



# Marketing And Public Relations

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# 1. Introduction

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Marketing, as a business philosophy and a series of techniques, has much to offer the world of sport, fitness and leisure. It is an integral part of the management of any leisure activity or venue and anyone can learn about it and apply the principles with a degree of success. Marketing requires the same things that you give your sport - disciplines that need time, commitment and energy.

Above all, the development of a marketing and public relations focus within your club should be fun and rewarding. As your club members learn together, experience success and achieve their stated goals, your confidence and team spirit will grow.

Good luck and go for it!

## 2. What is Marketing?

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Basically, marketing is satisfying the needs and wants of a specified group (often called customers or target markets). It can be as simple as developing a special type of sports equipment in response to the demand of players (customers) or as sophisticated as some of the major campaigns surrounding events such as the America's Cup or Rugby World Cup.

**Marketing is mainly concerned with developing the right product or service to fulfil an identified need and to deliver it to the consumer at a profit.** You've heard of the traditional 4 'P's of marketing:

**Product** (what is being sold)

**Price** (to cover costs and make a profit)

**Promotion** (how people know about your product)

**Place** (where they can buy it)

In the 1990s, another 'P' has been added - Profile: This is for companies and organisations wanting to position themselves or be seen in a good light, as responsible community citizens. This is where sports, fitness



and leisure organisations have a head start. Unlike some gimmicky consumer products we have marketing products that are perceived as being healthy and worthwhile.

Today's marketplace is highly competitive. A key challenge for marketers is to get their messages across, to cut through the clutter. We are bombarded with so many advertising and marketing messages each day that we tend to tune out. This means that marketing and public relations messages must be well planned, contain the right message and be delivered in the right way and via the right medium (radio, newspaper, newsletters) if they are to be effective. It is not enough to hope that people will just hear about your club and come along - you have to persuade them.

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### 3. Elements of the Marketing Mix

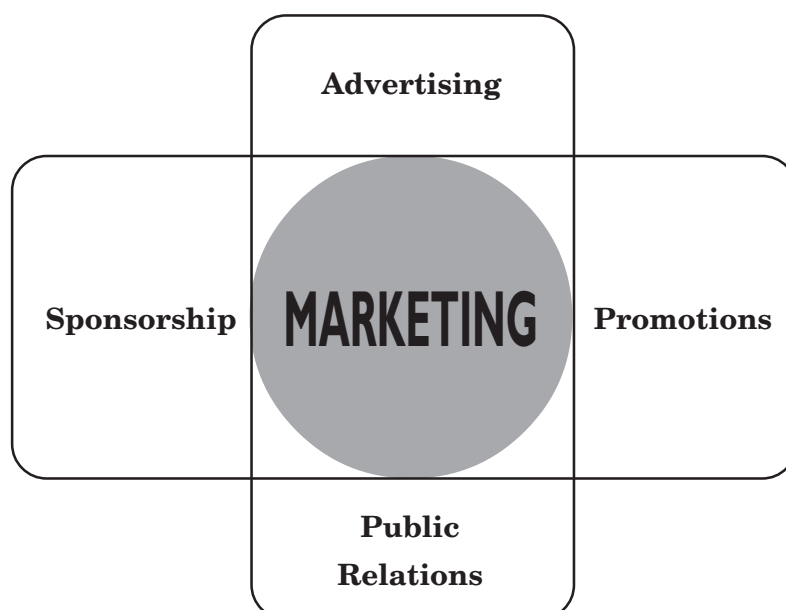
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Marketing is not simply 'hard sell'. It involves a range of elements in what is called the marketing mix - or the ingredients that go into making success.

*Some of these ingredients are:*

#### MARKETING

**Advertising   Public Relations   Promotions   Sponsorship**



## 4. What should my Club do?

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You're probably feeling overwhelmed by what appears to be the huge and daunting task of marketing your club. That's perfectly understandable! But the process can be made more manageable. You can break down each element of marketing, consider it separately as part of your club's aims and objectives and identify a range of strategies to achieve it. Don't forget to involve a whole range of people in your club in this initial process - from president, to coach, to team captain and, most importantly, your volunteers. Your marketing objectives will only succeed if everyone involved in your club works towards the same end results.

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Of course you'll need to assess your resources to carry out your marketing activity, and will need to appoint a Marketing or Development Officer or Manager, with the right skills, authority and back-up, to get a professional job done.

## 5. Developing a Marketing Plan

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You've heard the saying - *people don't plan to fail, they just fail to plan* . Well it's right! A well thought out and carefully developed Marketing Plan, with input from all of your constituents (people your organisation impacts upon), is your blueprint for success. It will be like a road map for you, showing the best routes to get to your destination. Effective marketing can help attain your overall goal - a profitable and successful club, with a high community and media profile, satisfied volunteers, a growing membership and a queue of corporate supporters at your door! Too good to be true? Not so - but remember, success won't happen overnight. You and your group must invest a great deal of time and effort into the process but in the end it will pay off.

### Ingredients in a Marketing Plan

*The Marketing Plan is simply a written document outlining:*

1. What you need to do to make your club successful (identifying goals and objectives)?



2. How you intend going about it (developing strategies and tactics)?
3. Who is going to do it (allocating roles and responsibilities)?
4. By when (the critical path and deadlines)?

You can call your plan what you want - a Marketing or Business Plan or something imaginative or visionary. It doesn't matter as long as you follow the suggested outline and process (see Appendix 1), remembering that a good plan is always flexible. Don't forget to include budgets and summary of costs of each activity and possible sources of funding, such as sponsorships, fundraising or government or other funding.

## ***5. Key Steps in Developing your Plan***

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### **Defining Who You Are**

Identifying your broad mission is the most important first step your club can take. Defining who you are in terms of the bigger picture and where you want to be in the future will help you identify areas for action, your needs, new audiences and possible business partners. Appendices 2 and 3 may be helpful in achieving this.

