

## FACT SHEET 3 : Media Tips

### BUILD A RELATIONSHIP

- Make contact with sports editors at local newspapers, radio etc
- Keep in touch
- Build up a relationship

### BE PRO-ACTIVE

- The clubs or individuals that get decent publicity are the ones that are pro-active
- Be prepared, plan ahead

### NOTIFY MEDIA OF EVENTS IN ADVANCE

- It is imperative that ample notice of events is given to the media
- Two or three weeks notice for big events so that space can be allocated
- There is no point in expecting publicity for a match/event if the radio station/newspaper is not notified in time.

### MEET THE DEADLINE

- All media have deadlines for receiving articles/information prior to going on air/to print
- Make sure you know the deadlines & make sure you are ON TIME!!

### MAKING CONTACT

- If at all possible get the mobile number for the editor, most editors use mobiles as part of their work so, don't worry about asking for it.
- Use email for sending fixtures and results

### GET YOUR FACTS RIGHT

- When emailing or faxing information, be very precise about the date and time of the fixture

### FOLLOW UP WITH RESULTS

- If you expect a fixture to be announced/printed make sure you follow up by notifying the station/paper of the result.

### **INTERVIEW TIPS...**

*Be prepared*

*Be articulate*

*Have a few specific points prepared*

*Stick to the point*

*Not 'yes' or 'no' answers*

### **TIPS FOR PHOTOGRAPHS...**

*Hire a professional*

*Do it yourself with a digital camera for use on club website, in newsletters etc.*

*Be imaginative*

*Get high-profile people in shot*

*Take advance photos*

*Store a stock of photos on your computer*

*Add a caption*

*Get action pictures*

