



2020 U.S. Women's Amateur Championship Media Report

News Placements/Reach: 788 / 2.1B

Broadcast Hits/Reach: 438 / 7.8M (Does not include championship broadcast)

Social Media Hits/Reach: 5,899 / 22.9B

Total Impressions: 25.8B

Top National Stories of Influence

- Golf Channel: [Rose Zhang wins U.S. Women's Am after Ruffels' repeat hopes end on lip-out](#)
- ESPN: [Rose Zhang denies Gabriela Ruffels a repeat at U.S. Women's Amateur](#)
- Golfweek: [U.S. Women's Amateur Round of 16 ends in wild playoff](#)
- USA Today: [Zhang wins U.S. Women's Amateur to deny Ruffels a repeat](#)
- New York Times: [In Women's Golf, Virus Opens the Typical Paths Towards Pro Career](#)
- Golf.com: [Excruciating lip-out decides U.S. Women's Amateur](#)
- Washington Post: [Rose Zhang defeats defending champions Gabriela Ruffels to win U.S. Women's Amateur](#)
- Golf Digest: [Californian Rose Zhang wins U.S. Women's Amateur after cruel lip out](#)

Top Local Stories of Influence

- The Commercial Appeal: [Rachel Heck eliminated at U.S. Women's Amateur](#)
- Palm Beach Post: [Alexa Pano has short week at U.S. Women's Amateur](#)
- Loudoun Times-Mirror: [Greenleaf to make eight start at U.S. Women's Amateur](#)
- South Bend Tribune: [Potter-Bobb struggles in start of U.S. Women's Amateur](#)

Top Social Media of Influence

- [Karrie Webb](#)
- [Morgan Pressel](#)
- [Kay Cockerill](#)
- [Juli Inkster](#)

Broadcast Highlights

Wednesday: Most-watched since 2014.

Thursday: Most-watched in 13 years.

Friday: Most-watched weekday telecast in #USWomensAm history (2006-20). 211K avg. viewers per min, +298% vs. '19 on FS1. Most-watched weekday women's golf telecast since '19 KPMG Women's PGA.

Saturday: 148K viewers per min, +68% vs '19. Most-watched #USWomensAm semis since '06.

Sunday: 219K viewers per min, +105% vs '19. Most-watched #USWomensAm champ match since '06.