### **Defining your Product/Service**

*List and focus on what your club has to offer, such as:*

- an environment and structure for developing your sport
- professional coaching
- a way for people to develop leadership skills
- information on your particular sport and other sports
- an activity that enhances health and fitness
- friendship, team spirit, a community meeting place
- a business that develops and benefits the local community
- competitions, special events such as championships and social events

## Identifying your Customers or Target Groups

In marketing terms, audiences are becoming increasingly 'fragmented' - they are easier to group together through shared common attributes such as geographic (where they live), demographic (age, sex, occupation, income), and interests. For this reason, the shotgun approach of mass marketing is less effective than identifying the specific audience or group you want to reach then directing your programme or message at them.

The more information you can find out about people who use or want to use your products and services, the more successful you will be.

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To identify your target group look at your own club membership and think of the common factors they share. What are their interests, backgrounds, and ages? Why do these people participate in your club's activities? If you are not sure of the answers to these questions, contact some of your club members and talk to them about it. A good idea is to ask each club member to fill in a questionnaire. You could also hold regular sessions (called focus groups) with your members to find out what sort of programmes and activities they want.

If you are using questionnaires, you must be aware of the constraints of the Privacy Act. For instance, under the Act you are not permitted to give out personal information (including name and address) to anyone else, including sponsors, without the consent of that member.

Further information can be obtained from the Hillary Commission, PO Box 2251, Wellington.

Information should be loaded on to a database and upgraded regularly to give a detailed profile of your members.

### *Technology*

Good technology is as important to your club today as your courts or facilities. Plan to incorporate it into your club in the future. This may require some investment in machinery, software programmes and training.



## **Setting Goals and Objectives**

Ask yourself, first of all, what standard do you want to set. For instance, is your overriding goal:

- to be national champions?
- to provide the best coaching in the region?
- to be known as the friendliest club?
- to run a range of programmes for all ages?
- to be a lively meeting place for the whole community?

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The answer should reflect your Mission and will help your club identify a *point of difference from other clubs*. The aim is to find something that will make you stand out from the rest and that you can promote in all communications.

Once you have identified your point of difference look at some other objectives but stick to the ones that align most closely with your situation. These might include:

- increase participation
- increase club membership
- increase volunteers
- raise media profile
- obtain sponsorship for one or more teams or events
- meet achievement/performance goals
- improve facilities and services
- gain entry into other competition or leagues

## Developing the Strategy

If your potential audience is mothers of preschoolers for a gymnastics programme, you need to be able to reach them. Consider the following: do they live at home, in your area, do they read the local newspaper, would they see a poster at the kindergarten or supermarket, do they listen to a particular radio station, will a letter box drop reach them?

Be aware of what is important to each group and tailor your approach. You should also think about the price of the product/service (what are your charges to members?) and your location. For example, students and unemployed people may be concerned about money so will not take part in activities that are costly or are so far away from home that they cannot afford the transport to get there.

Keep these things in mind when you select your target group. What are the issues that will influence your group's participation? Once you have worked out your marketing strategy you should prepare a plan that outlines the steps you intend taking to implement the strategy. This plan will present a summary of your marketing objectives, a description of your target market and of the product/service you are selling to this market and finally the method by which you intend targeting this market. Include who is to carry out the activity (responsibility) and by when (deadline).

### *Example*

<b>Objective:</b>	To generate \$X sponsorship revenue for our Club
<b>Target Market:</b>	Existing sponsors of our sport; other corporates; local businesses
<b>Product Service:</b>	Naming rights and other benefits associated with our top club team
<b>Strategy:</b>	Identify potential sponsors; present a proposal
<b>Actions:</b>	Develop a sponsor benefits package tailored for each identified potential sponsor make contact, present proposal, sign up
<b>Responsibility:</b>	Development/Marketing/Publicity Manager
<b>Deadline:</b>	End of current season, for activity commencing next season

How will the activity be reported back? Don't forget to include how the activity will be measured or evaluated. This information will be vital when you sit down and prepare next year's Marketing Plan.





## **Specialist Assistance**

Formulating and developing a marketing strategy is a daunting task. But remember, you are not alone in this. Several sources offer outside help, although you may have to pay for the service.

Firstly, contact the Regional Sports Trust in your area - it may be able to help.

Other free sources of help may be administrators or officials of clubs similar to your own. They will have faced - and dealt with - similar problems in the past and may be quite willing to pass on what they have learned.

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Public relations companies, marketing and advertising agencies, design specialists and market researchers may also be able to help. However, their services can often be beyond the budgets of many clubs. Some of them may do a certain amount of work for free, in the anticipation of further work from you. Many sports clubs are now employing qualified marketing people and you may have all the skills you need in-house. Other options are to seek help from a member of your Board with marketing expertise to ask a commercial sponsor for assistance.

## ***7. What are Promotions and Public Relations?***

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### **Promotions**

A major component of the marketing strategy is promotion. This is the process by which the product or service is brought to the attention of the 'market'. There are many forms of promotion, from arranging material for visual displays to buying advertising space in the local paper (advertising), to writing newsletters. It is critical that the promotion suits the product or service, the market and the stated objectives. Promotion is not just an advertising campaign - it is creating a positive general public awareness of your organisation and its activities.

### *Some Critical Success Factors of Successful Promotions Are:*

1. Use the best medium for your target group and the event, such as direct mail, radio, banners, advertising, posters or speeches etc.
2. Include all the necessary information (who, what, when, where, why) and make the communication as exciting, attractive and easy to read or assimilate as possible.
3. Use the right language and tone, with words people can understand, and a call to action that will make them want to participate. Tell them why they won't want to miss your event/activity. In other words, what's in it for them.

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Note: Before starting your promotional campaign be sure that the structures are in place within your club to cope with the anticipated results. For example, if a large number of people suddenly apply for membership with your club, are you able to cope with this increase? Be prepared.

### **Public Relations**

As you may have guessed, there's an overlap between Promotions and Public Relations. As a rule of thumb, Promotions are activities you generally have to pay for, while Public Relations is something that is supposed to happen for little or no cost. Public Relations generally involves bringing about a change in attitude or awareness of an organisation, with any resulting Publicity as the outcome. Raising the Profile of an organisation is a Public Relations function.

