

WCGBA

Press Officer's Report 2017.

As the WCGBA Press Officer for 2017, I am encouraged by the response to our sport from North Wales Media who featured all the articles and photographs submitted to them throughout the season. My thanks to those who sent me photos from Home or Away venues for County games to compliment the venue I was able to cover. The News Spot page has been well received, containing a more in depth report on the events covered.

It is hoped that we can explore other media – radio and television – to help inform others and promote the sport of crown green bowls to a wider audience. Approaches have been made in this respect and I hope we will have something positive to report as the 2018 season unfolds.

2017 saw the introduction of 'Getting To Know You – A Little Better', a series of fun profiles of players and officials current and retired with a strong connection to bowls in Wales. There are further personalities to feature in 2018 and I must take this opportunity to thank those who have agreed to take part in the spirit in which it is meant. Without their input it would not be successful. The profiles also appeared on the WCGBA Facebook page and shared further afield.

Senior and Junior County matches were all covered last year. Due to clashes with other competitions the number of Ladies matches covered was very small. I hope to address the imbalance this year. All Merits were covered including the Senior, Junior, Ladies and Vets.

We should also look at the wider bowling world, of which we are a significant part, by covering British events where there is a Wales representation. This includes the British Club Championships, British Merits, Champion of Champions and the British Vets Team Championship.

2017 was a season of mixed fortunes for our teams, but with some significant individual performances in crown green bowls, Wales can feel justifiably proud.

I look forward to the coming season and to the competitions ahead.

Jeanette Higham