




# PUBLIC RELATIONS & PUBLICITY

*Improving Local  
Media Coverage  
of Boxing*



# Increasing Media Coverage

- **Develop Relationships with Media Contacts in your area**
    - Introduce yourself to local newspaper, television, radio and internet contacts
    - Develop and maintain an updated media list of contacts
- 
- **Contact media with any local events or news**
    - Call or email with pertinent details of local events or success stories within your gym or LBC
    - Draft informative and well-written press releases
  - **Keep updated information on hand**
    - Create bios on athletes and coaches in the gym as well as information on your gym and LBC
    - Maintain as updated a calendar as possible in case of media inquiries
    - Create a press kit for your gym
  - **Conduct media training sessions with the athletes and coaches so they are prepared for interviews**
    - Work with your athletes and any other personnel in your gym who will be doing interviews to educate them on giving productive and intelligent interviews
  - **Maintain a Comprehensive Clippings files**
    - Create a binder of all media coverage that your gym and athletes obtain

# Developing Media Relationships

*Cultivating positive and effective media relationships is critical to obtaining consistent and positive media coverage. While your local media may not be able to cover every event or success story in your area; making an effort to include and educate them will often persuade them to provide as much coverage as possible.*

## **CREATE A GOOD CONTACT AT ALL LOCAL MEDIA OULETS**

- If you don't currently have a contact at your local media outlets, reach out to the television stations and newspaper in your area. You can either go on their website and find their sports editor or sports director or if you prefer, find a phone number and ask for their sports editor or sports director.
- Introduce yourself to them and let them know that you are calling regarding the local boxing program and wanted to find out the best person at the newspaper or television station to speak to. Most papers no longer have boxing writers, but the editors will generally assign you to one of the reporters on staff.
- Invite them to attend an event or come out to the gym and meet the athletes
- If you currently have a good contact at your local newspaper, personally invite he or she to any local events and make sure they have a good seat for the event whether they are writing or just attending as a spectator
- Keep them updated even if you are on the road. Calling a reporter after a big win will keep them engaged with your athletes.
- Draft and attach introductory letter to media contacts



# Make your Events Media-friendly

*Meeting a deadline is of the utmost importance to all media members. For print reporters, their stories must be filed by a certain time in order to make it into tomorrow's papers and television reporters often must have their stories edited and ready by a 10 p.m. newscast. It is important that you provide the necessary services to media for them to provide top-notch coverage at your events. If reporters feel taken care of, and believe that they will have the equipment they need at your event, they will be more likely to attend.*

## **HOW TO MAKE YOUR EVENT MEDIA-FRIENDLY**

-If at all possible, have a media table or seating with power and internet close to the ring. Find out what media will be attending and make sure you have enough seating. If there are reporters that you want to ensure are taken care of, you can put names on each seat and provide your top reporters with the best seating.

-Have bout sheets and any additional information that you can provide the media on hand at the media table, and connect them with anyone they would like to interview

-Due to the darkness of most boxing events, it is often hard for photographers to get great photos. Most newspapers are more likely to give stories better placement and more space if they have good art to accompany the story. Try to block off a small space on the ring apron for a photographer from the local paper if you know or think they will be attending. Let them know ahead of time that they won't be able to use a flash so that they bring proper equipment and are not caught off guard on arrival.

# The Art of the Press Release

*Providing media with current and correct information is critical to coverage of your events and athletes. The best way to send information to every type of media outlet is a press release. A press release can communicate several different types of information, such as an event announcement or the success of an athlete or coach .*

## **EVENT ANNOUNCEMENT PRESS RELEASE**

- An event release should include all of the pertinent information on the event, including: the name of the event, date(s), venue name, city, address, time, ticket information and the approximate number of bouts.
- Include the schedule and venue in list form at the end of the release as well as in the opening paragraph
- If the names and titles of key competitors are available, include them as well as the level of competitors boxing in the event (i.e. open division, male, female, junior olympic)
- Why the event is important and worth covering (i.e. a qualifier for a national championship, a fundraiser)
- If a bout sheet is available, attach it to the release
- Follow up with a phone call to targeted media to ensure that they received the press release and verify attendance at the event
- Send additional reminder releases as the event gets closer
- Provide any additional information regarding competitors as the event approaches



# Draft Event Announcement

## FOR IMMEDIATE RELEASE

**DATE:** February 7, 2008 (Date of Release)

**CONTACT:** Julie Goldsticker (719-866-2304 or 719-330-4072) (Contact person and information)

**Colorado Springs to Host the 2008 U.S. Future Stars National Championship, March 9-14  
Over 200 of the United States' Top Boxers to Descend on the Olympic Training Center** (The headline should include all pertinent information, this is what they see first)

(COLORADO SPRINGS, COLO.) ← (This should be the location the release is coming from) – The United States' Olympic-style boxing talent will be on full display, March 9-14 (can insert your dates here) as the nation's top male and female boxers compete in the U.S. Future Stars National Championship (can insert your event name and location here) at the Olympic Training Center in Colorado Springs, Colo. (The date(s) and location should be in the opening sentence) The event, which was known as the U.S. Championships in previous years, will showcase many of the athletes who will be vying for the 2012 Olympic Games in four years. Both male and female athletes will compete in the premier amateur boxing event with eleven national champions crowned on the men's side and fifteen titlists in women's action. (Opening paragraph includes all pertinent details as well as a hook as to why the event is important)

