



Publicity & Promotion Pack

THE WELSH NETBALL ASSOCIATION LTD.

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EVALUATION/FEEDBACK SHEET

In order to assess the suitability and impact of this pack, we would be grateful if you could spend a little time completing this form and returning it to:

Welsh Netball Association,
33-35 Cathedral Road, Cardiff CF11 9HB.

THANK YOU FOR YOUR TIME

- | | | | |
|--|-------------|--------|------------|
| | Very useful | useful | not useful |
| | ☺ | ☺ | ☹ |
1. How useful was the pack? *(Please tick)*

Why?.....

.....

.....

 2. Who used the pack?

 3. How was it used?.....

 4. Please list the top 3 most useful sections in the pack.

.....

.....

.....

 5. Was anything missing from the pack?

.....

.....

.....

 6. Do any sections need enhancing Yes No *(Please tick)?*

Which ones?.....

.....

.....

 7. Any other comments.....



MISSION STATEMENT

Welsh Netball is committed to providing a safe environment in which all members, children and young people can participate, maximise their potential and enjoy the game.

GOALS

NETBALL IS A GAME FOR ALL

KEY OBJECTIVES

The principle objectives are to:

- increase participation

Target initiatives to encourage more women and girls and young people of all abilities to take part in and enjoy Netball and sustain a lifelong interest in the sport.

- offer opportunities

Welsh Netball aims to attract and retain members by providing opportunities for them to perform and achieve at their highest level, whether as players, coaches, umpires, officials or administrators

- encourage coaching and umpiring

To develop locally provided education programmes to improve the standards and qualifications of umpires and coaches linked to competition

- develop talent

Support our talented young people through the player pathway and identify those with the greatest potential to succeed

- improve performance

through the High Performance Plan Welsh Netball will develop Netball through the achievement of excellence

- maintain financial stability

Ensure financial planning takes full account of priorities outlined in the strategic plan and that available funds are directed towards maximising the potential of Welsh Netball

EQUITY in WNA

No players, coaches, umpires, officials, administrators, volunteers, employees or job applicants will receive less favourable treatment on the grounds of gender, marital status, social class, colour, race, ethnic origin, creed or disability, or will be disadvantaged by conditions or requirements which cannot be shown to be relevant to performance.



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INTRODUCTION

The publicity and promotion of Netball means:

- N**ew ideas and members
- E**xtra interest in sport
- T**ransfer of knowledge and ideas
- B**etter understanding of the game
- A**wareness of opportunities
- L**ocal support for development
- L**inks with other organisations



Quality publicity and promotion are essential in order to project a professional image. This, in turn, will raise awareness of the sport and increase peoples 'involvement as players, coaches, umpires, administrators and spectators.

This publicity and promotion pack is designed to encourage local authorities, local leagues and other key partners in raising the profile and image of netball by:

- using the examples and information provided
- publicising new and existing opportunities
- improving communication between all partners involved in the delivery of netball
- communicating more effectively with all existing and potential deliverers of netball.





CONTENTS INCLUDE

- Netball slogans
- Netball characters for use in publicity
- How to write a press release
- Samples of netball articles
- 100 Facts about netball

and much, much more.....

CONTAINS ALL YOU NEED TO KNOW ABOUT PUBLICITY!!

and is full of helpful hints and useful information about taking charge of your own publicity and raising the profile of netball.

For a free copy of the pack contact :
Welsh Netball Association
33-35 Cathedral Road, Cardiff, CF11 9HB
Tel: 02920237048 Fax: 02920226430





NETBALL SLOGANS

Top Ten Catch Phrases

Netball is neat!
 Play it, coach it, umpire it, manage it, watch it - netball anyway you like it.
 Ready, steady....get up and netball.
 Every night is a netball night!
 Fast, furious, short and sharp, have you watched netball lately?
 Netball is catching and throwing on.
 Netball is going places.
 Netball - shooting to the top.
 Morning, noon and night netball never stops.
 Team building, goal scoring, ball passing, fun loving....netball.

**Netball is
going
places!**



Specific Themes

Where it may be appropriate to use more specific themes, the following themes and catch phrases may be used.

Health and Fitness

If you want to get fit, grab a netball kit.
 Don't knock netball - it could be your special K.
 The best non-fattening centres play netball!
 Shoot your way to health - play netball.

Performance, Excellence and Competition

Netballers are always on the ball.
 Take a trip to the game of Netball and shoot to the top.
 Centre in on the action.
 Play ball - play Netball.
 Netball - the number one game.
 Magnificent seven looking for new recruits.