Public Relations involves many practices and techniques used to build rapport and understanding with an organisation's target audiences. In its broadest sense it is the interface between groups in society. The Public Relations Institute of New Zealand defines public relations as:

*'the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public'.*



PR is more than just publicity - or free coverage - and in fact includes a number of activities which are sometimes lumped together and called 'communications'. These include media relations, fund raising, membership drives and special event management. In this resource we will focus on media relations and leave fundraising, special event management (including sponsorship) as topics for other resources.

## **Working with the Media**

First and foremost, remember that the media has a job to do and that is to sell stories - either through newspapers, radio or television. The media marketplace is highly competitive and to get a mention your event must be newsworthy. Think about that word - news and worthy . It must be news (something previously unknown, fresh, different) and worthy (exciting, of relevance or interesting). All media have different needs, styles, deadlines and only they know what will appeal to target audiences. There is no guarantee that your activity will secure media coverage but you can maximise your chances by:



- Researching a range of sports and lifestyle media, getting an idea of what makes a good story, and what the angles are.
- Asking yourself what is newsworthy about your event or activity before contacting the media.
- Getting to know the media personally if you can; phone in advance and sound them out regarding stories and angles.
- Checking their deadlines and working to them. Find out any other requirements - do they require photographs or will they send a photographer?
- Remembering that the media are in the business of entertaining and informing, not providing free publicity for your club
- Treating the media as your club's VIPs. Invite them to special events or openings and provide for their special needs with background and information, tickets, interview room and access to phones or fax.

## *Newspaper*

Remember, newspapers are in the business of supplying news. For clubs the focus of news often is the human interest story; therefore it is much more advisable to target local papers. Larger papers are only interested in big events.

*The newspaper is also an avenue for:*

advertising	feature articles	future competitions
previews and reviews	supplements	results
interviews	photographs	weekly draws
reports	articles	

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## *Radio*

The radio is an excellent avenue for on-the-spot immediate broadcasts. When speaking on the radio talk in the present tense, and make your most important point first. Radio reports are generally short and brief - you may only have a few minutes to make your point.

Most radio stations have community advertising or noticeboards, cancellation services, scoreboard results and talk-back programmes.

## **Press Releases**

*The ideal media release should answer five questions concerning an event:*

1. WHO was involved?
2. WHAT was the event? WHAT happened?
3. WHEN did it happen?
4. WHERE did it happen?
5. WHY did it happen?



## **Writing a Media Release**

*Use the following guidelines:*

- Keep it simple and to the point. One or two pages is usually enough. Use short snappy phrases rather than long sentences.
- All media releases should be typed, double spaced, and on one side of the paper only. If your club has letterhead paper, use it and type MEDIA RELEASE at the top of the page.
- Put the most important fact in the first paragraph. Follow with other facts in order of importance.
- Use Christian names, not initials. Few, if any, papers will print a story 'J. Smith clocked 4 mins'.
- Use a punchy direct quotation, if relevant.
- Include a name and contact number on the bottom of the release - the journalist may need extra information.
- Send the release in immediately - old news is dead news and unlikely to be published.
- Check media deadlines and work to them. Supply morning and afternoon papers with an equal amount of information - alternate releases.
- Deliver the release personally or find out the appropriate journalist's name and fax it off.
- Sometimes you will not want the release published immediately. In that instance, you should type 'this media release is embargoed until (time) on the (date)' across the top of the page. Use bold letters and underline the sentence.
- Don't be discouraged if the story does not appear in print. It may simply have been that there was not enough space on a particular day. Keep trying.
- Include a clear photograph if you have one, either colour or black and white.

## ***Developing a Successful Marketing Plan***

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### **1. Define your Mission**

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Define your mission both broadly and narrowly. A narrow definition clarifies the mission but a broad definition may help your club to recognise new areas for action, new audiences and new partners to work with.

*Define your mission:*

narrowly: \_\_\_\_\_

broadly: \_\_\_\_\_

### **2. What are your Club's Assets?**

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List your club's assets, including credibility (eg team ranking), expertise, individual staff skills (including coaching and volunteer base), physical assets, programmes, networks, membership, print and media assets.

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### **3. Wish List**

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What programmes, products or services do you wish your club could offer?

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#### **4. Who are your Audiences?**

Current (who do you serve now?)

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Future (who else needs or wants what you do?)

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#### **5. Who Currently does Business with you?**

What businesses do you currently have a relationship with? List them.

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#### **6. What Business Services Similar Audiences and Markets to Yours?**

List them - more potential sponsors!

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## **7. What can you Offer?**

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Given your broad mission and assets, what can you do for each of the businesses you've listed above? What kinds of programmes, products or services can you offer them that will help them attract customers and spread your message?

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## Appendix 2

# Outline of a Strategic or Marketing Plan

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*Follow these steps to make your planning process easier:*

## Mission Statement

(where you want to be in the future)

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## Goal

(what you want to achieve)

## Objectives

(the results you want to achieve)

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## Strategies

(your planned course to action to achieve your goals)

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## Actions

(allocate tasks, responsibilities and performance measures)


## ***Marketing Plan Essentials: Checklist***

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### **I. Define the Business you are in**

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What is the total size of the market?

What size is our share?

Is it growing or declining?

What factors affect it? eg seasonal, fashion, trends.

What services have we offered previously?

What could we offer in the future?

### **2. Do your Homework (Market Analysis)**

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*SWOT* - strengths, weaknesses, opportunities and threats

Who uses our service and why?

What factors influence the decisions of our 'customers'?

What unique qualities and benefits do we offer?

What is the 'image' of our service, and do all the offerings 'fit'?

How does our price compare to that of our competitors?

How do people perceive our activities? Good? Not Good?

Do we make sales? How can we improve this area?

Have we taken social and demographic factors into account?

eg. Inflation, trends, population spread, dual income families, ethnic and cultural factors, changing lifestyles, increased leisure time.



### **3. Set Out Measureable Objectives**

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Do we have an accurate and 'honest' budget?

Are our plans realistic?

Where do we want to get to and by when?

Who is going to keep us on track?

How do we check if we are reaching our targets?

