Communications Department

Annual Report to the Delegates

Dan Lucas, Senior Director of Strategic Communication
The main job of communicators is to identify what is unique, and good, about a brand and create a program that reveals it clearly. A communicator's tools are words and ideas, expressed through typefaces, colors, and form, delivered on a medium that further shapes the content it carries.

"Why The Brain Prefers Paper," Scientific American, by Ferris Jabr
By far most of the work that takes place in the Communications Department is on our print publications, especially our flagship publication *Chess Life*. But we have a long list of publications that includes *Chess Life Kids*, tournament programs, *Delegates Call*, *Annual Report*, and newsletters.
THE NEW CHESS BOOM!

TANITOLUWA:
TENACIOUS, THOUGHTFUL, AND TOUGH TO BEAT.
2019 National K-12 Grade Championships

1,785 players compete in Orlando, Florida to determine national chess champions in 12 grade levels.

ORLANDO, FLORIDA: The non-profit US Chess Federation's 2019 National K-12 Grade Championships featured 1,785 of the nation's best scholastic chess players competing from December 13th through the 15th at Disney's Coronado Springs Resort in Orlando, Florida. For the first time, we awarded gold, silver, and bronze medals to the individual top-three finishers and a spectacular new trophy for the team champions in each grade level.

The following players and teams won their grade-level Championship Section (where multiple names or teams are listed, there was a tie for first place, and all are considered co-champions):

**Kindergarten:** Lucas Yang, age 5, of New York, New York. Team: The Speyer Legacy School; New York, New York.

1st Grade: Mason Jin Li, age 7, of Berwyn, Pennsylvania; and Jeremy Tao, age 6, of New York, New York. Team: Dalton School; New York, New York.

2nd Grade: Michael Xiao, age 7, of San Jose, California; Leo Yang, age 8, of Sunnyvale, California; and Eden You, age 7, of Elmhurst, New York. Team: Hunter College Elementary School; New York, New York.

3rd Grade: Rohan Rajaram, age 8, of Cupertino, California; and Andrew Jiang, age 9, of Johns Creek, Georgia. Team: NEST+ School; New York, New York.


5th Grade: Erick Zhao, age 11, of Gainesville, Florida. Team: Joseph A. Williams Elementary School; Gainesville, Florida.

6th Grade: Bach Ngo, age 11, of Gainesville, Florida. Team: Lincoln Middle School; Gainesville, Florida; and Westglade Middle School; Parkland, Florida.

7th Grade: Wyatt Pak, age 12, of Brooklyn, New York. Team: I.S. 318; Brooklyn, New York.
2020 EXECUTIVE BOARD ELECTION

Candidates’ statements will appear in the April, May and June issues of Chess Life. They are found in a reader vote determined by an online reader link generated by a webinar convenience call registered in the executive director. All nominees for an Executive Board seat must be confirmed by an email vote. The deadline for the executive board vote will be 5 p.m. on May 1, 2020. The deadline to register to vote was May 1, 2020.

To read each candidate’s statements, visit uschess.org, log in with your membership ID information, and scroll to “Chess Life Magazine” at the bottom of the home page. Click on “Digital Archives” to access the candidates’ statements in the April, May, and June issues of Chess Life.

Chess in the Age of COVID-19

With over-the-board tournaments at a standstill due to COVID-19, where can you get your chess fix until over-the-board play returns? Here are a few suggestions. Be sure you have your parent’s or guardian’s permission before you play any online title.

- **Chess.com** is a comprehensive playing site and learning platform, featuring tactics training, an extensive video library, and frequent events featuring titled players. US Chess online rated tournaments are played at chess.com and it’s free to join the website. For premium features like Puzzle Rush and instructional videos are behind a paywall.

- **Lichess.org** is a completely free playing site that continues to grow in popularity. Supported by its patrons, a chess is available with drop-in and features monthly Annals with titled players.

- **Chessclub.com** (ICC) is another site that features US Chess online rated tournaments. The focus here is on game play, and you have to be a paid member to access most features.

- Slow time control games and leagues are available at Chess.com (lichess.org), Lichess.org (lichess.com), and Chessclub.com (menG就知道).

- **ChessBase** users may want to check out the chessBase.com. A Premium membership unlocks multiple elements in the ChessBase ecosystem, including tactics training, live shows and recorded videos, and game play on the Play Chess.</p>

- **Chess24.com** well-known for its event commentary and frequent Boletin BK’s sessions, but it also includes a rated playing server. As with chess.com, it’s free to join the website, but many features require a paid membership.

- And finally, if you haven’t tried correspondence chess, now might be the time. US Chess offers correspondence events. Learn more here: http://www.uschess.org/content/blog-category/62-239/

More Online Fun

- Shattering at-home chess players are taking advantage of online games to enhance current play games, online and meet up to chat. It’s extremely important that you monitor or encourage your children to play games in a chat channel. Directly the application at discordapp.com.

- Twitch is primarily focused on video game streaming, including sports competitions, as well as music, broadcasts, creative content, and “real life” streamers. Content can be viewed live or the video on demand. Join at twitch.tv.

- Discord is a free platform that specializes in text, image, video, and audio communication between users in a chat channel. Direct the application at discordapp.com.