Support and Promotion

Be caught in the net by netball.
 Get netted - play Netball.
 Check it out - Netball's a world class game.
 Throw in your lot with Netballers.
 Netballers don't give a shoot for any other game.

Social and well being

Netball is catching.
 Have a goal in life - play Netball.
 Netball's a scream when you're part of a team!
 It's good to play Netball.
 Attack or defend Netball's your friend.

Netball for everyone

From 5 onwards, netball's first step helps.
 Netball wants women - do you want netball?
 Every 30 seconds someone in the world passes a netball.
 Netball - a worldwide language.
 Netball - the world's favourite game.
 Netball - the name every knows.
 The two greatest games in the world - netball and nintendo - play them!
 Netball - 7 up with more fizz.
 Netball is it.
 Pass and go - netball the equivalent of two sports in one.

Umpiring and Coaching

Coaching is about putting the ball back in their court.
 Blow the whistle for netball - become an umpire.
 Coaching is catching on.
 Netball rules! OK?
 Coaches are cool.
 Umpire Netball.
 Umpire Netball and give something back to the game.
 Coach Netball and show that you care about the game.
 Make your mark, coach a Netball team.
 Position yourself correctly - be at the centre of Netball with coaching.



NETBALL PROMOTIONAL THEMES

The idea of using a promotional theme to make people identify with netball may be of value to a number of organisations. The benefits of the two themes proposed are that people will know it is netball wherever they see the 'theme', and that the general catch phrases can be inserted, combined and adjusted to suit the promotion or topic as required.

Theme One - Netball is the whispering game

Psst (whisper)...Netball is neat!...pass it on!
Psst (whisper)...Netball is going places...pass it on!
Psst (whisper)...Morning, noon and night netball never stops...pass it on!
Psst (whisper)...Every night is a netball night...pass it on!
Psst (whisper)...Netball is Throwing and Catching On...pass it on!
Psst (whisper)...Netball wants women...pass it on!
Psst (whisper)...Shoot your way to health, play Netball...pass it on!

Theme Two - What is Netball?

Social and well being

Attack or defend, netball's your friend!...Play Netball, the social game.
Netball's a scream when you're part of a team!.....Play netball, the challenging game.
Do you set your goals high enough?....Play netball, the challenging game.
Every night is a netball night - play netball, the anytime game.

Performance, Excellence and Competition.

Centre in on the action - play netball, the challenging game.
Shooting to the top - play netball, the skilful game.

Support and Promotion

Throw in your lot with netballers - support netball, the great spectators' game.
Blow the whistle for netball - coach netball, the tactical game.
Put the ball back into their court - coach netball, the team orientated game.
Being sidelined - umpires netball, and controls the game.



CLUB PROFILE

Club Contacts

Club Name _____ Number of teams _____

Club Secretary

Name _____
Address _____
_____ Postcode _____

Tel No:- _____ Work _____
Home (STD) _____ (STD) _____

Junior/Youth Netball Contact (if any)

Name _____
Address _____
_____ Postcode _____

Tel No:- _____ Work _____
Home _____

Club Members

Please put the appropriate number of players who play in your club in the boxes below.

Age Groups:- 11+ and under 12-21 years 22+years

Gender:- Female Male Mixed

Beginners Intermediate Advanced

Disabilities:-
People with physical disabilities People with learning disabilities



Club Teams

Please indicate which teams the Club has, and in which leagues, divisions and other competitions each are entered.

Team	Age Range	Leagues and Divisions	Time of Year (e.g. Winter)

What other county/regional/national competitions do you enter?

Match Venue

Name _____

No. of outdoor courts: Condition:

No. of floodlit courts: Condition:

Indoor courts? Yes No

Club Umpires

Does the Club have qualified umpires? Yes No

If yes, how many? Starting Out C B A



Club Training

Does the Club undertake a training/practice programme? Yes No

Are training opportunities for:

Adult members Yes No

Under 11s	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Under 14s	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Under 16s	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
23+	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

Is training open to casual players? Yes No

Approximate cost per player per session £

Which day do you train on?

Monday <input type="checkbox"/>	Thursday <input type="checkbox"/>	Sunday <input type="checkbox"/>
Tuesday <input type="checkbox"/>	Friday <input type="checkbox"/>	
Wednesday <input type="checkbox"/>	Saturday <input type="checkbox"/>	

Facility used for Training

Name of Facility _____ and condition ☺ ☹ ☹

Floodlit? Yes No No. of outdoor courts

Approximate hourly cost? £

Club Coaches

Does the Club use any WNA qualified coaches? Yes No

If Yes, please put the names of the coaches:



50 Facts about Netball

Did you Know.....