### **4. Devise Strategies to meet your Objectives**

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Exactly how are we going to implement i.e. We will increase participation by 50% in 6 months. (objective)

By 1. \_\_\_\_\_

2. \_\_\_\_\_ (strategies)

3. \_\_\_\_\_

### **5. Devise Action Plans**

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Do our action plans flow logically on from our objectives?

Who is implementing the plans and who do they report to?

Do our plans include:

Promotions (Special events)

Publicity (Free media coverage)

Advertising (Paid advertising space)

Public Relations (People oriented services)

## **6. Ensure the Best use of your Resources**

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Do we have sufficient staff/volunteers?

Do they need special training?

Are the lines of communication clear?

Who reports to whom?

Have we promoted our plan internally to the group?

Does everyone own the plan?

Are there any other people/resources we can call on?

Do our promotions match the facilities available?

## **7. Ensure Monitoring Systems are Built in**

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How often do we check the progress?

Monthly? 6 monthly? Yearly?

Have we been effective in reaching our objectives? If not, why not?

What could we improve on?

What have we learned from our mistakes?



## Appendix 4

# Marketing Jargon: Definition of Terms

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<b>Target Market</b>	A fairly similar group of people to whom an organisation wishes to appeal.
<b>Marketing Mix</b>	The controllable variables which an organisation puts together to satisfy target market.
<b>Market Strategy</b>	Specifies target market and related marketing mix.
<b>The 4 P's</b>	Product, Place, Promotion, Price (People).
<b>Consumer Behaviour</b>	Acts of individuals directly involved in using goods and services. Includes decision processes preceding these acts.
<b>Market Segmentation</b>	The process of naming markets, then segmenting broad areas into sub-markets.
<b>Market Positioning</b>	Matching the market offering the specific needs of a select group.

Ensuring you are in the *right place* at the *right time* at the *right price* for the *right population*.

## **Case Study: Advanced Marketing**

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### **Watties/Network**

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Watties' market research had shown that parents believed that canned baby foods were a last resort for feeding infants, that they contained excessive sugar and salt as well as preservatives and other additives. Further, the research showed that Plunket nurses were a primary source of information.

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Network's objective with a \$50,000 budget, was to convince Plunket nurses and other nutrition educators that Watties baby foods are a nutritious and appropriate weaning food; to correct consumer misinformation about Watties canned baby foods; and to encourage parents to use them as part of overall balanced diet for children.

Network adopted a three phase strategic approach. It used reputable authorities and scientific methods to carry out research and prepare materials; provided Plunket nurses with valid information about infant nutrition and the role of canned foods; and used Plunket's nurses and others to disseminate Watties' nutrition resource material to consumers.

The success of Network's campaign was stressed by the fact that, after extensive discussions, Plunket entered a franchising agreement with Watties and the 'Plunket-Watties' brand was the result.

*(Marketing Magazine, June 1991)*



## Appendix 6

# Making it with the Media

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**A Hillary Commission guide to building a positive media profile for your sport.**

This is a user-friendly guide to help you in all your dealings with the media. Keep it handy - by the phone or somewhere central in the office.

Use it when you're asked those sticky questions about issues you wish would go away.

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Use it to promote your sport, your personal sport profile and a positive image for our club and your district.

*This resource was prepared by Starship Ltd for the Hillary Commission for Sport Fitness, and Leisure.*

# Why Bother with the Media Anyway?

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Sometimes when you're busy playing sport or running a club the media seems like a big hassle in the midst of everything else you have to do. However, there are a number of reasons why it should be one of your key priorities.

It's important to keep a high profile for the athletes in your sport so the public can see what they do. Your members play an important part in encouraging others to participate in sport.

A high profile is essential for fund-raising. This will ensure your club and your sport have a future.

A high profile for your sport will attract new members to your club. Strong membership will mean you have a healthy future.

Here's what media coverage has done for some athletes:

A back page story (with photo) in the *Sunday Star Times* about

triathlete Jenny Rose brought her four sponsorship offers, including a \$20,000 no-strings-attached anonymous donation.

When discus thrower Beatrice Faumuina was interviewed on Murray Deaker's programme, Mr Wilson from Wilson and Horton heard the interview and offered her a job. Not only was she given time off work for sports training, she also received on the job career training.

Following three months of positive media coverage, the New Zealand Women's Cricket Team gained a three-year sponsorship from Clear Communications. The main reason Clear gave for committing to the sponsorship was the positive media profile generated by the team.

## ***What is the media?***

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'The Media' is a mixed bag. It can be anything from your local suburban newspaper to talkback radio to National Radio Sports to TV's 6 o'clock news and *Holmes*. In between are metropolitan newspapers like Christchurch's *The Press* and the *NZ Herald*, provincial newspapers like the Hawkes Bay Herald Tribune or the Marlborough Express and country wide radio networks like Radio Pacific and Newstalk ZB. In the four main cities, regional television is making its mark. There are also a wide range of magazines and interview-based TV and radio shows.

### **Relationships with the media**

Take the time to get to know journalists in all your local media.

Find out how they work, what they're interested in and what their deadlines are.

Respond professionally and quickly to their inquiries.

If you can't help them, suggest someone else who can.

Avoid a 'no comment' response. If you can't respond, try give them a reason.





Treat all media with equal respect and develop one-on-one relationships with your contacts. You have a right to expect the same respect, honesty and professionalism from the journalists themselves. Don't be taken in by self-important attitudes or be bullied into revealing information.

Don't assume that because a newspaper or radio station is local it is of less importance than its national counterparts. Stories in local papers are often picked up by national newsrooms. Local media will be the mainstay of what you do.

### **Local to national**

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An example of how a story can move from local to provincial and then national:

"Mt Albert's Lossie Harford is really in the wars this season - but the fearless fielder and batswoman is still determined to support her team to the last..."

"Auckland cricketer Lossie Harford is really in the wars this season - but the fearless fielder and batswoman is still determined to support her team to the last."

"Auckland cricketer Lossie Harford may have damaged her chances of national selection this season with a run of accidents..."

### **Working with others**

Work with others in your sport who have dealt with the media before. The Hillary Commission is often prepared to help, as is your local Sports Trust.

