



Communications Department

Annual Report to the Delegates

Dan Lucas, Senior Director of Strategic Communication

Purpose

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.

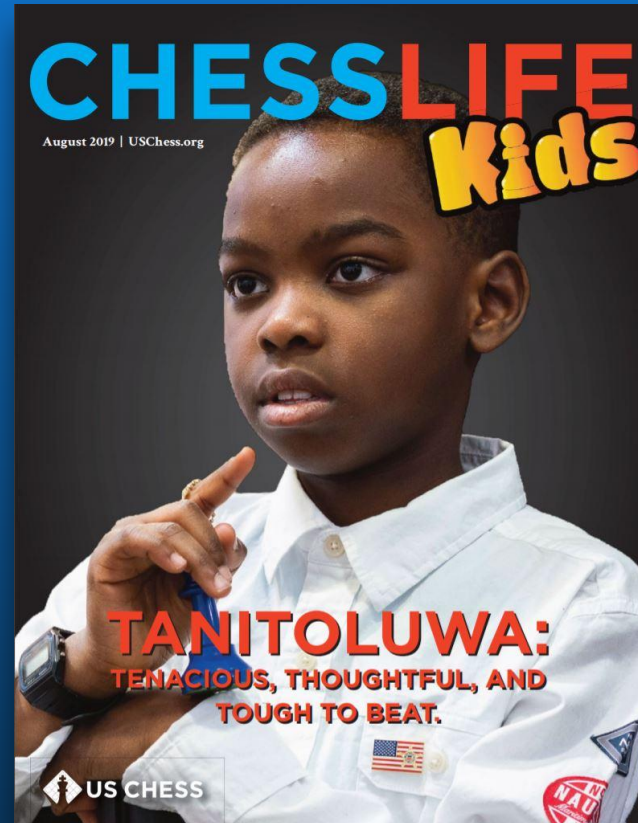
"Why The Brain Prefers Paper," *Scientific American*, by Ferris Jabr



Print

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.







DECEMBER 13-15, 2019

ORLANDO, FLORIDA



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www.uschess.org

FOR IMMEDIATE RELEASE

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2019 National K-12 Grade Championships

1,785 players compete in Orlando, Florida to determine national chess champions in 13 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+m School; New York, New York.

4th Grade: Yuvraj Rudra Chennareddy, age 9, of Chicago, Illinois. **Team:** The Speyer Legacy 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.





US CHESS NEWSLETTER

JUNE / JULY 2020

2020 EXECUTIVE BOARD ELECTION

Candidates' statements will appear in the April, May, and June issues of *Chess Life*. They are listed in a random order determined by an online random list generator during a video conference call conducted by the executive director and observed by an Election committee member. Ballots with the candidates listed in the same order will be distributed to all registered voting members whose US Chess membership was current as of May 5, 2020 and expires on or after June 30, 2020.

The deadline to register to vote was May 1, 2020.

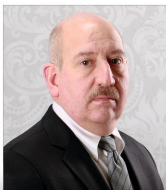
To check your registration status and for additional information, go to your MSA page at <https://secure2.uschess.org/voter-registration.php> and verify that your "Voting Member Status" is "Registered Voting Member."

—Ken Ballou, US Chess Election committee chair

Call for ADMs

Advance delegate motions (ADMs) for the 2020 delegates' meeting are due before June 3, 2020. They can be faxed to (931) 787-1200; mailed to Jennifer Pearson, c/o US Chess, P.O. Box 3967, Crossville, TN 38557; or emailed to governance@uschess.org.

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*.



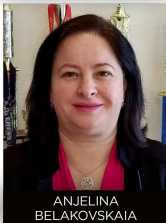
DAVID HATER



SEAN J. MANROSS &
BEAR THE CHESS HUSKY



DAVID DAY



ANJELINA
BELAKOVSKAIA



AKSHMANA "VISH"
VISHWANATH



FUN FONG

www.uschess.org

June / July 2020 | US Chess Newsletter 1



US CHESS

SCHOLASTIC NEWSLETTER

JUNE / JULY 2020

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 parents' or guardians' permission before you join any online site!