1. The game was invented in the USA in 1891 and was called basketball.
2. Netball was first played on grass (1897).
3. The Physical Education Association in 1900 revised the first set of rules.
4. The Welsh Netball Association was founded in 1945, but it is known that organised netball was played in Wales in 1930.
5. In 1937 the game was represented at the Wembley Festival of Youth, in the presence of King George VI.
6. Netball was demonstrated at the Festival of Britain Exhibition in 1951.
7. In 1957 the first International Rules conference was held with nine countries attending.
8. 1960 saw the formation of the International Federation of Women's Basketball and Netball Associations.
9. An international code of rules was adopted at international conference in 1963.
10. The Welsh Netball head office is on Cathedral Road, Cardiff and has an office staff base of 7 people
11. At the international conference in 1960 today's positional names were established and matches lengthened to one hour.
12. A Netball Team consists of 7 players - Goal Shooter, Goal Attack, Wing Attack, Centre, Wing, Defence, Goal Defence, and Goal Keeper.
13. Players wear bibs bearing the initials of their positions, so that the umpires can ensure that they are in the correct playing positions.
14. The 1st World Games was held in England in 1985 - New Zealand beat Australia to take the title
15. The 2nd World Games was held in Karlsruhe, Germany in 1989.
16. A World Championship is held every 4 years, 1999 being the 10th.
17. The rules of the game are revised for possible changes every 8 years.
18. Netball is included in the World Games, held every 4 years for non-Olympic sports.
19. In 2004-2005 season DINAS netball club did the double won the Cardiff League and the National Clubs
20. Netball was accepted into the Commonwealth Games for the first time in 1998 with Kuala Lumpur as the host Nation.
21. Welsh Netball has an Academy based at the University of Wales Institute Cardiff (UWIC) that provides selected players with the opportunity to develop the necessary skills to perform at the highest level
22. The Federation of European Netball Association was formed in 1960.
23. The World Youth Cup is held every 4 years.
24. this year (2005) Wales entered its first team into the England Superleague called the Celtic Dragons



25. There are now men playing organised netball in England. In Australia and New Zealand men have their own Netball league and men's representative teams play each other at international level.
26. Netball is played in all the Commonwealth Countries of the World.
27. Two Umpires are required to control the game, each responsible for one half of the court.
28. Dimensions of the court are 100ft x 50ft divided into 3 equal thirds.
29. The ball is made of coated leather and is a size 5. Primary school children should play with a size 4 ball.
30. 28 counties competed at the 9th World Championship, the biggest ever entry.
31. The top three Netball nations are Australia, New Zealand and England, Wales currently sits with a world ranking of 14 and a commonwealth ranking of 6th
32. Kendra Slawinski is the most capped netball player in the world, currently holding a place in the Guinness Book of Records and over 100 caps.
33. Since 2003 Welsh Netball has developed partnerships with 17 Local authorities
34. In 1994, Liz Broomhead was named as the UK Coach of the Year for team sports.
35. In 1961 the first coaching scheme was launched.
36. The 1st World Championship was held in Eastbourne in 1963 with Australia as the winners
37. The Junior Championships are held each year for U12, U13 and U14 age group club teams. Youth Championships are held for U16, U19 and U23 age group club teams.
38. The summer of 2005 Welsh Netball staged the first ever 12 court festival in the Millennium Stadium, Cardiff
39. Until 1988 netball in Wales was organised entirely by volunteers
40. A National Club Tournament is held each year
41. Sue Holvey is the Chief Executive of Welsh Netball.
42. Teams toss a coin to decide which team has the first centre pass. Thereafter the game is restarted alternately after a goal has been scored.
43. Dragon Netball is the modified game for boys and girls aged 7-11
44. Of the 158 matches played against the Home Countries (England, Scotland, Wales, Northern Ireland and Republic of Ireland) England has lost just 1 match_(against Wales).
45. There are 35 countries affiliated to the International Federation of Netball Associations.
46. The most capped player for Wales is Helen Western
47. The Welsh Netball Association has 3 committees , Participation &Development, Education and High Performance
48. The Commonwealth games are being held in Melbourne in 2006
49. The combined service of Louise Carter, Office Co-ordinator and Margaret Thomas, Administration Assistant is 24 years
50. In 1992 Welsh Netball became a Company Limited by Guarantee



WORKING WITH JOURNALISTS

One of the keys to improving both the level and content of media coverage for netball with the minimum of effort is to understand two things:

- What makes it 'news' or a 'good story'
- How a journalist thinks and operates.

