

MARKETING AND PUBLICITY

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1. MARKETING

Source - NSW Dept Sport & Recreation

ABOUT MARKETING

The purpose of marketing is to make a sale. It is more than just advertising, publicity or sponsorship and involves:

- finding a market for your product or activity (people, place)
- making your product desirable to that market (promotion, position)
- exchanging your product with that market for something that you value (price).

The marketing of sporting clubs includes obvious activities like open days, advertising and events. But members and officials market the club whenever they take on their roles - often without being aware of it. A team in uniform playing fairly contributes to the good image of your club, as does a director who provides information about membership over the phone.

BENEFITS OF MARKETING

Increases membership base and sales

The biggest benefit of all. Well planned, effective marketing will help you understand your customer and the marketplace - and lead to informed marketing decisions to help boost your membership.

Enhances reputation

Your club's image is one of your most valuable products or assets. A good image, created through effective marketing, attracts new members, appeals to potential sponsors and encourages people to participate.

Is value for money

Rather than the 'scattergun' approach of printing flyers and delivering to every home in the neighbourhood, planned marketing helps you to identify the most appropriate and cost-effective approach for your needs.

Creates opportunities

Through strategic networking and relationship building with members and the community, your club could access new markets, sponsorship opportunities and form long-term alliances.

Raises awareness

Smart marketing increases your club's credibility within the community and helps potential members, parents and sponsors make better decisions on signing up or contributing funds and services to the club.

2. PUBLICITY & MEDIA

Source Lynne Simons

WHAT MAKES NEWS?

Newsworthy stories trigger emotions in readers, listeners and viewers. The emotions that journalists instinctively tap into cover the entire range of human feelings, notably happiness, sadness, anger, shock, fear, curiosity, horror, helplessness and hope.

It is the train derailment resulting in the loss of 15 lives which triggers shock and horror; it is the sporting victory that generates powerful feelings of national pride and it is the revelation of the scandalous private life of a politician that can lead to public revulsion and sometimes the fall of a government.

Once you know what people respond to and how, you can promote your ideas by tapping into positive emotions, such as pride and joy.

Take into account what people are talking about.

Does your work interest the man or woman on the street?

- a. How do you explain your work to relatives?
- b. Use that knowledge to make news
- c. Combine it with a prominent person and a topical issue and you will be on the way to finding the angle.

Ensure that your story answers most of the following questions:

Who?
What?
When?
Where?
Why?
How?

MEDIA RELEASES

Media releases offer the following advantages:

- They 'direct' the story
- They help journalists get their facts right
- They may be used verbatim
- They provide written proof of what was issued
- They allow the same news to be disseminated to a number of media outlets simultaneously
- The cost is minimal

Media releases should be:

- Factual and accurate
- No more than one page
- **In** the present tense with an active verb Topical
- Relevant
- Unambiguous
- Clear and complete
- Creative
- Written to be spoken out loud

Your headline should be:

In bold capitals

Succinct - comprising four to five words

Catchy

The text:

Keep it short.

Try to convey your message in five or six sentences Make sure it is typed on one side only on official letterhead Date it - journalists need to know when it was written

The Final Draft

The introductory sentence should convey the thrust of your message and should be no longer than 25 words.

Start a new paragraph with each sentence.

The first paragraph should be the most important and each subsequent paragraph progressively less important.

Keep jargon, acronyms, abbreviations, adjectives, superlatives, cliches and conflicting information to a minimum.

Use strong, precise language - write bluegum instead of tree, cockatoo instead of bird, senator instead of politician.

Organisations do not make announcements - people do. Put statements into the mouth of your CEO or official spokesperson and identify the person making the announcement.

Throw in a snappy quote if possible.

Provide all necessary background information.

Provide the name and telephone number of one or more people who can be available for comment, day and night.

Add contact details, email addresses and useful websites to your media release. Give work and home numbers. Make sure that at least one contact person will be available on the night it is issued to take calls from journalists.

Check facts, names and contact numbers and ask a colleague to proofread the release before you mail, fax or email it.

When the first contact has been made and you have been asked to give an interview, find out what the journalist wants to know - including possible questions, how long the interview will be, how it will be used and where - which program, what day and time, and who will be conducting the interview.

Should the journalist want to interview you immediately over the telephone and you are not fully prepared, find out the context and length of the interview and suggest they call back in

five or 10 minutes - or take their number and offer to call back yourself.

An interview for a radio news bulletin should be over in three or four minutes, but an interview for a current affairs piece could take longer.

If your normal speech is cluttered with nervous "umms" and "ahhs", practise replacing them with silence.

Rehearse mock interviews until you feel comfortable with your answers.

Limit your objectives - keep your delivery clear and simple

Summarise what you want to say in three or four points

Illustrate your message with examples or anecdotes - these can be noted on a small card for easy access

If you can, check your facts and discuss your approach with a colleague

If you are invited to a radio or television studio, arrive at least 15 minutes early

Try not to eat just before the interview.

Do not drink alcohol before the interview - even one glass of wine can affect your speech and memory.

3. INTERVIEWS

Source Lynne Simons

Interviews should:

Provide new information
Inform
Educate
Entertain

Interviews can also:

Provide reaction to a current news event or statement
Offer help or assistance
Elicit emotion
Stimulate the imagination

PREPARATION

Whenever you are to be interviewed by a journalist, you should plan what you wish to say very carefully.

It is unwise to go on record without rehearsing your responses to possible questions. Successful people are careful planners.

Good students study for examinations, top sports-people train hard and long, we all plan and rehearse for job interviews, and the best lecturers are always well prepared.

It makes sense to chart the course you wish the interview to take.

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