Hillary Commission      Ph: (04) 472 8058

Fax: (04) 471 0813

My local sports trust      Ph:                      such as Sport Taranaki

Fax:

If you are shy or embarrassed about promoting yourself directly to the media, how about finding a friend who will do it for you?

## What is the media interested in?

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The media is looking for stories that tell a curious public something new.

If it is news, it has just happened, or is about to happen, or was only recently discovered.

News must interest, entertain and engage its audience.

News can be about -

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- *People* - The media are genuinely interested in you as a local identity or celebrity. They want to know about your family, your pets and your interests - anything unusual or different you might be doing.
- *Things affecting the heart* - Stories here could include your struggle to overcome the odds after an injury.
- *Things affecting the pocket* - For instance your struggle to raise funds to get to an international event.
- *The unusual* - Unusual people, unusual actions, unusual events. For example:
  1. Australian cricketers Angela Farrell and Jo Garey, are famous for being run over by a bus, and surviving!
  2. Two family members in one sport - Lisa and Nathan Astle.
  3. Third generation playing for the district in the same sport.
  4. More spectators attend women's league games in Auckland than men's league games.
- *Research, reports and statistics* - How do they affect your club? These could include reports on the positive benefits of playing sport, sporting injuries, the increasing number of young or old players taking up your particular sport.



- *Opinion* - The media are always interested in your opinion on such things as the state of the grounds, the form of your team, your own personal form and the state of your sport in general.
- *Politics* - This could include the particular politics of your sport, or such things as funding cuts or increases for a national sporting organisation. See if you can think of a local angle from a national story.
- *Conflict* - This can arise from such things as members being omitted from the team, drug testing and fights with the administration. We suggest you keep as much of this out of the media as possible!
- *Change* - A new uniform after 50 years, a new competition, new rules or new clubrooms.

## ***What the media want from you***

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When journalists call they want information. They regard you as an expert in your sport and generally want you to say something they can print or broadcast.

They may be calling you because:

- You have just won a race or competition.
- You're a designated spokesperson for your sport.
- They want a local angle on a wider story. (The closer something is to the reader or viewer the more interest it has. Front page news in the *Levin Chronicle* may appear as a single paragraph 'brief' in the *Christchurch Press*.)
- You have an opinion.
- Your personal experience is either unusual (e.g. you are the first woman to run in a men's marathon), or you are representative of others' experiences (e.g. you initially took up sport to get fit and have a break away from the children, and it became a passion).

- They want to background an issue and are willing to talk with you off the record, a good idea if you know you can trust them to keep their word. We recommend you avoid this practice unless you can be absolutely certain this is the case.

### *Remember*

‘News’ may not seem like news to you, but it will be to the public. You are the expert about your own performance and sport. The journalist may have covered lots of other stories on the day they interview you. You will nearly always know a great deal more about the issue than they do.

The journalist’s job is to get a variety of opinions and sources of information to obtain a balanced story. Don’t expect to read or hear a perfect précis of your point of view. They will be looking for the other side of the story as well as yours.

## ***Dealing with interviews and inquiries***

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- Should you do the interview?
- Is it in your interest/do you need it?
- How will it come across if you don’t do it?
- Do you have the time?
- Do you have the authority?

As many sports interview are done live at the end of the match or event, you won’t have much opportunity to buy time - but we suggest you still give yourself two or three minutes thinking time. In essence, you buy enough time to change your focus from one of being an athlete to being a commentator or publicist for your sport.

If you are the captain of the team, it’s likely you will be interviewed at the end of the match. So, prior to the match, think about the key things you want to say - (a) if the team wins, and (b) if it loses. Follow the guidelines below:



1. Decide what you want to say and what you don't want to say.
2. Develop a priority list with the most important points first.
3. If possible, talk your interview through with the coach or another member of your team.
4. Check facts.
5. Be prepared to make your point whether you're asked or not.
6. The general rule of thumb is comment on yourself and your own performance, but not on others in the team. Avoid commenting on the administration or management of your sport in the media.

### *Remember*

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- You are the expert. You are likely to know a lot more about your sport than the journalist.
- Be direct.
- Be honest.
- Stick to the subject.

## **Telephone interviews**

The telephone is a journalist's third arm - increasingly reporters are doing a significant amount of work on the phone. They'll want to interview you immediately over the phone or organise a later interview by phone or face-to-face.

When they call find out:

1. Who's calling?
2. Who they work for?
3. What they want - an interview or background information?
4. When is their deadline?
5. How long the interview is to be?
6. Who else they are talking to?

## **Radio interview**

If you are doing a radio interview you will be asked to go into the studio or be interviewed over the telephone. You may be asked to take part in the following programmes:

- Sport/news bulletins.
- Sport and current affairs programmes like Sports Roundup and Murray Deaker.
- Personality based interview shows like the Kim Hill Show. They prefer people in the studio but will talk by telephone.
- Talkback show either by phone or as a guest in the studio talking with the host and taking caller's questions.
- Documentaries and special interest programmes like Insight.

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## **Tips for radio interviews**

Radio is an intimate medium. Forget about the mass audience. Talk with just one person in mind, the person you want to explain something to or convince.

- Be clear in your own mind what you want to say.
- Say it with feeling, passion and commitment.
- Use simple, clear and personal language.
- Avoid jargon.
- Don't constantly refer to the interviewer by name. It sounds obsequious.
- Don't refer back to something you've already said - it may be edited out.
- If you make a mistake say so. If you're broadcasting live the audience will appreciate a frank and human mistake. If the interview is pre-recorded it can be recorded again. A good journalist values accuracy as much as you do and is happy to oblige.



- Expect your interview to be edited and re-run on later bulletins or programmes.

*Know your subject and be yourself.*

## **Tips for television interviews**

On television the same points apply but you also have to think about your appearance.

- Avoid distracting jewellery.
- Wear plain clothes. Avoid busy patterns like dots or stripes.
- Avoid white, black or bright red - flattering colours are autumn or spring shades e.g. coral, turquoise, green blue or light pink.
- Be aware of your posture. Don't slouch or sit rigidly.
- Use your hands but avoid excessive and distracting movement and avoid knocking the microphone if it is attached to your clothes.
- Make sure you're in a comfortable chair or position.
- Tell yourself you're smart and look great. Take a few deep breaths and go for it.
- Look at the reporter and try to avoid being distracted by the TV crew.
- Avoid taking into the interview too much paper, or pens you can click.
- Wait for the interviewer or director to indicate the interview has started and finished.