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 as well. It's free to join the website, but 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, Lichess is popular with streamers and features monthly Arenas 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 (slowchessleague.org), Lichess.org (lichess4545.com), and Chessclub.com (team4545league.org).

ChessBase users will want to check out playchess.com. A Premium membership unlocks multiple elements in the ChessBase ecosystem, including tactic training, live shows and recorded videos, and game play on the Play Chess server.

Chess24.com is well-known for its event commentary and frequent Banter Blitz sessions, but it also includes a robust 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/blogcategory/82/393/>.

More Online Fun

Sheltering-at-home chess players are taking advantage of online sites to stream content, play games online, and meet up to chat. It is extremely important that your parents or guardians give you permission to log on to any of these sites first!

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

Twitch primarily focuses on video game livestreaming, including esports competitions, as well as music broadcasts, creative content, and "in real life" streams. Content can be viewed live or via video on demand. Join at twitch.tv.

Vote Chess is played in teams. Players on each team cast a vote to determine the final move; the move that receives the most votes is played. You can find Vote Chess on chess.com.

www.uschess.org

June / July 2020 | US Chess Scholastic Newsletter 1





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.



Annual Report 2020



Digital

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 »](#)



 **US Chess**
14.6K Tweets



US Chess
@USChess

US Chess Federation Official page - a hub for news about American chess. US Chess News: new.uschess.org/home/ Facebook: facebook.com/uschess

🌐 United States of America 🌐 uschess.org 📅 Joined March 2010


1,326 Following **25.7K** Followers

Tweets Tweets & replies Media Likes

 **US Chess** @USChess · 1h

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_Chess](#) [@Corbblah](#) [@BoxBox](#) [@hutchinson](#) [@DanielRensch](#)



 **Account home**
US Chess @USChess

28 day summary with change over previous period

Tweets
63 ↑1.6%

Tweet impressions
264K ↑47.6%

Profile visits
7,173 ↑311.3%

Mentions
523 ↑69.3%

Followers
25.8K ↑408





US Chess

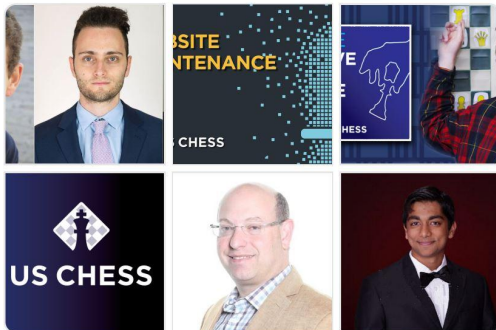
Promote

View as Visitor



Photos

See All



Videos

See All



7 Days of #GetUSChess! Win a \$50 GC, r...



Comment as US Chess



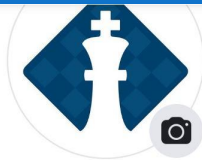
US Chess

2d · 🌐



The Barber/Rockefeller/Senior events begin today at 11:00 AM EDT. Watch our streamers IM Kassa Korley and WGM Tatev Abrahamyan (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>





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Let Us Know Your Message Preferences

We understand your business priorities may have changed about promoting your Page?

Yes

Not Now

Insights

[See All](#)

Last 28 days : Jul 6 - Aug 2 ▾

People Reached

6,022

▼ 23%

Post Engagements

2,406

▼ 18%

Page Likes

114

▲ 11%



Create



The Ba





us_chess

Edit Profile



494 posts

7,502 followers

653 following

US Chess

Welcome to the Official US Chess Instagram. Also follow [@uschesswomen](#)
[new.uschess.org/news/streamers-convention-august-chess-life-front-cover](#)



from Ba...

POSTS

IGTV

SAVED

TAGGED





US CHESS

Admin view

Home

Content

NEW

Analytics

Activity

32



US CHESS

190 followers

1mo •

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 ...see more



3



Like



Comment





US CHESS

THE UNITED STATES CHESS FEDERATION

Chess Life Magazine



US Chess Federation

2.02K subscribers

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Created playlists



Governance

Updated 5 days ago

[VIEW FULL PLAYLIST](#)

Chess Tech

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Class is in Session with Jen Shahade and Special Guests!