- Vote Chess is played in teams. Players on each team cast a vote to determine the final score, the more that receives the most votes, so is played. You can find Vote Chess on chess.com.
Certain publications, such as this *Bulletin* (which took the place of the *Delegates Call*) and the *Annual Report*, were produced as PDFs and not printed this year as COVID-19 cost-saving measures.
The digital arena’s importance within the Communications Department is increasing rapidly. In recognition of this, for the first time in US Chess history the editor of Chess Life is also the editor of Chess Life Online, which allows a more seamless integration between the immediacy of digital coverage and the in-depth reporting found in Chess Life. We post stories on uschess.org and material on the various social media platforms on an almost daily basis.
ANNOUNCEMENTS

- US Chess / ChessKid Online Elementary Championship Coming August 8-9
- Susan Kantor Retires On July 21
- August 2020 Rating Supplement Creation Adjustment

Jen Shahade to Teach Thursday Girls Club Class [VIDEO]
Women's Program Director Jennifer Shahade will lead our next Thursday night Girls Club class on chess and beautiful moves on August 6th at 6 PM EDT...Read...Read More

A Streamers Convention on the August Chess Life Front Cover
Our August edition of Chess Life is now available for members, and it features a cover for the ages to back up our cover story by IM Eric Rosen (now......Read More

Just the Rules: New TD Tips For The Online Rulebook
Major rules changes are made by the Delegates and then worm their way into the print (and e-book) editions every so often—about once per year at the......Read More

The TD Show Episode 13 - Player Conduct, Behavior
This week's "The TD Show" topic will be "Player Conduct - Behavior" and will air at 9pm Eastern/6pm Pacific on Thursday, July 30 on the US Chess...Read...Read More
Our August cover of Chess Life is generating a lot of excitement! See our CLO article at the below link that gives a numerical key to all the streamers. We’ll be tagging a few per day: @hellokostya @Anna_Cheese @Corbibiah @BoxBox @hutchinson @DanielRensch

AUGUST 2020 | USCHESS.ORG | Plus more from Dunne, Fosler, and Yip | US CHESS

CHESSLIFE
The Barber/Rockefeller/Senior events begin today at 11:00 AM EDT. Watch our streamers IM Kassa Korley and WGM Tatev Abrahanyan (photo) on twitch.tv/chesscomevents or twitch.tv/uschess. Full event details at https://new.uschess.org/news/us-chess-premier-invitationals-conclude-weekend-chesscom
Congrats to Micah Smith, our Day 7 random winner in our #GetUSChess contest. Micah wrote on FB: “I’m a US Chess member because it allows me to support the federation in various ways, including being a TD in US Chess rated tourn”...
#PodcastTuesday

- Cover Stories with Chess Life
- One Move at a Time
- Ladies Knight with Jen Shahade
- Chess Underground with Pete Karagianis
A key strength of our Communications Department is the ability to nimbly respond to the needs of US Chess as they unexpectedly arise and to support other departments. Whether developing a new publication (*Guide to Successful Chess Club*), promoting a video (“The Magic of Chess”), creating collateral for our new Development Department (our Case for Support, *Chess, A Game For Life*)—all are seamlessly plugged into our workflow.
THE US CHESS MISSION

Empower people, enrich lives, and enhance communities through chess.

With close to 95,000 members, US Chess facilitates connection among clubs, scholastic programs, and individuals across the nation. We are the official governing body and charitable organization for chess players in the United States.

An estimated 70 million chess enthusiasts in the United States have yet to join—or hear of—US Chess. We want to reach out, extend an invitation, and ensure that chess is fully recognized nationwide for its benefits as an invaluable tool for education, recreation, and rehabilitation.

The pages ahead showcase our current priorities at US Chess:

- **A Seat at the Chess Table** celebrates the inclusivity of chess.
- **Girl Power!** shows how the Women in Chess initiative is ensuring equal opportunity.
- **Building Minds** conveys the advantages of chess for school-age players.
- **Seize Your Potential!** is one account of how a chess community can help at-risk kids.
- **Seniors and Chess: A Great Match** honors the mutually beneficial relationship between US Chess and our most experienced members.

If you’re not yet a member of US Chess, please accept our invitation to join the community. If you would like to support the work of US Chess to bring the benefits of this extraordinary game to all kinds of people, the How to Give section outlines giving options. You may also visit online at uschess.org/donate.
The Communications Department’s response to the COVID-19 crisis’ effect on US Chess operations was robust. We were called upon to create materials for all the events that moved online, our Twitch streams, and associated social media campaigns.
US CHESS vs. IRISH CHESS UNION

International Friendly Match of Nations

JUNE 27, 2020 | 1 P.M. EDT
Chess.com
US CHESS 2020
HIGH SCHOOL SENIOR ONLINE RAPID

SATURDAY JUNE 13TH
2 PM EDT / 11 AM PDT

REGISTRATION DEADLINE:
Fri June 12 @ 9 pm EDT/ 6 pm PDT

ROUNDS: 7 Rounds of G/15+2

SECTIONS: Unrated, U1200, U1800, 1800+
Questions or Comments?

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