What makes it 'news' or a 'good story?'

- **Something out of the ordinary**

Journalists might not have a deep knowledge of Netball but they do know what types of things are newsworthy and will apply the same principles to every story. So, they will be looking for something out of the ordinary.

Analyse the daily papers and you will quickly see what we mean.

Examples could include:

- 1) **Facts** (e.g. the **first time** you won an Welsh team place; the first time you set an Welsh record; the largest goal margin ever, daughters that have followed mothers to the international court; the **biggest** team sponsorship your club has ever had etc.).
- 2) **Human Interest** (e.g. overcoming serious injury/illness to make the team; working in an unusual job; having an unusual sponsor; having a famous relative etc)
- 3) **Title/Medal potential** (e.g. a team likely to win league, championships; a team fighting to stave off relegation; a player who is striving (and likely) to make the Welsh team at various levels; a young player who is making the grade very early etc)
- 4) **General features** (e.g. wider stories about netball, levels of participation, record of success at local level for teams in various competitions, centres of excellence, new facilities, a new coach, foreign players on tour, etc.).
- 5) **Match reports and results on a regular basis** - (e.g. particularly if you already have good local coverage and are going to be travelling abroad playing for Wales).

These are all ingredients, which make 'good stories.' It doesn't have to be salacious, believe it or not to succeed with many journalists. So you need to think of yourself and your team too in those terms to attract coverage both proactively and reactively.



- **Journalists' Minds**

Already you are part way to helping a journalist create good stories about netball if you understand "newsworthiness". You can provide them swiftly with the basis for a story. Most local newspapers, radio and TV stations are understaffed on their sports desks, so sports journalists work under great pressure. So if you can continue to help them with ready-made facts and figures to support the story, then you are more likely to succeed in achieving coverage when competing with other sports.

Journalist's lives are also ruled by deadlines. They have to write, film or record their stories/interviews by particular times each day or week. So, if you are proactively seeking a match report in your local paper there is no point in phoning it to the

journalist after his/her deadline. Find out the deadlines and make it a target to get the report to them days before.



THE SELF-HELP MEDIA GUIDE PART ONE

PROACTIVE

The Two Methods:

In dealing with the media, your aim will probably be to present the best possible image of yourself, netball, your sponsor(s), your club, or your country. You can best do this in a proactive manner - i.e. by initiating contacts yourself. But you might also be approached by telephone or at an event or training session to react to media requests.

In both situations you can produce the best results for yourself by knowing what information to pass.

1. PROACTIVE

You, or your coach or a relative/friend can achieve a level of publicity for you, netball or your club, without too much effort even during a busy season by following these steps:

- a) Decide which local media you would like to target. There may be a good local paper or popular radio station in your area. Start small and make a success of the first contact before trying to widen to other outlets. You will need to gauge the impact on your time. Don't take on commitments you cannot hope to continue.
- b) Find out the name of the sports editor - or reporter who will cover your netball.
- c) Write or type out a list of key, events and tours in which you, your club or squad etc. will be involved in / with over the season. Do not make the list too long. Concentrate on the bigger events, which will be more "newsworthy".
- d) Prepare a biography of yourself on one sheet of paper. This should include:
 - Full name
 - Date and place of birth
 - Current place of residence (i.e. town)
 - Club name and the competitions in which you compete
 - Coach name

Number of national/regional selections, where, when and which events. Your past competitive record including event results, world rankings (if applicable).

(These should all include **when** and **where** each event took place.)

Your ambitions at club, and national level this season.

A contact telephone number for you or your representative.



- e) Decide on some key messages about yourself, your club, and netball, which you would like to see, communicate by the media. You can then reinforce these elements in your interviews. For example, you may wish to place the emphasis on the toughness of your training and the speed/skills needed to take part. You will also need to decide what is “newsworthy” about yourself and your club.
- f) You should prepare a few key facts and figures about netball (e.g. number of regular members of club, number of past or current England players).

Armed with your event schedule, biography(ies) and key messages and facts 'phone your chosen sports editor or journalist to make initial contact to explain who you are, your current level of success (or that of your club), etc. Make your first contact about a week before your first "key" event. Ask them to cover that first event and then, to look at more regular coverage based on the biography(ies) and list of key events, which you will send to them.

