

## “IAU Media Strategy”

Prepared by **Maiia Lykova**  
IAU PR-manager

One of the famous philosophers, Friedrich Nietzsche, said, “Winners do not believe in a chance”. So, any successful PR-campaign is impossible without developing a clear plan and its further gradual fulfillment until the goal is achieved. So, I’d like to present you an IAU media strategy for competitions which begins half a year before a future tournament.

### **1. PRESS-RELEASE**

The first step towards a productive cooperation with mass media, to my mind, is making a press release. The key questions to pay attention at while working out a press-release are: **What? Where? When? And Why should mass media be there?**

### **2. MEDIA BASE**

**It’s reasonable to monitor potentially attractive media and create a list of sports or other kind of related media (TV, radio, printed and electronic media), including contact details of journalists. Even top-tier media should not be neglected!**

EUROSPORT - [info@eurosport-tv.ru](mailto:info@eurosport-tv.ru)

FOX SPORT - [presspass@fox.com](mailto:presspass@fox.com)

BBC SPORT - форма на сайте [www.bbc.co.uk](http://www.bbc.co.uk)

### **3. MEDIA PARTNERS**

The next stage is the choice of mass media. We welcome all kind of media at our competitions; we send everyone our press-releases and invite them to cover a sports event. At the same time, we choose the most popular and interesting for future cooperation media from our list, with the highest ranking. They’re our potential media partners. The key point is that the more media partners we have – the better!

### **4. MEDIA PARTNERSHIP PACKAGES – MEDIA COOPERATION OFFERS.**

Media partnership packages are an offer for potential media partners, containing a clear description of what is required from a media partner and what we’re ready to provide in return. It’s barter cooperation! It’s free!

**On the part of the organizers it’s possible to:**

- grant an official status of a media partner of an IAU event
- publish the information about cooperation and a logo of a media partner on IAU official website and in IAU social networks
- publication of a logo of a media partner in promotional videos of a tournament,
- publication of a logo of a media partner on all printed products (posters, banners, etc.)
- displaying banners of a media partner on the venue during the competition.

**On the part of a media partner IAU can be offered:**

- publication of a preview of a forthcoming event;

- attending an official press-conference and publication of this material
- publication of an article or a review, based on the results of the conference
- participation of the organizers in talk shows
- conducting IAU quizzes with IAU brand prizes

Besides, I should say that much depends on your ability to conduct negotiations. **Judging by the experience gained at the 20<sup>th</sup> World crossbow Championship in Ulyanovsk, I can say we managed to gain more than we could expect at the beginning of negotiations!**

## **5. PRESS-CONFERENCE**

Press-conference is an essential part of any important and successful event, so it should not be neglected! However, not every press conference can have a success. All organizational issues play an important role here: a place, time, participants, the way a conference is conducted, the information provided.

The organizers should think about:

- a suitable conference hall
- cards with the names and posts of the participants of a conference
- water for speakers
- handouts with the program of the event, countries-participants of a competition, athletes, records, interesting facts, etc..
- the list of all the participants of a press-conference. The optimal number of speakers is 4-5 people (including sponsors' representatives)
- providing a word of welcome to each of the speakers (several minutes, briefly, in substance)
- the presenter of the conference should give the journalists an opportunity to ask questions they are interested in, following this pattern: name, surname, mass media, question.
- In order to stimulate journalists' motivation you can announce a contest at the beginning of the event for the most interesting question, the winner of which will be awarded with a memorable prize at the end of the conference.
- preparation of handouts for mass media: press release, a document where the names and posts of all the speakers are listed.
- provide a link to the source with all the audio, video, photo and other information that can be necessary for preparation of some documents.
- A small buffet reception for media representatives is always welcome.

## **4. RECOMMENDATIONS ON THE CONDUCTING OF A TV - BROADCAST**

- The organization and conduct of a TV broadcast should be entrusted exclusively to professionals.
- Good graphics
- Titles
- Flash Interviews. There may be conducted some short interviews (1-2 minutes long) in the flash-zone with the organizers of the event, athletes, the winners of the tournament and the guests.

- It's important to broadcast flash-interviews on a big screen during a competition for both TV viewers and spectators at the stadium.
- A script of a competition must be thoroughly prepared and its several copies printed.
- Slow motion replays with music. They are the highlights of the tournament, emotional moments, support of the audience. They should also be shown on a big screen for spectators.
- Shooting of several video clips for a broadcast (arrival of delegations, preparations, preview, the interesting things that are awaiting for everyone, crossbow shooting rules, interesting facts about crossbow shooting and so on).

## 7. MULTIMEDIA

**1. Video journals** are a chronicle of a tournament: from preparation stage to the final. These are short videos, dynamic material feed, clip shooting, aerial photography, graphics and music. This media product really attracts attention and helps to promote crossbow shooting. Video journals were very popular at the 20<sup>th</sup> World Crossbow Championship in Ulyanovsk as users posted and shared them in their social networks, made reposts of Internet-media. Besides, it's the best memory about a tournament.

**2. Video presentations of athletes** is a way of introducing in a lively and creative way the best crossbow shooters taking part in the World Cup Final competitions. A video is broadcasted on a large screen while an athlete is going to the shooting line. Such video clips create festive and exciting atmosphere in the audience, attract spectators to the events happening in front of them, let everyone get to know participants of duels better and enjoy the stories about their sports achievements.

**The length of a video:** 30-40 seconds each

**Content:** Video and audio content + soundtrack. Each of 4 shooters in "Men" and "Women" categories introduces themselves, tells about the role of crossbow shooting in their lives, excitement and agitation, goals, wish to become the winner and so on.

**Graphic design:** start image, spacing, titles.

**Video editing:** quick

**Both variants are a good opportunity to attract sponsors as videos can always contain information about sponsors, their logos and even a short advert!**

## 8. SPONSORS

Each and every sponsor wishes their brand or trademark deal with another famous brand. A sports brand is a history of a sports club, traditions, equipment, target audience, fans and marketing strategies of the brand itself. Sponsors are always interested in a unique and at the same time popular product!

Media: Unfortunately, sponsors do not appear out of nowhere. They need advertising, Tv broadcast, their own TV media production (TV journals, films, presentations) and they wish a tournament being in the centre of attention on the part of mass media. Media is the most expensive and at the same time the most effective kind of advertisement at the market now, the one sponsors are willing to pay for, so this kind of projects is good enough for making an offer to a sponsor. There are not interested at all to print their logos on athletes' uniform if these athletes

are not shown on TV or if they don't give interviews in this uniform to major media of the region where a certain tournament is held.

**Well-known people – IAU ambassadors:** Sponsors, first of all for their self-advertisement, are interested in well-known personalities such as athletes, people from show-business, bloggers and others, thus I recommend awarding a title of IAU ambassador not only to crossbow shooters, but star guests and famous people visiting our competitions as well. We can award them solemnly with certificates, take photos of them holding these certificates in their hands and then publish them in a special section of IAU website and our social networks for lots of people to see them. In this case sponsors will be able to see that famous people and stars are interested in crossbow shooting.

In case all the ideas mentioned above are implemented, the chances to attract sponsors will increase. This media strategy may be applied to any IAU tournament.