

GUIDELINES FOR PRESS OFFICER

- The Press Officer's primary responsibility is to prepare press reports for Submission to the local paper and where appropriate to other magazines, local free papers/magazines and Swimming Times magazines. In the event of big news stories, a submission should also be made to Oxford papers. From time to time the Press Officer may also be asked to advertise an event or announce details of any grants received.
- The Fixtures Secretary should provide the Press Officer with a list of accepted entries for each gala (including open water events), prior to the event to enable the Press Officer to prepare.
- It is the responsibility of the TM at any gala to collate the relevant information and key results and email this to the press officer if they are not present, at their earliest convenience. If the press officer attends a gala for any complete session then they will collate the results for those sessions.
- Additionally if the Press Officer is not attending the gala then the TM should try to take a picture if possible and forward to the press officer with the results in time for submission that week. If this is not possible then the TM should contact the Press Officer so they may arrange. Any photos taken by parents will also be considered for submission.
- Pictures, where possible, should be taken at the gala to maximise the chance of including the most children at the relevant location. Where this is not possible e.g. 2 children on different days/sessions, a pre arranged time for getting together should be planned for after the gala. The names of the children pictured should always accompany the photo and Barramundi tops must be worn. If more than one gala has taken place in that week then where possible, a picture should be taken of all swimmers, as well as medal winners, from all of the galas combined.
- Parents are responsible for checking their emails, both prior to and after a gala, and if the Press Officer has emailed for information or to arrange a picture then s/he need take no further action and if s/he doesn't receive a response, is entitled to submit what s/he believes to be correct along with a photo of those that could attend the photo shoot.
- Every child that is successful – e.g. medal winner or one who has made a final or qualified for Nationals/Regional's or has been

selected for the County Team, should expect to be considered for inclusion in a press report. No submission to press is required for ONB County Team events as this is done by ONB's own Press Officer.

- With regard to Counties, Regionals and Nationals, all qualifying swimmers should have their photos taken according to event and their own submission for the paper/notice board/website and if possible a submission should be made after each weekend. After Counties/Regionals/Nationals have finished, it is the press officer's decision which photo should be used, but the photo should ideally be inclusive of all who attended. In the case of BAGCAT's a separate photo of just those with awards will be organised and a separate submission made.
- Where the submission involves team event news (i.e. at BBAT when DBSC won the trophy as a team) there may be more emphasis made on all swimmers that swam for the club (even if they didn't get any points or medals) to encourage the younger swimmers. Here there could also be emphasis on the support of Nexus and The Wave/Oratory management and staff who have helped and supported the club.
- The Press Officer should prepare their report along with any photos to be sent to the Didcot Herald as early as possible, but no later than the 10am Tuesday deadline. Press reports should contain as much dialogue as possible, promoting the successes of the Club and/or a list of 'key' results. DBSC's sponsors, 'Nexus' should also be mentioned on an occasional basis in the submission.
- When sending to the paper the press officer must always copy in the Chairperson and blind copy in, the Head Coach, web admin, and the parents of each swimmer mentioned. The manager of The Wave should also receive a copy of the report. This then should go on the notice board at The Wave.
- The Press Officer/DBSC cannot be held responsible for what the paper actually prints and it should be noted that the paper may change or alter the wording at their discretion. If the wording is crucial (with regards to records etc) this should be stated to the editor. Generally the paper only lists medals to third place, seldom prints times and does not guarantee to print any photos submitted.

- Finally during holiday periods, the Press Officer should inform the Chair when they will be unable to send press releases so arrangements can be made by the committee for a submission in their absence.
- All of the above decisions will be made with absolutely no bias or favouritism towards any children.

Date of ratification 05/07/11