



Sports Information

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The Do's and Do Not's of Working with Coaches While Publicizing Olympic Sports

Do's –

- I. Educate yourself about the specific sport.
 - A. Know what a 400 I.M. is, or what events constitute the Heptathlon, or how a cross-country race is scored.
 - B. Know what makes an athlete special in that sport (national level, record-breaker, etc.)
- II. Demonstrate interest in that sport.
 - A. Be present at those events whenever possible.
 - B. Check in regularly with the coach.
- III. Educate your coach.
 - A. Help the coaches know what would constitute a legitimate feature story.
 1. Help them look for an "angle."
 2. Help them know the reading audience.
 - B. Direct stories to hometown media and student media.
 - C. Educate the coach on the job of the sports writer.
 1. The writer is not a publicist or recruiting tool.
 2. The writer composes stories with a broad audience in mind.
 - D. The coach needs to know that his/her sport's publicity has a direct correlation with his/her teams' success.

Do Not's –

- I. Never give a coach the impression that you think his/her sport is less important or unworthy of your time.
 - A. The Olympic sport athletes deserve just as much respect for the amount of work and talent it takes to be good as any major sport athletes.
 - B. The coach is most sensitive to any perceived lack of respect.
- II. Do not make a habit of interrupting the coach at practice.
 - A. If you would not think of interrupting a football or basketball coach, why would you consider interrupting a swimming coach?
 - B. See Roman numeral I above.
- III. Do not make promises you cannot keep.
 - A. Do not promise media coverage you cannot deliver.
 - B. Do not promise a media guide as detailed as football or basketball if you cannot produce it.

Table Topics
How To Promote an Athlete for National Honors or Awards in Olympic Sports

- I. Methods for Promoting Athlete**
 - A. Mass mail (Information, Flyers, etc.)**
 - B. Mass email**
 - C. Use of school website**
 - D. Use of hometown and local papers to underscore athletes accomplishments**

- II. Budget Issues**
 - A. Use of email and website to promote athlete**
 - B. Mass mail outdated or not**

- III. Timing of sending out materials**
 - A. Sending out materials at the beginning of the year**
 - B. Timing your materials for when nominations are sent**
 - C. Making materials at the beginning of the year and adding on updated info when sending nominations**