## **News bulletins**

If the interview is for a news bulletin it will almost certainly be conducted over the telephone. The journalist will take notes and record all or part of your conversation. Ask them to tell you when they are recording. In the piece that goes to air they will explain the story in

their own words then play only 10 or 15 seconds of your voice. They decide which part of the interview they'll play but you can control what they have to choose from.

- Practice saying your message in 10 second, 15 second and 30 second blocks. It sounds impossible - until you try.
- Focus only on the most important points.
- Use simple, everyday language.
- Talk about feelings where appropriate.
- Illustrate your point with practical or colourful examples or visual references where appropriate.
- If you can, finish with a clear, memorable message: "If you're going to paint the house, don't leave it half finished", or "Smart kids wear lids."

## ***Deadlines***

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One of the most important things you can do for the media is to give them plenty of notice of upcoming events.

They are far more interested in following the event from the beginning - results are often not carried if people know nothing about the event to start with.

Plenty of warning also gives them more time to feature individual athletes and to background the event and your sport. Sometimes community papers will see this as an opportunity to initiate an advertising feature which is for instance developed around the opening of your new club-house.

All journalists work to deadlines. They are under pressure to get the story to air or to press by a certain time. Ask them what their deadlines are. If you can't respond to their questions in time let them know. They'll appreciate your professionalism.





*Deadline Rules:*

1. Morning newspapers generally have journalists working from 9 am to 11 pm at night. They start to get very busy in the middle of the afternoon, especially once the opposition afternoon daily has come out. We suggest the best time to contact morning papers is between 9 am and 2 pm.
2. Evening papers - the previous afternoon or by 7.30 am on the day of publication.
3. Suburban newspapers are all different. Make a point of finding yours out.
4. Radio news bulletins are hourly. Deadlines are less important than getting the news to air fast.
5. Current affairs radio - e.g. Checkpoint - 4.30 pm. Morning Report - midnight the previous night. Midday Report - 11.30 am. These are guides only. If the story is important enough broadcasters will want you to go on air when it suits their programming and that can mean immediately. Consider this only if you feel prepared.
6. TV deadlines - e.g. 6 pm news - 4 pm (if it's an absolutely amazing tale, but generally before 9 am on the day in question). This is also a rough guide. TV journalist may be able to incorporate telephoned information into their story minutes before it goes to air.

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My media contacts:

*NEWSPAPERS*

Newspaper:

Contact:

Phone/Fax

Deadline

Newspaper:

Contact:

Phone/Fax:

Deadline:

Newspaper:

Contact:

Phone/Fax:

Deadline:

### *Radio*

Community Station:

Contact:

Phone/Fax:

National Programme:

Contact:

Phone/Fax:

Talkback:

Contact:

Phone/Fax:

### *TELEVISION*

Regional station:

Contact:

Phone/Fax:

National television

Contact:

Phone/Fax:

National television

Contact:

Phone/Fax:



## ***Be pro-active***

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Don't wait for the media to call. If you've got a good story, an up-coming event or information that should be made public, contact the media by phone or fax them with a media release.

Develop a friendly professional relationship with your local reporters. Take time to meet them, invite them down to the club house for a drink or a cup of tea. Their job is all about developing contacts like you. Personal contact is still one of the most powerful tools you have at your disposal.

If you don't know who your local reporters are, ring and ask the editor. On small papers and radio stations there is often only one reporter covering everything - so you can save them work if you're a reliable contact, with a good nose for news and some writing ability.

Note the names of journalists you like. Talk to people in other sports who seem to have a high profile in the media. Find out who they work with and how they make it into the local media.

Invite the media to functions at your club, particularly if your sport is not mainstream. Capture their interest by asking them to participate in an event with you. Be prepared to explain how your game is played, be an enthusiast and show them what makes it interesting and exciting.

Provide them with background material you have on either your own performance or your sport. Statistics and personal achievements are really important.

Keep an eye out for interesting things happening in your sport.

For example:

- New ways to market the game.
- Interesting new players.
- New sponsors.
- An increase in members.

Take note of the media coverage other sports get and see if this gives you some ideas for developing stories out of your own sport.

Read your papers and listen to your radio stations carefully. See if there are issues you could comment on - but make sure you do this promptly, while the issue's still hot.

Make an effort to have your say on sports talk-back programmes.

Keep a clipping book with all your media publicity in it so you have reference to what has gone before.

## ***News releases***

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*What are they?*

A news release is a piece of information/announcement from an organisation or individual. It is sent out to the media either to break news or to respond to news already broken.

*What does a good one look like?*

A good news release should deal with one idea or announcement.

It should be clear, accurate, punchy and brief.

Above all it should actually say something.

It should be typed and double-spaced using only one side of the page.

Your main point should be at the top of the release, not buried in the middle or at the bottom.

At the bottom of the release you should provide the journalist with the name and contact numbers (day and night) of the person/s you have designated to answer questions for you. This is really important! We need contact numbers of where you will be when the news release is received by the journalist.

All or any of the following are useful:



1. A mobile telephone number.
2. A hotel telephone number.
3. The telephone number at a sports ground.
4. The name of someone you have been billeted by.

All good intentions and hard work go down the drain if the journalist can't follow up on the news release.

### *Things to watch out for:*

- Releases which are too long, unclear or inaccurate.
- A lack of clear purpose or motivation in the release.
- Blatant attempts to get free advertising.
- Taking spelling, titles etc. for granted. Try to double check these details.
- If you are listed as the spokesperson at the bottom of the release make sure you are available for comment.
- Make sure your news release is not an isolated entity. Ideally it should come with you. You should ring up your media contact and tell them you are sending it - you should then follow that up by checking it has been received and volunteering further help.

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### *Background material:*

Sometimes releases are accompanied by background material which gives the reporter a history and context for the story. When releases are written try to be clear what is news and what is background material.

