



# LOCAL MEDIA RELATIONS



# TIPS AND TRICKS

- Get to know the media/reporters in your area.
  - Develop a relationship to generate an increased interest in your team from the media
- Find your newsworthy story
  - State why this is important to your team and the community
  - Show the human interest part





- Find how each media outlet works
  - Ex: How much advance notice do they need for events? What stories are they most interested in? etc.
- Ask membership if anyone has connections to local media members
- Send *quality* hi-resolution photos/videos along with information (iPhone okay IF high quality)

by [Lydia Hekman](#) on May 12, 2015 in [Austin](#), [Extra Curricular Activities](#), [Family Activities](#), [Things to Do in Austin](#)





# TIPS AND TRICKS



- Be available for interviews or a phone call
  - Designate a staff member/volunteer to be the media's point of contact
  - If media contacts you, respond ASAP
  - Media work on a deadline. Response efficiency is key
- Send your news to swimming endemic media & USA Swimming
  - Ex: Swimming World, SwimSwam, Swim Vortex





# SELL YOURSELF

## ➤ Define desired action

- New Members
- Sponsors
- Sell Events Tickets

## ➤ Identify audience

- Parents
- Children
- Donors

## ➤ Select media outlets

- TV vs. Newspaper vs. Mom Blog
- Own Website





# SELL YOURSELF

- Craft targeted message
  - Be concise
  - Be compelling
  - Link back to your team site
- Pitch your story
  - Find right media member to pitch
  - Give enough reason to pique interest
  - Link back to your team site
- Preferred result → story drives audience to take desired action

## Youngsters flocking to oldest swim club

The region's oldest swimming club, which once was based at the Appleby River, has wrapped up its season with record growth. The Wamea Swim club was formed in 1906 and 108 years



## VERDE INDEPENDENT

SERVING COTTONWOOD, ARIZONA & THE VERDE VALLEY

verdenews.com NEWS OPINION SPORTS KUDOS VILLAGER FEATURES CELEBRATE

Swimming is a family affair at Mingus Union



Photo by JT Keith.  
Mingus Coach Gretchen Wesbrock is congratulated by her father, Arizona swimming official J.R. Pooler, after her girls 200-meter medley relay team finished fourth, the first state medal performance of Wesbrock's Mingus career. (VVN/J.T. Keith)

to champions with Bradley Limmer at rear club's fastest swimmer over 100m.





# STORY IDEAS – HUMAN INTEREST

- Multiple members of one family (3+) in swim club
- Athlete who benefitted in life by being in swimming
- Overcoming adversity/health issues
- Membership growth
- Community involvement





# STORY IDEAS – EVENT BASED

- Hosting Open House, Meet, Swim Clinic
- Team registration begins
- Event results
- Athletes at USA Swimming Zone/National Camps
- Athletes at national or international meets
- Coaches or athletes on USA Swimming National or National Junior Teams
- Club Recognition and Club Excellence announcements
- Scholastic All-America Team







# TAKEAWAYS

- ✓ Develop a relationship with local media
- ✓ Find your unique story ideas
- ✓ Capture hi-res photos and quality videos for media use
- ✓ Response efficiency is key
- ✓ Sell your story and be compelling