

Getting your club in the media

How Rowing NSW can help

With a Communications Advisor and two sports journalist interns in its office, Rowing NSW can help cover events, produce stories that will be published on the Rowing NSW website (and Facebook), and help your club develop a media strategy.

We can also help grab you some publicity when good things happen at your club: when a big event is planned, when an athlete achieves great success, or when a club member does something inspiring.

On the flipside, we can also help out if something bad happens. Containment strategies, prepared statements and general media advice are tools we hope not to employ, but that Rowing NSW can help you with should events take a turn for the worse.

There are four media formats that Rowing NSW can use to help your club's media exposure:

1. e-newsletter,
2. Rowing NSW website,
3. press releases, and
4. social media.

Media might be a less tangible feature of your club, but its effects can be deep and lasting through the wider community.

For more information please contact:

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1. e-newsletter

The e-newsletter is sent out to nearly 2000 subscribers every Friday afternoon. All items included in the e-newsletter include a hyperlink to a story on the Rowing NSW website or an external site. It is a great way to reach out to all the Rowing NSW community. The content for the e-news is taken from the website. It is preferred that there is an element of 'news' or a story for this content as opposed to straight information or a .pdf document.

Best for: advertising club events, search for alumni, advertising coaching or other position openings, club appointments, etc.

Deadline for submissions: Thursdays at 5pm

What you need to provide: basic regatta or member information, contact number to confirm details, photos or video

2. Rowing NSW website

The Rowing NSW website is one of the most visited rowing websites in Australia. Providing a combination of regatta information, pointscore updates, notifications and news, it is a perfect way to push your club's newsworthy events and achievements to a wider audience.

These stories work best when we can include quotes from the person at the centre of the story.

Best for: athlete achievements, club achievements, important notices, appointments,

What you need to provide: basic information, quotes (if possible), a contact number for an interview, a photo or video (where possible).

3. Press Releases

Press releases are a crucial way to push rowing news beyond the rowing community. While rowing fans are keen to devour any news on their sport, it can often be difficult to make the mainstream reader sit up and take notice.

That's where press releases come in. Rowing NSW have established a valuable network of print and radio journalists who are eager to follow up rowing stories – but there's a catch. These stories have to be punchy, interesting, inspiring or of an elite scale. One test to see if your club's story should be

produced as a press release is to ask 'Would my neighbour read this story if it was in my local newspaper?'

Best for: elite athlete achievements, rowers competing overseas, inspiring stories, stories with a good photo, stories that are entertaining or quirky.

What you need to provide: background information, a contact number for interview, a photo or video (where possible). Contact RNSW in advance if you are aware of a story or opportunity developing.

4. Social Media

Social media can be hard to take seriously. With celebrities tweeting and tweens facebooking, it can sometimes seem that social media is little more a playground for the frivolous.

Social media can be an integral tool in reaching out to members of your community and the media. Most journalists have a Facebook and Twitter page, and regularly 'follow', 'like' or 'befriend' organisations they believe will provide them with a news story.

Rowing NSW has well-visited Facebook, Twitter and YouTube accounts that we use to push all our website and press release stories. Social media cannot be used on its own, but it is a handy secondary measure to have in place.

Best for: news targeted to youth audiences, breaking news, secondary format for general news.

What you need to provide: bite-size snippets of catchy, informative information, with a link to a more detailed webpage.

Some Media Basics

Forging a relationship with your local newspaper:

NewsLocal is the new name of the recently rebranded Cumberland Newspapers, a News Limited company covering a number of metropolitan newspapers across NSW. For metropolitan clubs NewsLocal is likely to represent your local paper. You can find your local newspaper's details here: <http://www.newsspace.com.au/>

For regional clubs, your newspaper is likely a Fairfax publication. You can find your local newspaper's details here: <http://www.yourguide.com.au/yourguide.asp>

Making contacts in your local newspaper

This is easy. Simply contact the editor (their details should be supplied on the newspaper's website) or the administrative contact at your local newspaper. Don't be scared of being turned down – local sports journalists are keen to take stories, but make sure you have something to tell them on that first phone call! Have an event, a result, or an athlete interview you think will interest the journalist.

And remember – print journalists will want to take a photo (or have one provided) to go with their story. Have basic information ready, including the contact details of the person at the centre of the story, and make sure you ask for all the journalists contact details – email, direct office line, and a mobile number, if possible.

Keep in regular contact with the journalist but always make sure your story is newsworthy. Journalists work to tight deadlines and are often pressed for time.

Making contacts at your local radio station

To track down your local ABC radio station, head to <http://www.abc.net.au/local/> . Track down your local commercial or volunteer stations with an online search.

Some Legal Basics

- **Dealing with under-18s:** always get a parent or guardian's permission when it comes to publishing any comments or photos of a child.
- **Photography:** You do not need to ask for permission when taking photographs in a public place.
- **Being asked for comment:** It is always acceptable to tell a journalist you have 'no comment'. Don't feel forced to answer a journalist's questions if you don't feel prepared.
- Make yourself familiar with the relevant Rowing NSW policies and guidelines including the Privacy Policy <http://www.rowingsw.asn.au/documents/documents-policies.html>