselves and ask questions. This, in turn, will inform your ongoing communications and FAQs.

Final thoughts: As you get pulled into meetings, though they're focused on execution and measurement, it's imperative that you keep your members at the center and remind those around you of your organization's humanity. You don't know what people are going through. This situation could trigger a traumatic event or illness, and members might have been or know someone infected or have lost a loved one. It's a time for sensitivity and empathy, and for helping our organizations and our people adjust to the current reality.

**paraphrased from ragan.com*



The Buckeye Bowling Writers is your key to learning and improving your writing skills!

- ⇒ Our mission is to bring together in an atmosphere of friendliness and cooperation those who promote bowling in the State of Ohio and who are members of any Ohio bowling association. Our services and activities include:
- ⇒ Newsletter - The Write Angle
- ⇒ Writing Contest
- ⇒ Publication Contest
- ⇒ Poster Contest
- ⇒ Annual Meeting and Awards Presentations
- ⇒ Workshops
- ⇒ Website - www.buckeyebowlingwriters.com
- ⇒ Administers the Mary Jannetto Award for Local Bowling Promotion
- ⇒ Administers the Ruth Heath-Trott Award for Excellence in Bowling Involvement
- ⇒ Exchange Mart for members and guests
- ⇒ Delegate Welcome Party for delegates and guests attending the Ohio State USBC Annual Meeting (shared responsibility rotated among the members of the Buckeye Bowling Boosters Club)
- ⇒ Supports the International Bowling Museum and Hall of Fame and the Bowlers to Veterans Link
- ⇒ Offers promotion and publicity assistance to Ohio local associations
- ⇒ Promotes Ohio State USBC activities
- ⇒ Promotes International Bowling Media Association of America membership

MEMBERSHIP APPLICATION

I hereby apply for membership in the BUCKEYE BOWLING WRITERS and confirm all information below is correct:

Name: _____ Phone: () _____

Address: _____

City: _____ State: _____ ZIP: _____

E-Mail: _____

Local Association: _____ Position: _____

Publication for which I write: _____

Dues Enclosed: \$7.00 New _____ Renewal _____

Mail to: Mary McClay, 13741 Mount Tabor Road, Soddy Daisy, TN 37379 (937) 361-2009

www.buckeyebowlingwriters.com

Buckeye Bowling Writers

Providing service in promotion and recognition through all media for the sport of bowling.

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Secretary: Mary McClay
Editor: Lori Gillen

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