

D 1 – COMMUNICATIONS



Policy: Promotion through the Media

Objective: Quality partnerships which provide value to our stakeholders and enhance Swimming Southland sustainability, profile and brand.

Policy:

1. ALL Swimming Southland / Southland Swim Clubs – press releases and/or media contacts shall be made with the authorization of the Publicity Officer.

Procedure:

1. Publicity Officer shall be informed on key communications issued by Swimming Southland as soon as practicable.
2. Publicity Officer shall liaise with Swim Southland Coaches and Team Managers on all relevant events.
3. Southland Swims Clubs to liaise with Publicity Officer for any notable/relevant events.
4. Use of sponsor names within media - The Executive Officer is to be made aware of any use of sponsor names, prior to the media being released.

Notes:

For Media Preparation:

When preparing articles for the media a few things to think about.

- Remember the “W” (WHO WHEN WHAT AND WHY)
- Think of the “S” (the biggest, brightest and the Best)
- Be organised when you say you will be there, be there and have the article prepared.
- Supplying the Media with a fact sheet can help at times.
- The intro – the first paragraph should contain the important information.
Aim to keep the intro 25 words or less.
- Not everyone knows what you are talking about, do not use too much jargon.
- Keep it simple and interesting – Key messages!!
- Include spokespeople and their contact details – and make sure they are available.
- Timing of articles, think about mainstream sporting events (be aware of other major sports on around the same time as yours)
- Add contact information for the reporter if they need to contact you.
- When emailing or faxing an article type BEGINNING and END to indicate that there is nothing else coming and or they have not missed a page.