

INDIANA STATE WRESTLING ASSOCIATION, INC.

P.O. Box 157, Beech Grove, IN. 46197 Phone 317-780-1885

2024.2025 Communication Director Annual Report

"Communication is the bridge between vision and reality in Indiana wrestling."

Indiana wrestling continues to grow and thrive through effective communication and outreach to our wrestling community. As Communication Director, I have focused on amplifying our athletes' achievements, promoting our camps and events, and ensuring our wrestling families stay informed about opportunities throughout the state.

CAMP PROMOTION AND MARKETING-This year, we successfully promoted multiple training camps that have become cornerstones of Indiana wrestling development:

- Executed targeted geo-advertising campaign on Meta for the Girls Wrestling Camp at Manchester College (June 6-8, 2025) featuring Jacarra Winchester. This digital marketing effort helped reach new audiences and provided crucial visibility for our growing girls wrestling program.
- Broadcasted and promoted the Jesse Mendez Camp (August 23, 2025), helping to ensure strong attendance and participation from wrestlers across the state seeking to learn from elite-level instruction.

REGIONAL TRAINING CENTER (RTC) SUPPORT

The ISWA Regional Training Centers continue to be vital to athlete development. I created comprehensive promotional flyers for all RTC locations, ensuring wrestlers and coaches statewide were aware of these valuable training opportunities. These materials helped drive record participation numbers at our RTCs throughout the year.

NATIONAL TOURNAMENT COVERAGE-Providing timely and comprehensive coverage of our Indiana wrestlers at national events remains a top priority:

- FARGO: Attended, coached, and posted real-time results from Fargo, keeping Indiana families and fans updated on our athletes' performances at this premier national event.
- GIRLS NATIONALS: Attended, coached, and provided complete coverage of results, celebrating our female athletes' achievements on the national stage.
- KIDS NATIONALS: Coached at the event and posted comprehensive results, ensuring our youngest competitors received the recognition they deserve.

VIDEO CONTENT CREATION-Understanding that visual content drives engagement, I produced several important video resources:

- ISWA Freestyle State Information Video: Created and posted an informational video to help wrestlers and families prepare for the state tournament, covering rules, procedures, and what to expect.
- ISWA Folkstyle State Walk-Through Video: Developed a comprehensive walk-through video for those attending the folkstyle state tournament, reducing confusion and helping participants navigate the event successfully.

ATHLETE SPOTLIGHTS AND NARRATIVES-Celebrating our athletes' achievements through storytelling remains central to our communication strategy.

- **HEATHER CRULL FEATURE:** Researched, wrote, and published a comprehensive narrative celebrating Heather Crull's remarkable accomplishments, including her three National Championships. This piece helped inspire the next generation of Indiana wrestlers.

- **CHAD RED FEATURE:** Created and wrote narratives for both Chad Red Junior and Senior, highlighting their contributions to Indiana wrestling and preserving their legacy for future generations.

STATE TOURNAMENT SUPPORT-Worked both ISWA Freestyle and Folkstyle State tournaments in various capacities, including:

- Live social media updates
- Photo documentation
- Results posting
- Family and athlete support
- General event assistance

SOCIAL MEDIA AND DIGITAL ENGAGEMENT-Throughout the year, maintained active social media presence with regular posts covering:

- Tournament results and updates
- Athlete achievements and milestones
- Upcoming event announcements
- Training tips and resources
- Community celebrations and recognition
- Various promotional content and engagement posts

LOOKING FORWARD-As we move into the next season, communication will continue to play a vital role in the growth of Indiana wrestling. Plans include:

- Expanding video content production
- Increasing social media engagement
- Developing new athlete spotlight series
- Enhancing tournament coverage capabilities
- Creating more educational resources for families new to the sport

The success of Indiana wrestling depends on keeping our community connected, informed, and inspired. Through strategic communication efforts, we continue to build a stronger wrestling community that celebrates our athletes' achievements and provides the information families need to participate fully in our sport.

Thank you to all the coaches, athletes, parents, and volunteers who make Indiana wrestling special. Your stories are what make this role so rewarding.

Respectfully submitted, Andrew Oberlin, ISWA Communication Director