Updated yesterday
[VIEW FULL PLAYLIST](#)



Interviews

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Levelling Up

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COVER
STORIES
with
CHESS
LIFE



ONE
MOVE
at a
TIME



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Ladies
Knight

with **JEN SHAHADE**



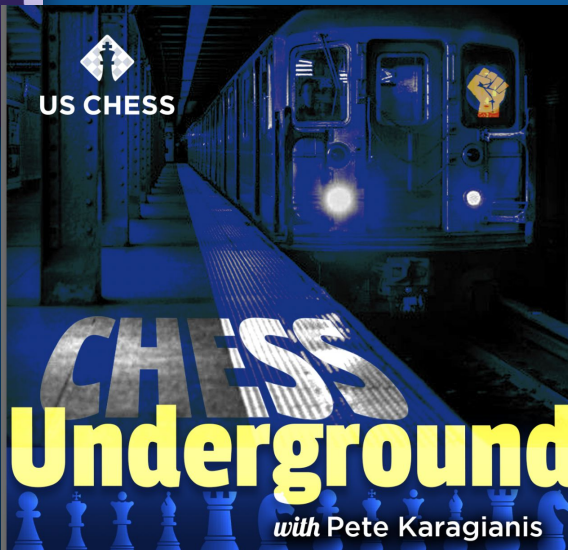
#PodcastTuesday



US CHESS

CHESS
Underground

with **Pete Karagianis**



Miscellaneous

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.





