

CANBERRA CROQUET CLUB

PUBLICITY POLICY

Objective

The objective of obtaining publicity is to provide information about the Club's activities and achievements and to expose the game to the community at large in order to enhance the public image of the sport and encourage increased participation.

Publicity Committee

A Publicity Committee shall be established to implement the policy.

Type of Coverage

There are several types of media:

1. Television. The scope for locally produced news and background items is limited therefore items should concentrate on events of national significance or a star of national ranking.
2. Print. The Canberra Times publishes results and sports items, and in addition coverage may be obtained for special events (for example, the Club Birthday). The Canberra Chronicle and similar free papers publish some sporting and novelty items.
3. Radio. The main station with potential for interviews is the ABC (2CN)
4. Online. Most media outlets now have websites. The club's website is <http://www.canberracroquet.org.au/>. Other relevant websites include Croquet Australia (<http://www.croquet-australia.com.au/>) and for Gateball (<http://www.gateball.com.au/>).

Quality

Items have the best chance of being included if there is a good story line with an emphasis on human interest, i.e.

- Local player in state or national team.
- Results of interstate/overseas tournaments with Canberra players.
- Tournament with interstate visitors.
- Playing when lawns are under water, etc.

To date it has been easy to get results of all local competitions in the Canberra Times.

Press releases should be short (no more than one A4 page), with a clear initial summary and the most important points first (the press cull reports from the bottom up). The release should contain the name and contact details of the author. It should be emailed or faxed to a specific person at the media outlet and a follow-up phone call made to ensure it was received and check if further information is required.

Press releases should be discussed with the President and/or Committee before submission for publication.

Timing

Results for the Canberra Times may be hand delivered (Fyshwick), emailed or faxed directly.

Deadlines apply for the printed media, radio and TV news for same day or next day reporting.