Do not be disheartened if the response is lukewarm at first. You can build a relationship step by step particularly if you prove reliable in phoning or faxing information and if you can think of a "newsworthy angle" for each event. Only make contact when it is important. Don't swamp them and make sure that any information which you send, or phone in includes:
The four “W”s:-

- **who's** involved, **what** it is about, **where** it is taking place and **why**.

- g) Help teach yourself a sense of what is "newsworthy" by reading other sports reports and watching TV sports news coverage. Basically anything which is “**out of the ordinary**” makes the news. And that does not always mean scandal! Use your news sense to help sell your achievements to your local contact and get a feel for the style of writing and nature of material of your chosen media.
In netball terms that could mean for instance: your first selection for your club, county, region or national team; the first time that anyone from your club has represented the country; your potential to win a record number of titles in a league; your best victory; your worst performance; a return to form after injury; unusual help with training; a new coach, a new sponsor; a difficult sea journey; a dramatic expedition, the height of your shooter etc.
- h) Always make sure that you preview each event with a call two or three days in **advance of your contact's deadlines**. You will need to know which day of the week your local weekly newspaper is produced, or the time which is best for your contact to receive a phone call or fax on a daily local paper or radio/TV station.

You may find that you double up the coverage in this way with a story anticipating the event and a follow-up report once it have happened. **Always be reliable**. If you have promised to call or send a report by a particular



deadline, make sure that you fulfil the commitment. Journalists and sports editors are busy people and will give up on you and netball quickly if you are

unreliable. What's more, it is no good sending in news, which is two days out of date or has been covered by a newspaper's main rival. You would be wasting your time.

- i.) When you are a little more confident at establishing coverage you might wish to suggest a photograph or a film report or interview to your local paper or radio/TV station at the time of a special event. That will give you the opportunity to wear something which reflects netball and which carries the name of your current sponsor - or it could give you an example of the type of opportunity which you could offer potential future sponsors.
- j) Remember to keep a file of any newspaper reports - or radio and videotapes of interviews. Once again, these will help with sponsorship.
- k) Success in gaining coverage may be sporadic. If you are having severe difficulties, do not hesitate to ring your contact and find out why.
- l) Finally, if you have been successful with one outlet, you may wish to try and co-ordinate coverage from several other media outlets by compiling a list of contacts with addresses and fax numbers and sending out your **press release**.

How to prepare a Press Release

The basic rules of press release preparation are as follows:

- Keep it concise. Never more than one sheet of A4 for the "story". (You can add team lists and statistics on separate sheets if relevant)
- Make your paragraphs short and type (or write) in at least 1.5 line spacing. (Editors like to write amendments between the lines)
- Put the "news" or whole story in the first paragraph (and your sponsor's name) (Editors will cut the story from the bottom upwards)
- Make sure the 5 "W"s appear in the first paragraph. (Who, what, where, when and why)
- Clearly mark your sheet as a News Release and give an embargo time. (i.e. when the news is available for use - preferably: "For immediate use".)
- Always, always put a contact name and number at the foot of the release (and make sure that the person named is available to answer calls).
- Try and make sure your release title is eye-catching, don't think up a headline for yourself - journalists always generate this.



- If possible, add a quotation from a team member, coach, captain etc.
- Remember that the media will always want to know people's age's occupations, place of residence and full names.
- Decide on a "house style" for names and stick to it. (e.g. Fiona Murtagh - followed by Fiona for each subsequent mention or Mrs Fiona Murtagh followed by Mrs Murtagh)

THE SELF-HELP MEDIA GUIDE - PART TWO

REACTIVE

2. REACTIVE

This section will help you in dealing with journalists who make unexpected telephone calls or approach you at a competition, or major event such as the inter-county championships.

- a) Start by making sure you know who the journalist is and whom they represent. (You will, no doubt, treat a local radio reporter differently to Fred Sleaze from the local press).
- b) Then ask which questions they wish answered in advance of any interview - particularly if it were a radio or TV interview. Why? Firstly, you will avoid them like the plague if they are after a scandal story. Secondly, you will come across in a more polished fashion if you have had a few minutes/seconds to prepare. More importantly, if there are any questions, which you wish to avoid you, can say no in advance. It may also be more appropriate for another team member, coach or official to deal with the interview.

Obviously, in the real world, journalists may try to slip in the odd "nasty", but the more prepared you are, the better. Equally, you can ask the journalist in advance to mention your sponsor or coach. The worst you can suffer is a refusal and many of the commercial networks and newspapers are not averse to helping, particularly if it can be worked into the context of a story.