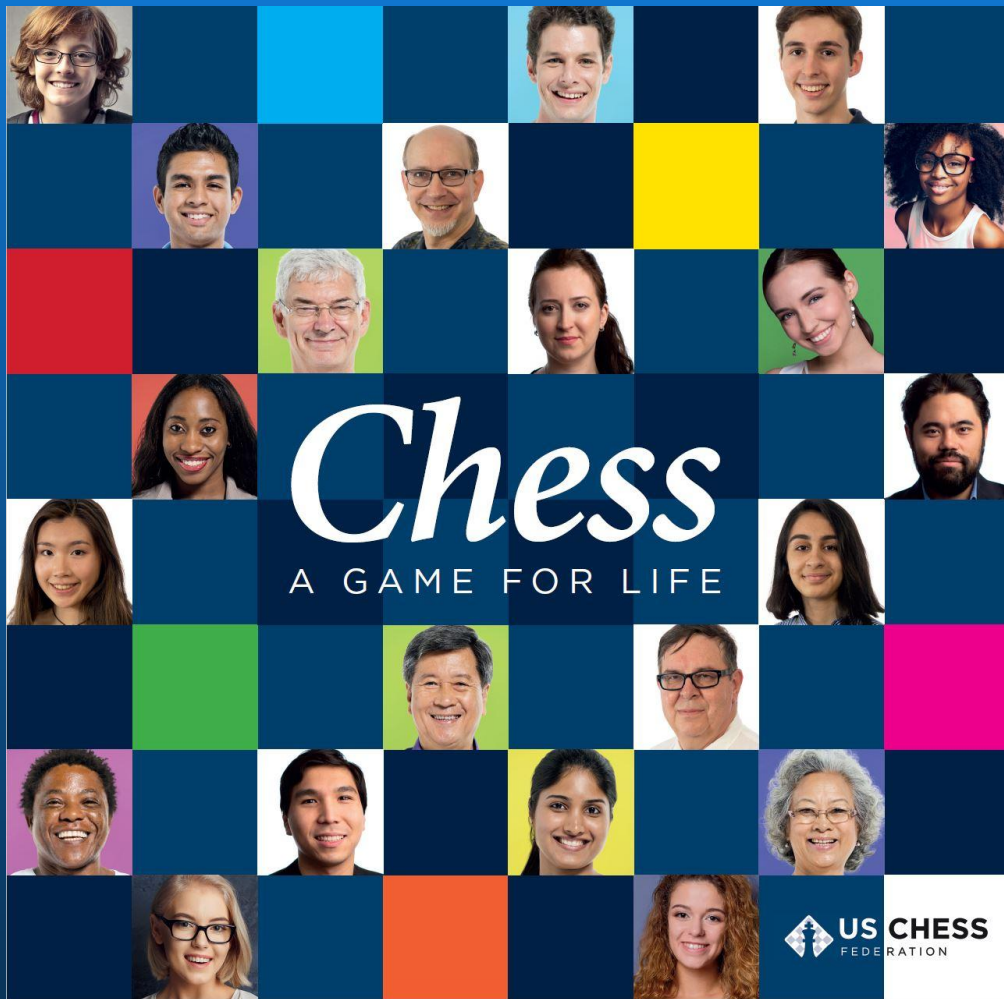
GUIDE TO A SUCCESSFUL CHESS CLUB

A US CHESS PUBLICATION | PREPARED BY THE US CHESS CLUBS COMMITTEE

This publication shows how to organize and manage a club, no matter the size or geographic location. It presents a pathway for starting a club, it will help a struggling club, and it will improve a currently healthy club.

Revised December 9, 2019







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.



COVID-19

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



US CHESS
FEDERATION

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+



A portrait of Alisa Melekhina, a woman with long, wavy brown hair, wearing a black top and a necklace with long, thin, metallic spikes. She is looking directly at the camera with a slight smile.

CLASS *in session*

ALISA MELEKHINA

on **EXECUTING A PLAN**

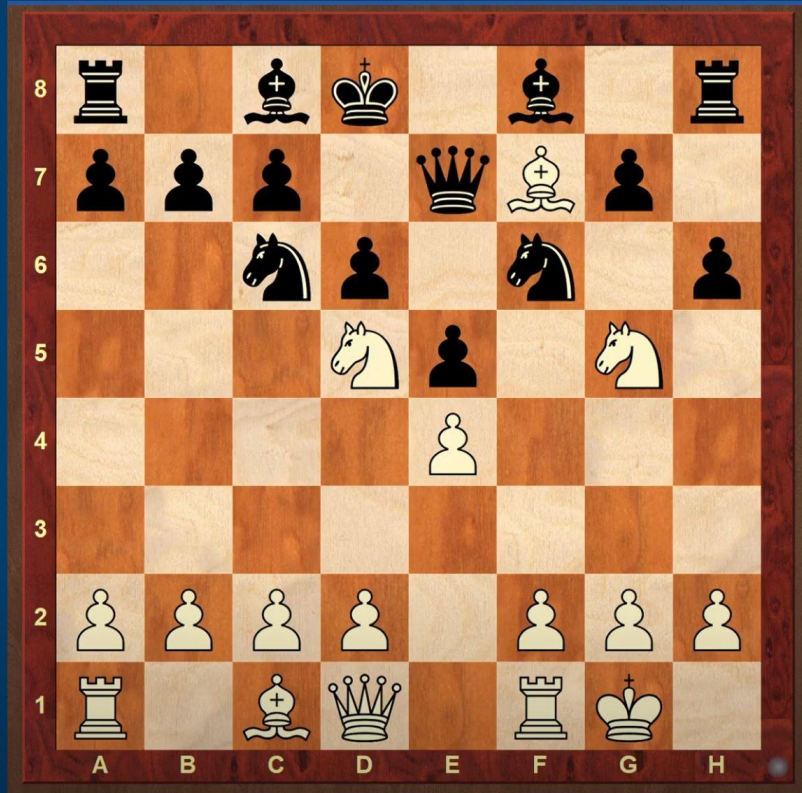


US CHESS



US CHESS
women





Martetschlaeger, Stefan 1104 - Ragitsch Frei, Samuel 928 1-0
C57 Styrian op U12/18 22nd Mureck (S) 09.08.2015 [Hartmann, John]



John Hartmann @hartmannchess

17:36 / 24:13



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