## ***Tips for starting news releases***

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- Vary your writing style to match the issue you're talking about.
- Don't crowd the first sentence with the 'Five Ws and H' (who, what,

where, when, why and how) if it would be too long, but make sure all this information is towards the top of the release.

- Try for an opening sentence which quickly captures the essence of the story.
- Use simple words.
- Use short paragraphs, no more than 25 words for the first paragraph.
- Try to use active verbs and strong nouns. (There was a man who was wearing a green jersey who was furiously trying to eat this meal. Revised to: A man in a green jersey devoured his meal.)
- Start with what happened - the key issue or complaint.
- Deal with the most important thing you want to say first. Think through the details of a complicated event and decide just what is important. The princess must kiss the frog at the beginning of the story.
- When dealing with a complex issue, try the chronological approach.

## ***Examples of news releases***

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Following are three examples of news releases.

Example one is a story written with a local angle for the local media to go alongside a photograph supplied with the news release.

Example two is the same story rewritten with a national angle to be released nation-wide. Note that a new intro (first one or two paragraphs) is sometimes all you need to do to change the focus - the main story is relatively unchanged.

Example three is a general news release which offers the media a range of opinions and story angles. Note how there are specific and strong quotes the media can pick up on and there are a number of key stories which can be followed up.



## Example One

(Logo or letterhead here)

### **MEDIA RELEASE**

February 15, 1999

Napier's Rebecca Rolls, Captain of the Clear New Zealand Women's Youth Team, found time to get together with wicket-keeping great Christina Matthews after Australia's tour of New Zealand recently.

Roll grew up in Napier and is captain of the Central Districts Cricket Team. She is currently living in Hamilton studying at Waikato Polytechnic.

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Matthews, manager of the Australia Women's Youth Team, is a world record-holding wicketkeeper, holding every wicket-keeping record in international women's cricket. She was almost a permanent fixture in the Australian team for 11 seasons and holds the record for the highest number of tests by an Australian player. At 36 years of age, she has played at international level in every cricket-playing country in the world, and competed in two World Cups.

While on tour, the Youth teams clashed in Auckland, Tauranga, Mt Maunganui, Taupo and Wanganui, giving Matthews a chance to see New Zealand's up and coming cricket talents.

According to Cricket Selector Eileen Badham, Rebecca Rolls could well be one of those talents, with her wicket-keeping skills and enthusiasm for the game.

"Rebecca is committed to reaching higher levels. During her Captaincy of the Central Districts Team she has shown maturity and leadership qualities, which ultimately lead to her Captaining the New Zealand Under 23 Team. I think the added responsibility has lifted her game," says Badham.

"Rebecca is an agile wicketkeeper and she's keen to learn. She's hungry for any information that will better her game."

Rolls, 20, is a fitness instructor and is also a member of the New Zealand Women's Soccer team. She was brought up in Napier and currently lives in Hamilton.

For further information contact:

Rebecca Rolls Ph:

Eileen Badham Ph:

NZ Cricket Inc Ph:

### *Example Two*

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(Logo or letterhead here)

#### **MEDIA RELEASE**

February 15, 1999

Captain of the Clear New Zealand Women's Youth Team, Rebecca Rolls, found time to get together with wicket-keeping great Christina Matthews after Australia's tour of New Zealand recently.

Matthews, manager of the Australian Women's Youth Team, is a world record holding wicketkeeper, holding every wicket-keeping record in international women's cricket. She was almost a permanent fixture in the Australian team for 11 seasons and holds the record for the most number of tests by an Australian player. At 36 years of age, she has played at international level in every cricket-playing country in the world, and completed in two World Cups.

Etcetera...(continues as in example one).

### *Example Three*

#### **MEDIA RELEASE**

Athletes' last chance to make Atlanta selection this weekend

April 3, 1999

New Zealand's top contenders for the Paralympics meet in Wellington





this weekend for the 28th Caltex Parafed National Sports championships in a final effort to make selection for the Paralympic team.

Competition will be of a high standard, with athletes in peak form having trained hard for their last chance to qualify and impress the selectors.

For the first time in 20 years, the National Games are to be held in the Capital, where 112 athletes will take part in four days of intense competitions, including track and field, swimming, table tennis, indoor bowls, tennis, darts, snooker and pool, weightlifting/powerlifting, a half marathon, wheelchair rugby and shooting.

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Boccia has also been included in this year's National Games for the first time ever and is expected to be close with only two places available out of six competitors.

Parafed NZ's project executive for sport, John Hughes, says entries are up on previous years because of the Paralympics, the fact that the Games are being held in a central location, and the inclusion of the new sport.

"We can only take a team of 35 to Atlanta, including tennis and yachting, so we should see some close competition this weekend, particularly in swimming and track and field. There'll also be a lot of competition for the rugby series against Australia, then a final selection of eight will go to the Paralympics.

"They'll be giving it their all to qualify or convince the selectors - there'll definitely be some hot competition," says Hughes.

Graham Condon from Canterbury Parafed is on the Judicial Committee for the Games and is also a national selector. He says the Paralympic selections are 80% sorted, "but anything could happen".

"For example, there are seven places for swimmers - four we basically already know and three places are still floating - but that could change. All it takes is for someone to have an injury and there goes their place. Having said that - if people have left it to the Nationals and are pinning

their hopes on selection from only one event, then they're not giving themselves much of a chance. It's definitely crunch time," he says.

A team of 15 people have worked voluntarily for a year to organise the Easter weekend's Nationals, and Neil Tonkin says the work has not been without logistical complications.

"It is different from organising able bodied games because you have to make sure the accommodation has facilities for wheelchairs, that the venues are up to scratch for accessibility and competition and also transporting the athletes between venues has to be well thought out.

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"But we've done it, and I can't think of a single thing we haven't covered. These will easily be the best National games ever.

"Certainly the accommodation will be better than the athletes have ever had before, and the venues are as good as anywhere in the country."

John Hughes says the organising committee have worked hard to get the games up and running, "and it will be to their credit that the 1996 games will be a huge success".

