

AUSTRALIAN  
WATER POLO  
INCORPORATED



FOUNDED IN 1982

## MEDIA KIT for STATE ASSOCIATIONS & CLUBS SUMMARY

- 🏐 The Media Kit for State Associations & Clubs has been developed to help your State Association or Club follow the media guidelines set down by Australian Water Polo Inc. (AWPI), thus maximising positive media exposure for your State, Club and the sport of water polo.
- 🏐 The outcome of a consistent and successful media plan throughout the sport will lead to a greater chance for long term media exposure, a greater ability to draw revenue through sponsorship, merchandising and advertising and an increased opportunity to build membership and grow the sport.
- 🏐 AWPI now has an experienced public relations consultant, **Sports Communication Australia (SCA)** to deliver our media management and assist your State Association or Club.
- 🏐 AWPI through SCA will always be available to assist you, however with over 220 clubs and almost 12,000 participants, it is impossible for AWPI to publicise everything that goes on within the sport. We all need to play a role on this.
- 🏐 From the Media Kit for State Associations & Clubs you should be able to work out why and in which instances your State Association or Club should pursue a media opportunity, when media should be referred to AWPI/SCA, and also how to ensure your media relations are handled in a professional manner.

### Key Steps

- 🏐 Appoint a Media Officer (MO) for your organisation. This is the person all media enquiries to your organisation should be directed towards, and importantly should also be the person who **proactively** disseminates media releases and information on behalf of the organisation.

- 🏐 Try and find a communications, journalism or marketing student within your club or network who is willing and able to fulfil the MO role. That way you gain a Media Officer and you help further the career of a water polo participant or friend of the game. If you require help in finding a MO contact SCA.
- 🏐 Let SCA and your State MO know who your appointed Club MO is.
- 🏐 Understand your organisation's Media Responsibilities within the AWPI Media structure. Know who should be talking about what!
- 🏐 Communicate with SCA and your State Association so you are working together, not against each other.
- 🏐 Learn what makes a good story and which media outlets you should target each individual story towards.
- 🏐 Build a relationship with media, particularly locally, that is relevant to your organisation.
- 🏐 Learn how often they want your content and what they require.
- 🏐 Be confident and professional when dealing with the media as they can be your organisation's greatest asset.
- 🏐 Learn how to write and disseminate an effective media release.
- 🏐 Ensure you set up social media platforms to compliment your traditional media strategies.

## Key Contacts

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