- c) Remember your "key messages and facts". This is the time you can use them, by working them into the answers given to any questions whilst being interviewed.
- d) Also try to make your sentences short and snatchy and to the point i.e. add in all the news angles about yourself and netball. Try not to ramble. If you waffle too much the journalist will make the "cuts" and not necessarily where you would have wished them!



- e) If a photographer or film crew is involved, think about the context of any photograph or interview. Also look for opportunities to publicise your club, team or sponsor.

- f) Journalist's lives are ruled by deadlines. So if they are trying to pressurise you into an interview, when you have only 20 minutes on the court for training, then ask them if their time will allow them to wait. If they can, it will help give you time to think. If not, you need to take a decision on your priorities at that moment. Maybe you could suggest that a colleague or coach do the interview in your place. Or simply explain politely the reasons behind your inability to comply with the request at that time. Offer an alternative.

- g) Once the interview has begun you can always ask to repeat or "do re-takes" of some of the questions if you are not happy with your first answers. This applies equally to all newspaper, and non-live radio and TV interviews. Even the professionals get it wrong sometimes and most reporters will not mind repeating some of the questions.

- h) If you are doing a TV interview always make sure that you make yourself comfortable in the appropriate standing or sitting position and then keep still. (There is nothing more annoying to the viewer than a head bobbing about.) Look at the interviewer and not the camera. Try not to flick your eyes between the camera lens and the interviewer. It is a great temptation but it makes you look shifty on film! And keep your body straight. If you are nervous there is also a terrible tendency to either back away from the camera in fear or lean into it to make a point.

And, remember; try to relax. Imagine some friend sitting in their living room doing the interview. Just treat the interviewer as though they were a normal person with whom you are having an everyday conversation about netball or a particular event.

In extreme cases of nervousness try to imagine the interviewer naked!

This should help you avoid becoming too stiff and formal. But be careful: do not use nicknames or jargon about your team mates or netball. The average viewer will not understand them and will, literally, be tempted to switch off.





The Current National, Regional and County Structure of Press Officers

Officer	Duties
Club	To update local newspapers, radio and TV with the club's results and achievements in local competitions as well as the National Clubs League and National Clubs Competition where appropriate. To achieve this, the club press officer will use phone calls and press releases. They will also try to build stories about personalities in their teams. Club press officers will check with their county and regional counterparts, where the larger competitions are concerned, to avoid duplication.
County	To update local newspapers, radio and TV with county selections, team results and stories relating to county matches and events, particularly the English Counties League. For the Inter-County Tournament, county press officers are supplied with "stock" releases by the AENA on which they can expand. There are lists of county press officers in the AENA handbook.
Regional	This is a co-ordination role with county press officers and an active role in generating awareness of any regional team fixtures with local press. For instance, if the Eastern Region play New Zealand the regional press officer will send out press releases and invitations to attend the match to local media in each of the relevant counties.
	National - The AENA Publicity Representative is currently a company called Matchtight Media. They are responsible for providing advice and guidance to all other levels of press officers. Equally, their task is to generate coverage at national, regional and county level for selections, matches, results and other activities relating to England teams from Under-16 to senior level. They must try to build up feature material on individuals within each team as well as the overall issues affecting the sport of netball. For events such as the National Clubs and English Counties League (as well as the Inter-County Tournament and National Clubs Competition) their role is to generate coverage at national level of results and stories.

You, as an individual player or administrator, can offer your help to supplement netball media relations in a co-ordinated fashion at any of these levels - particularly if you have good individual contacts with certain members of the media. This applies especially to England team players that can maximise interest in netball in their area by both making proactive contact with the media and reacting effectively to any media approaches with the help of these notes.



Templates Available from AENA

Containing Netball Information

Call Head Office for an order form

- Number 1 High Five Netball Guide
- Number 2 How to Organise a High Five Netball Event
- Number 3 Netball Taster Day
- Number 4 Starting a Junior/Youth Section
- Number 5 Netball Development Group
- Number 6 Publicity and Promotion Pack
- Number 7 Starter Pack for New Netball Clubs
- Number 8 Examples of Roles & Responsibilities
- Number 9 Model Constitution for Netball Clubs
- Number 10 Funding Opportunities
- Number 11 Guide to starting a Netball League

**All England Netball Association Merchandise Catalogue
available upon request**

Affiliation details available upon request from Head Office