The Parafed National Sports competitions are sponsored by Caltex, who have sponsored sport for athletes with physical disabilities since 1970.

## **END**

For further information contact:

John Hughes (NZ Parafed)

Ph: (09) XXXX-XXXX or (021) XXX-XXX

Glenda Hughes (NZOCGA Association)

Ph: (04) XXXX-XXXX or (025) XXX-XXX

Sharon van Gulik (Games co-ordinator)

Ph: (04) XXXX-XXXX or (021) XXX-XXX

Neil Tonkin

Ph: (04) XXXX-XXXX or (04) XXX-XXX hm



## **An alternative way to approach media**

Ring the journalist directly, make sure you have all the key information at hand, and try to think of some interesting angles before you ring him or her. (See also notes on telephone interviews and inquiries.)

Copy the following form, fill it in and fax or post it to your local journalist.

*Suggestions for your news release form:*

**What:** (Write here exactly what is happening)

**Where and when:** (Where the event is taking place and when - including the days programme if appropriate)

**Interest:** (Think of anything you can that might be of interest to the media - what is different, unusual or particularly newsworthy about this event?)

**Who:** (Who will be competing - especially anyone who has a profile or is a high performing athlete. If it is a team sport, who is in the team?)

**Contacts:** (Who is the person/people the media can contact for further information? Include phone/fax and cell phone numbers.)

**Sponsors:** (It is important to mention who is sponsoring the event, the team or athletes)

## **Photographs and other visuals**

Photographs are becoming more and more important to the media.

Sport offers great opportunity for pictures of both people and events. An exciting, dramatic shot with a small caption story can tell busy readers more than a full page feature story.

Think about the importance action shots give rugby, cricket and league.

Your club could do with this kind of visual profile as well.

Make sure you have good publicity shots. Generally the media needs two kinds of shots:

*Good, attractive profiles - head and shoulders:*

Be careful of caps which obscure and shade the face, and dark glasses.

Also, make sure you are imaged in the appropriate uniform to meet the needs of sponsor.

*Action shots:*

These should be dramatic, exciting or unusual, and should illustrate excellence and high performance in your sport.

(From a media point of view, the perfect shot is both attractive and an example of excellence in sporting performance.)

Make sure pictures are of good quality, good composition and in focus.

If the media are currently publishing photos of you that you do not like, or feel are out-dated, write to them sending new pictures and ask them to remove old ones from their files.

Daily newspapers will often send out their own photographer to cover events. If you can suggest good photo opportunities, feel free to do so.

Glossy magazines usually prefer to work from colour transparencies.

Don't forget to type your News Release on letterhead. Papers can electronically scan your logo and this can add visual interest to a story.

### **What to do when the media gets it wrong**

So they've printed or broadcast something you didn't say. If you are sure of your facts, complain. Get back to the reporter first. Listen to their reasons for the original story and ask them to check their notes of the interview with you. They might offer you an apology - but these are often buried in the newspaper, so one strategy can be to complain and then suggest they do a positive story sometime in the immediate future. This can be about something else you would like publicity on.



Asking for an apology should only be used if the journalist is clearly and demonstrably wrong and the story actively damages you or your sport.

If you're not satisfied with the journalist's response, go to the chief reporter, then the editor if necessary.

If you are continually having trouble with a news organisation consider asking someone at the top of your organisation to go and discuss the issue with the editor. Sometimes the heavy treatment helps.

If you believe the mistake has caused great damage to you or your sport, consult your lawyer to see whether a liable action could be taken.

If all else fails go to the Press Council (for printed material) or the Broadcasting Tribunal (for radio and TV complaints).

## National Qualifications Framework

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Following completion of this course, some participants may wish to seek credit for relevant unit standards registered on the National Qualifications Framework.

This **Marketing & Public Relations** *Running Sport 4* contains, wholly or in part, similar content to the competencies specified in the following unit standards:

Unit Number	Unit Title
68	Plan public relations programmes
129	Maintain links with the information media
2925	Identify marketing options for enterprise activities
2931	Produce operational marketing plans
4885	Prepare sport information for the media

Those wishing to pursue this option should firstly seek up to date information, as new unit standards continue to be added to the Framework and registered unit standards are subject to regular revision.

*Further information can be obtained from:*

- the **Sport, Fitness & Recreation Industry Training Organisation** (SFRITO)  
P O Box 2183  
WELLINGTON  
Telephone 04-3859047
- your local **Regional Sports Trust**
- your local **training providers** (eg, polytechnic, schools or private training establishments)

These organisations can advise on next steps and, if appropriate, put the participant in touch with a registered assessor in their area.



## ***Marketing and Public Relations***

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Sport is an integral part of the Kiwi lifestyle. It enriches our lives, enhances our health and brings people and communities together. Sport fosters the development of excellence, team spirit, competition and pride. It unites people of all ages and walks of life.

Sport and leisure is a huge growth industry in New Zealand. Spin-offs include substantial benefits to the economy - millions of dollars in the case of big events. As a nation, we're mad about sport and justifiably proud of our successes.

Sport is now big business and clubs are needing to keep ahead of the latest principles and practices in marketing and development in order to survive and prosper. To do this, many clubs today are adopting a strategic approach to club administration and are becoming more business-like in the way they manage their programmes and events. As a result sports bodies and other non-profit organisations throughout New Zealand are achieving some spectacular results.

By becoming more entrepreneurial, clubs and non-profits are gaining an enhanced public profile, growing their membership and attracting strong commercial partnerships, such as through sponsorships.

Sport in New Zealand is still dependent, to a large degree, on the huge number of dedicated volunteers who give so freely of their time and energies. Therefore, the Hillary Commission has developed a series of information packages with volunteers like you in mind.

*The topics in this series include:*

Recruiting and Retaining Volunteers

The Club Secretary

Managing Meetings

Marketing and Public Relations

Funding and Sponsorship

Club Planning

Managing Money

Event Management

The Sports Team Manager

Some of these resources may be new to you, while others may simply summarise areas you already know a lot about. It's up to you to choose the topics that are of greatest interest and relevance to the volunteer work you do in sport.



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# *Marketing and Public Relations*