

To: ASC Members and Skating Instructors  
From: Publicity Chair



## **PUBLICITY GUIDELINES, 2008**

- 1) Competitions – Top 5 places reported for all Non-qualifying competitions (Bee News, our web and bulletin board)
  - i) Exception to above is Nationals, Sectionals, Adult Nationals and Junior Nationals – also in this event I notify all media sources (local newspapers, magazines and television)
  - ii) If I missed an event or skater, please notify me immediately and I will follow up
  - iii) When I submit to the Bee, the Amherst sports reporter notifies non-Amherst towns listed after the skater’s name of their resident’s achievements and Clarence, Lancaster or other Bees will have the chance to publish the story.
  - iv) Pictures – will be included if all ASC competitors who placed 1-5 are pictured.
  
- 2) Media Reporters:
  - i) ASC LOVES MEDIA COVERAGE, but please remember, Media *must contact* the publicity chair if ASC is to be mentioned in any way including, but not limited to: where a skater represents (or will represent) ASC in an event or where ASC members are to be used for pictures / videos and/or interviews on ASC ice. If the chair is not contacted, ASC does not consent to the use of its name or ice. We are a private club with private members. Furthermore, some skaters have elected NOT to sign a release, and therefore media will not be allowed to use their image.
  - ii) We have facts, figures, pictures, history that a media reporter may be interested in. We will take care of the reporter through meet and greet, press kit, lining up interviews, getting a room for the reporter and your skater, notifications etc...
  - iii) Members of the Media will be denied access if it is deemed to be against the best interest of the club or its members or if the skater (or skater’s parent) refuse the interview.
  - iv) Generally members of the press like to interview one or two individuals or talk to small groups; therefore sometimes the publicity chair’s decision on “who gets picked” may appear unfair. We try very hard to be fair and pass coverage around to each Instructor and his or her students. If you have any concerns about this - please contact us
  - v) The Skaters who make notable contributions will be a target for reporters and the publicity chair. This is a natural occurrence and should be encouraged and supported by fellow club members and Instructors. This coverage will help promote the club and bring in new members.
  - vi) When media seeks out non-specific skaters in general, it is important to try to distribute publicity to those members who would not normally be a media target. Especially in this instance, it is important to notify the chair for fair and equitable distribution of publicity.
  - vii) Instructors, parents / skaters are discouraged from seeking out reporters / media to *cover just their student(s) or child(ren)*. We need to support each other and have club spirit. Know a reporter? EXCELLENT – get the interview! But please contact the publicity chair and strive to include other club members.
  
- 3) General –
  - i) Publicity is not just competitions – it’s anything. Instructors and skaters are encouraged to write about the sport, themselves, their achievements, or an event and include pictures. We are always on the look out for new information to publish.
  - ii) Coming soon - the club website will be an interactive place. We are hoping to feature individual club member’s achievements.
  
- 4) Publicity Chair: Kolette Piasecki, 693-4792 (work), 632-3664 (home), 480-3936 (cell) or [Kolette@knpvisa.com](mailto:Kolette@knpvisa.com) Call anytime!