

## Developing Media Relations

The following provides clubs with some hints on how to establish good media relations.

**Nominate a Club Media Contact** Having a designated person to liaise with the media is worthwhile. It makes it easier for them because they know who to go to and it provides a consistent approach. It helps if that person is a reasonable writer

**Make an appointment** and go to see the editor, or journalists. Tell them about your sport and the types of events and other interesting things that are coming up during the year

**Find Out About them** the different opportunities for your Club via a particular outlet e.g. community announcements, news, results sections etc. Find out when their deadlines are, when they prefer to get photographs or footage, how they prefer to receive information and the types of things they are most interested in

**Deadlines.** Every media outlet works to deadlines. Find out from the media contact what their deadline is and then submit any material a couple of hours before. Helpful to call them and let them know its coming

**Deliver** Be reliable. If you say you're sending something through then do it. Honour the deadline and provide a write up in the agreed format

**Make it interesting** Your story has to be interesting. Find an angle that will grab audience attention. When writing the release, put the most important and eye catching features first.

**Thank Them** When you get a good result, a good article or coverage, send or phone through a quick thanks with some positive feedback

**Treat Them Like Sponsors** Your media contacts can be very valuable partners / stakeholders for the club. Make sure you acknowledge their contribution e.g. letters of thanks, acknowledgement at AGM, in newsletters etc.