



Media

Why do media?

- Enhance your own brand
- Highlight your sport
- Be perceived as a role model
- Broaden demand for your brand (ie, future sponsors)

How to deal with the attention

- The decision to take an interview or not with the media is always with the individual, but as a team representative you should always be polite and cooperative when dealing with the media. When in doubt, nod and smile. It's ok to say nothing.
- Those sailors low on media experience or less comfortable dealing with the media, are encouraged to have your coach or another team representative with you when being interviewed as back up should difficult questions arise.

Do

- Be honest
- Be yourself
- Be compassionate
- Be enthusiastic
- Be brief
- Correct misunderstandings
- Avoid Cliche's
- Paint a picture
- Wear your team clothes for photos / footage

Don't

- Go 'off the record' (no such thing!)
- Talk about your teammates
- Speak on behalf of other people
- Speculate
- Guess
- Be pressured by silence (it's ok to say nothing)

Great stories are newsworthy and human

If things go wrong... (ie injury or equipment breakage)

- Get help from your communications people to manage the situation
- Spend time managing your brand
- Release 'bad news' quickly and effectively (don't hide it)
- Be graceful and honest (this wins hearts and minds)

Remember... perception of a message is 55% visual (your appearance and body language), 38% is Vocal (tone & volume of voice) and only 7% verbal (what you are actually saying)



Sample Q & A

Q: Are you going to win a medal?

I've been putting in hard work training over a number of years and will continue putting in my best effort until the very last race of my regatta is over. Ultimately it is all about being the best I can be every day.

Q: Who do you think is going to win the xx medal?

I can't speculate on how other people are going to perform. All of us here at this event will be doing our best.

Q: What advice would you give to anybody out there watching the Olympics that is considering taking up the sport?

Sailing is a sport for life and one that can be enjoyed at all levels. I was so glad to grow up sailing dinghies from the beach. Our sport isn't just about elite competition, the majority of New Zealanders who sail take part in recreational racing and cruising activity. Yachting New Zealand's new website has some great tools to help people get into the sport.

Q: How are you managing this weather, it was expected to be different?

Success in our sport is based on whoever can manage the varying conditions. We practice in the whole range of weather conditions and although often this is a windy venue, anything can be possible on a given race day

Q: What wind strength are you best in?

I train in the full range of weather conditions so that I can be prepared for everything, in our sport we have to do our best no matter what weather we're given.

What is YOUR key message?

- I have put in a lot of hard work over the years to get to this point
- I have a strong support team here with me
- I am prepared physically and mentally
- I am confident with my preparation to date





Social Media Guidelines

Facebook- Twitter- Blogs- Youtube

How do you appear to your supporters and sponsors?
What are YOU putting on the internet about yourself?

Anybody can access your information- and once online- often it cannot be removed!

Do:

- Keep content fresh. Post often to keep your followers engaged.
- Draw attention to noteworthy events- Regattas, Functions, NZL Sailing Team News, etc
- Follow and re-post/tweet relevant Sponsor, YNZ or NZL Sailing Team channels
- Recognize your sponsors, and the NZL Sailing Team sponsors
- Put pictures of yourself 'in action', or put links to regatta websites with photos
- Consider your audience, it might be your next employer, grandma, or a competitor
- Build an image for young sailors to look up to and aspire to become like
- Make your profile look professional by keeping it simple and tidy
- PROTECT YOUR PRIVACY by adjusting settings wherever possible.

Do Not:

- Give away secrets of your winning techniques
- Put any inappropriate photos or comments ie:
 - Last night's party
 - Badmouth another competitor
- Endorse products or companies that are not a sponsor
- Post copyrighted photos from event website; instead put a link.
- Connect to everybody- select carefully who you 'like', 'follow', or 'friend'

**Some sailors run a two account program, one for personal and one for their campaign.
Consider this as a potential solution for keeping your party people away from your sponsors.**

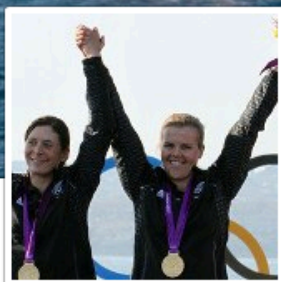
Other tips:

- Tweets show up on Google!!! Be very careful what you put out there. Search 'I hate my job' and you'll see what I mean.
- Give- to get. Networking goes both ways, reaching out to your connections will in turn (hopefully) help connect you further in their network.



- It is a good idea to do a 'Google search' your name occasionally and see if there is anything you can add to/remove to give yourself a more professional look- a future employer (or sponsor) WILL do a Google search on you.
- If you are using more than one form of social media for your campaign, BE CONSISTENT amongst what you put on all.

Check out NZL Sailing Team 'Team Jolly' here as an example:
Search 'Team Jolly' on Facebook



Team Jolly

6,204 likes · 59 talking about this

Like

Message



Athlete

Team Jolly – Jo Aleh: Age: 27 – Olivia Polly Powrie: Age 24 – Both currently living in Auckland, NZ. – Gold Medalists at the 2012 London Olympic Games. Now campaigning towards Rio in 2016



6,204



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