

# **Gallica Swim Squad Publicity Strategy**

## **Purpose**

To ensure maximum coverage through the media, for all Squad successes with a view to creating a feel good factor and providing recognition within the Squad as well as attracting new talent and sponsors.

## **Audience**

- Club members
- Other swimmers/parents
- Sponsors (both actual & potential)

## **Medium**

- Club web site
- Swimming Times
- Lancashire Evening Post
- Blackburn Gazette
- Blackpool Gazette
- Local radio/TV

## **Types of articles**

- Monthly Swimmer/Coach profiles
- Monthly Diary/log
- Nationals, NW Counties, Lancashires
- Any other head line news (British records, World Class programme participants, Spanish trip etc.)

## **Regularity**

- Monthly?

## **Tools required**

- Digital Camera

## **Publicity Team**

- Head of PR
- Senior Squad rep
- Coastal Squad rep
- East Squad rep.