



# Yachting New Zealand Media Liaison Policy

Updated February 2014

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## Background

Regattas and events involving New Zealand sailors are taking place on a constant basis, at varying levels both in New Zealand and overseas.

To cover all aspects of yachting not just that which is directly related to Yachting New Zealand, would be a mammoth task and therefore our approach is to encourage teams, regatta organisers, Clubs and Class Associations to pro-actively manage your own public relations using Yachting New Zealand's Media Kit as a guide to work from as required.

Yachting New Zealand recognises that media exposure plays an important role in increasing public interest in the sport, attracting and servicing sponsors and profiling the organisation, and to this end one of the roles of Yachting New Zealand's Communication Manager is one of media liaison.

This document provides a guideline to Yachting New Zealand's approach to media liaison and what exposure and support we offer to members.

## The following instances qualify for media coverage by Yachting New Zealand's Communication Manager:

- ❑ Issues directly related to Yachting New Zealand which the CEO and Communication Manager feel need to be addressed or highlighted via the media. These media releases are for PR purposes, to dispel myths or profile the organisation and are on an ad-hoc basis.
- ❑ Yachting New Zealand 'owned' events. i.e.
  - Volvo National Sailing & Boating Day
  - Yachting Excellence Awards
- ❑ An official Yachting New Zealand team including:
  - The NZL Yachting Trust Youth Team (competing at the ISAF Youth Worlds)
  - NZL Sailing Team (competing at pinnacle international regattas such as ISAF Sailing World Cup; Class (or ISAF) World Championships
  - New Zealand Olympic Sailing Team competing at the Olympic Games
- ❑ Aside from these events if there is an 'exceptional performance' at internationally ranked regattas which Yachting New Zealand deems as significant we will inform the media of this with a written media release.

Note: It is up to the sailor concerned to bring this result to the attention of the

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Communications Manager and provide a brief report in a timely fashion which will provide the basis of the media release. Ideally this would include a quotation, a summary of racing at the regatta, one or two quality digital photographs and a link to any websites containing more information and results.

- ❑ ISAF Sailing World Cup Regattas and Olympic Class World Championship Regattas where a New Zealand competitor finishes in the top 10; or non-Olympic Class World Championships or equivalent regattas where a New Zealand competitor finishes in the top 3.

Note: As above it is up to the sailor concerned to bring this result to the attention of the Communication Manager and provide a brief report to form the basis of the media release.

## Other Events

- ❑ **Event Organisers:** For all events outside of those listed above, the Event Organisers are encouraged to appoint a designated Media Liaison Officer, who is responsible for the media coverage of the event. If this person should require media contact information and assistance on structuring their processes beyond the information contained in this pack they are welcome to contact Yachting New Zealand's Communications Manager for guidance, however a reasonable amount of time must be allowed so this can be balanced with other responsibilities and workload.
- ❑ **Individual sailors:** Sailors are largely responsible for their own promotion outside of the events outlined above. Our Media Assistance Pack is designed to provide guidance and instruction on how you might maximise promotional opportunities, this is available year-round on the Yachting New Zealand website. If a sailor requires media contact information or additional assistance they are encourage to contact the Communications Manager.
- ❑ **Individual classes:** are also largely responsible for their own promotion. National Championships do not qualify for dedicated media coverage by Yachting New Zealand's Communications Manager. A Media Assistance pack has been designed to provide guidance and instruction on how to approach media coverage for class events to gain exposure for the sailors, class association and sponsors. This pack is available year-round on the Yachting New Zealand website. As specified above additional guidance is available on request.



## Exposure through collaboration with Yachting New Zealand...

- ❑ **News on [yachtingnz.org.nz](http://yachtingnz.org.nz):** Yachting New Zealand will publish all appropriate articles submitted to us by members either directly by email to [media@yachtingnz.org.nz](mailto:media@yachtingnz.org.nz) or using the [on-line news submission form on our website](#) as soon as possible after receipt. The author or submitter will be acknowledged and Yachting New Zealand reserves the right to edit articles. Two to five quality digital images should be supplied in conjunction if at possible.
- ❑ **Briefings newsletter:** Yachting New Zealand's fortnightly e-newsletter Briefings is distributed to over 5000 individuals and we encourage editorial contributions from Clubs, Classes, Teams and individuals. Submission is as above for website news.
- ❑ **Support and Advice:** Yachting New Zealand is able to offer advice to members on media liaison. Please download and review our on-line Media Kit first, and get in touch if you require further assistance.

