



Herefordshire & Worcestershire Lawn Tennis Association

Press Pack for Clubs



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**BRITISH
TENNIS** | **LTA** 



Achieving good local newspaper coverage for your club

Local sports clubs, sporting success and achievements are the lifeblood of any local and regional newspaper.

Obtaining regular coverage for your club is also a perfect opportunity to raise its profile, generate awareness in the community and also to attract new members whether juniors or adult beginners.

Furthermore, there really is no reason why news and photos about your club teams, individuals and club events should not be used regularly.

There are however some useful tips that will definitely ensure your content is used.





What you need to know

The good news – newspapers are crying out for copy and pictures.

A quick glance through the sports pages of local newspapers reflects coverage of a wide range of sports from fishing to football and they want to cover local clubs and sporting success.

Most local newspapers have just one sports editor, who will write, compile and sub the copy so if you can supply well-written copy, in the style of the paper, with a good photo then you will have a greater chance of it being used.

To reiterate, you can go a long way to ensuring your content is used by submitting it in a form that is easy to use and doesn't require much re-writing and editing from the sports editor.



What subjects/topics will my local newspaper be interested in?

Anything that is happening at your club can be turned into a little news story – even if it is just two or three paragraphs if well presented it's likely to be used and keeps your club in the spotlight.

Team results

Individual success & achievement (Joe Blogs wins the club singles, Joanne Bloggs has become the club's new president, Joe Coach has introduced a new 'term time tennis' coaching sessions aimed at getting more women to get into tennis, etc

Club events – the club is holding an open day for the local community, fundraising efforts, new



The press release

The staple of communication with your local newspaper will be the press release.

It's important to present the release in a manner which requires minimum subbing and attention from the sports editor. He/she is up against deadlines every week and to have to painstakingly take apart a 500 word badly written report which has the core bit of news in the last paragraph, is full of weather forecasts and in-jokes is likely to end up on the bottom of the to do list.

One further piece of sound advice is to contact your sports editors and establish a good relationship. He/she may even be able to either take the story straight from you if they have time or even give you some pointers. For example, they might say, 'we're tight for space this week but if you can give me 120 words I will get it in'.



Writing a press release

You don't have to try too hard, just get the basic information in there and the release will write itself.

Here are the Do's – who, what, where, when, how, why.

These questions underpin any content you submit. Follow these key questions and you will not go far wrong.

Photos – where possible supply an image to accompany the news story.

Headline – a short headline that catches the eye and sums up the story

Intro – the intro is the most important part of any press release and must be short and snappy and contain the most relevant information.

Quotes – if you can include a short relevant quote that always adds something to the story.

** Club information - if possible try to include a call to action at the end of the release which might help in attracting new members to come to the club.



Photographs

Most of us are not photographers but in the age of the Smart phone, it's perfectly feasible to take a decent quality image to accompany a story.

A couple of do's and don'ts.

Do – where possible try and feature close ups. If you have a singles champion, it's better to feature their top half so you can see their smiling face clearly. Too often, people take pictures from 10-15 yards away and you can barely see someone's features.

Do – use props. If they've won a nice trophy why not take a close up of them holding the trophy in triumphant fashion above their head or kissing the trophy or even the old Rafa Nadal party trick of biting one of the handles. If the story is about junior coaching success why not have the coach surrounded by kids all holding rackets and balls or if the club is embarking on a big project such as laying some new courts why not get the president sat on the digger, if you've had a charity bake off to raise money images why not supply pic of the winner taking a bite out of their prize winning cake etc .



Photographs

Do – if you haven't got any props, try making the pictures a bit different by using different angles. Try crouching down and shooting upwards for a different perspective, or standing on a chair, balcony and looking down. Anything that gives a picture something different will give it more chance of being used.

Don't – as a general rule, the less people in the picture, the better. Trying to cram too many people into the shot will end up with hardly anyone being able to identify themselves because the photographer will be standing so far back to try and squeeze everybody in.



Examples

The next slides are some typical examples of the types of story that might be submitted.

As you see there really is not too much to it but it serves the purpose of getting your club and members in the spotlight which can only be a good thing.



Talented teen in record-breaking win

Joe Bloggs was the toast of Kidderminster Tennis Club at the weekend after winning the men's singles for the first time.

The 18 year old defeated club stalwart Fred Jones in three tight sets at the club championships to become the youngest ever winner of the title.

Bloggs, who is heading off to university to study engineering in September, lost the first set 7-5 and was 5-2 down in the second set before turning the match round.

He claimed the second set on a tie-break and won the third 8-6 to deny Jones a fourth straight title.

Bloggs is one of a number of promising young players coming through the ranks at Kidderminster under the watchful eye of coach Barry Borg.

"This was a great result for Joe who has become an integral part of the club," said Borg.

"He joined the club as a ten year old and has come all the way through the club teams and now plays in the A team and is a great inspiration to the other juniors at the club."

The club runs junior coaching sessions throughout the week in addition to adult starter sessions.

If you are interested in playing tennis at Kidderminster contact club coach Barry for more information on 9999999999 .



Fireworks expected at tennis club

Bewdley Tennis Club is holding a fireworks display to raise funds for a new clubhouse. The bonfire spectacular will be staged on Friday, November 13 and is open to the public.

Entry is £4 and includes a hotdog and glass of mulled wine.



Mary calls it a day after 20 years

Long-serving Bromsgrove president Mary Porter has stepped down from her role after 20 years.

The mum-of-three has been a stalwart during her time at the club and has helped raised its profile and increase its membership.

Members held a special mixed tournament to mark her retirement and presented her with a pair of tickets to the Wimbledon final.

“I’ve loved being president and seeing the club go from strength to strength,” said Mary.

“I now look forward to concentrating on playing a bit more and of course will still help with fundraising for the club.”

Husband and wife team, John and Joan Jett, won the round robin mixed tournament defeating Matt and Meg Bloggs.



Open sesame

Stourbridge Tennis Club is doing its part to get more people playing tennis.

The club is taking part in the Great British Tennis Weekend on July 9-10 and will be holding free coaching sessions from 12-4pm each day.

Non members are welcome to come along and have a go with all equipment provided.

“Tennis is a great sport and this is an ideal opportunity for the local community to come along and give it a whirl,” said Stan Smith.

“We have a thriving junior section, popular mix in nights and three club coaches who give a range of lessons.”



Useful contacts

Chris Flavell - sports editor for Kidderminster Shuttle, Redditch Advertiser and Bromsgrove Advertiser - chris.flavell@midlands.newsquest.co.uk or sportshounds@midlands.newsquest.co.uk, 01384 358221

Liam Mokes – sports editor for Evesham Observer & Redditch Standard – liam.mokes@bullivantmedia.com, 01527 588688

Trevor Owens - BBC H&W – trevor.owens@bbc.co.uk, 01905 748485

Richard Prime – sports editor – Hereford Times sport@herefordtimes.com, 01432 845870

Paul Rogers – sports reporter – Hereford Times/Ludlow Advertiser – paul.rogers@herefordtimes.com, 01432 274413

James Reece – assistant sports editor – Worcester News/Malvern Gazette - jr@worcesternews.co.uk, 01905 742272