

PR concept of the International Crossbow Shooting Union IAU

- Official registration of the International Crossbow Shooting Union (after certain conditions are met).
- Support of the IAU website: operative news, sportsmen's ratings, tournament schedule, official documents and regulations, interviews, comments, broadcast of important competitions.
- Participation in the press conference of the national federations.
- Press releases writing in order to invite mass media, primarily from the region of the headquarters of the International Crossbow Shooting Union.
- Organization of press conferences for locals by national federations. Invitation of local media.
- Working with the media: creating a pool of trusted journalists, both in local region and in the region of the IAU headquarter. The list of potentially useful contacts.
- **It's better to be friends with the media than to pay.** The rule is to be taken as a basis. In order to attract journalists an arbalest shooting master class is to be organized for media workers.
- Organization of a small cocktail party for informal communication with media representatives, establishing friendly contacts.
- Monitoring of the materials created following the results of the master class for further work with the media.
- Organizing of crossbow shooting tournaments for the media representatives.
- Popularization of the sport through TV programs about crossbow shooting. Probably, on a paid basis.
- Creating a positive image of athletes - shooters. Involving mass media, interviews with the main characters. Participation of the athletes in popular TV and radio programs (possibly even not related to sports), charity events and so on. Names, faces and status (crossbow shooter) must become recognizable.
- Organization of charity tournaments. After all, charity is always highly respected and always has media attention! (Counteract narcotic actions, helping children, etc.)
- Popularization of the International Crossbow Shooting Union and a sport in general by inviting to the tournaments famous people (sportsmen from completely different disciplines, politicians, actors and others). Famous, recognizable people are always interesting to the media, especially in new roles, which means that the sport and comments of the representatives of the International Crossbow Shooting Union will be interesting.
- TV and Internet broadcasts on sports channels to expand the spectator interest, attract sponsors, advertising. In the future, the sale of exclusive rights to broadcast international tournaments.