



Media Skills

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What do we mean by 'Media'?

- ✓ Newspapers
- ✓ TV/ Radio
- ✓ Websites
- ✓ Social media

Why bother?

- ✓ Building your profile
- ✓ Pleasing/servicing sponsors and attracting sponsors
- ✓ So school/college/ uni know what you are doing!

What can you do?

- ✓ Sending out press releases/ results updates
- ✓ Organising newspaper/ TV/ radio interviews
- ✓ Your own website
- ✓ Your own social media

Things to think about

- ✓ Research your local newspaper contacts – sports & news editors/writers
- ✓ Journalists normally want to write a positive story/ not catch you out
- ✓ The more information you provide, easier for the journalist
- ✓ Regular updates – tell a story
- ✓ Provide good/ high resolution images – 1MB

- ✓ The 5 W's – who, why, what, when, where
- ✓ Your home town, age
- ✓ Meat on the bones
- ✓ Quote
- ✓ Contact details
- ✓ Images

Conducting interviews



- ✓ Happy, positive
- ✓ Answer the question (you can repeat the question back in your answer!)
- ✓ Look at the presenter (not the camera)
- ✓ Keep answers concise!
- ✓ HAVE A GO!



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Your own website

- ✓ **Images** – action and profile
- ✓ **Biography** – include year of birth, place of birth, home town
- ✓ **Results** - Best results plus all current season results
- ✓ **Blog** – include photos & update regularly
- ✓ **Sponsors** - logos and links to their websites
- ✓ **Social media** - Links to your channels
- ✓ **Media Coverage** - Links/ screen grabs
- ✓ **Contact** – details of how people can get in touch
- ✓ Keep the website up to date!

Your social media

- ✓ Facebook athlete page
- ✓ Instagram – photo led
- ✓ Twitter
- ✓ Snapchat
- ✓ Keep an eye on the next big thing!

Social media – things to consider

- ✓ Interact with sponsors/ Snowsport England...
 - ✓ @SnowsportEng – Twitter
 - ✓ @SnowsportEngland – Instagram
 - ✓ /SnowsportEngland – Facebook
- ✓ Post regularly
- ✓ Post images – from comps/ training/ slopes
- ✓ Be careful what you post
- ✓ Be aware of others – speak to parents/ coaches/ teachers
- ✓ Don't let it take away from your skiing performance!