The event is returning to the Olympic Training Center after a one-year hiatus, and all five days of action will be contested at the OTC. The newly named competition provides an important step into the future on both the competition side as well as technologically. For the first time, a new computer scoring system, which will also be used at the upcoming 2008 Olympic Games, will be showcased in the United States. The Swiss Timing equipment will conduct the tournament draw, create bout sheets for the event as well as serve as the electronic scoring system. The system was recently used at the 2007 World Championships in Chicago, Ill. (Include any history on the event here, it can be how many years the event has been held, past venues for an annual event and any changes to the event for this edition)

Regional action is currently being contested nationwide to determine the competitors in both the men's and women's divisions. The male and female events are being held together for the fourth straight year with initial combined competition taking place in Colorado Springs in 2005. (Provide any qualifying information for the event. Are the boxers coming from certain gyms? Did they have to win an event to get to this point or is it open?)

Preliminary round action will kick off on Sunday, March 9 and run through Tuesday, March 11 with sessions beginning at noon and 6 p.m. Semifinal competition in both the men's and women's divisions will be contested at noon and 6 p.m. on Wednesday, March 12. The 2008 U.S. Future Stars National Championship will conclude with women's final round competition at 7 p.m. on Thursday, March 13 and men's championship action at 7 p.m. on Friday, March 14. (Put the schedule in paragraph form. If it is a one-night event, how many bouts will be contested? If it is a multi-day event, include the time each session will start and the rounds if applicable)

Tickets for preliminary round action will be available for \$2 per day, semifinal round tickets and women's championship round will be \$5, and men's championship night tickets are \$20. (Include all ticket information, where they can be purchased, prices and any discounts available)

The full athlete lists will be released on Monday, February 25 upon the completion of all the regional competitions. The U.S. Championships were held annually since 1888, making it the longest running boxing tournament in the United States. Numerous Olympic and professional boxing champions got their start at the U.S. Championships, including Muhammad Ali, George Foreman, Sugar Ray Leonard, Evander Holyfield, Roy Jones, Jr., Oscar de la Hoya, and Floyd Mayweather, Jr. (If more information will be forthcoming, include it as well as the timeline. Add any additional information, famous athletes that have competed in the event or additional information that might be of interest to media members)

### **2008 U.S. Future Stars National Championship Schedule**

(Put the schedule in list format so media members don't have to look for it, it is at their fingertips)

Preliminary Rounds: Sunday, March 9 – Tuesday, March 11 - Noon and 6 p.m. (Tickets - \$2 per day, will include both sessions)

Semifinal Round: Wednesday, March 12 - Noon and 6 p.m. (Tickets - \$5 per day, will include both sessions)

Women's Championship Bouts: Thursday, March 13 - 7 p.m. (Tickets - \$5)

Men's Championship Bouts: Friday, March 14 - 7 p.m. (Tickets - \$5)

**All competition will take place in Sportscenter I at the U.S. Olympic Training Center**

# Award or Results-Based Release



*The boxers in your gym and local boxing committee boast some incredible accomplishments and they are deserving of publicity. While USA Boxing sends out hometown releases on boxers winning national championships, you can help to ensure that all of their accomplishments are recognized. Keep your local media updated on all of their major results throughout the year, particularly when it is leading to a major national event such as the USA Boxing National Championships and/or Golden Gloves. The same rule exists for the coaches. If your coaches receive any award, it is also helpful to keep your local media abreast of their accomplishments.*

## **ACCOMPLISHMENT-BASED RELEASE**

- Any release focusing on an award or championship should include the boxer's or coach's name, weight class, hometown and the title that they won
- If the boxer won a tournament, include all of the bouts they won as well as the names and hometowns of their opponents and the venue and location of the event
- Emphasize the importance of the championship, whether it leads to another event or is a prestigious title itself
- Include the results both in the body and in a separate list at the end of the release
- Add any pertinent bio information (i.e. – this is his third straight Golden Gloves championship)
- If the release is announcing the subject as an award recipient, list any criteria that helped he/she to win the award

# Draft Results-based Release

FOR IMMEDIATE RELEASE

DATE: June 2, 2003 **(Date of release)**

CONTACT: Julie Goldsticker (719-866-2304) or [jgoldsticker@usaboxing.org](mailto:jgoldsticker@usaboxing.org) **(Contact person and contact information)**

**Winter Haven's Andre Berto wins the 2003 National Golden Gloves Championships and the Golden Boy Award; qualifies for Olympic Trials (include the hometown and name of the boxer as well as the title they won in the headline to immediately grab the reporter's attention)**

*(COLORADO SPRINGS, COLO.)* – **Andre Berto** of Winter Haven, Fla., won the 2003 National Golden Gloves welterweight (152 lbs/69 kg) championship, Saturday night at the Orleans Hotel and Casino in Las Vegas, Nev. The win was the second National Golden Gloves title for the 19-year-old. **(lead with the most important information up front, to include the event, weight class and date)**

Berto not only won his second Golden Gloves championship, but also received the "Golden Boy" Outstanding Boxer of the Tournament award. In addition, his victory at the National Golden Gloves qualifies him for the 2004 Olympic Trials. He will be one of eight welterweights competing for a spot on the 2004 Olympic team at the event. Berto is only the second boxer in the welterweight division to qualify for the 2004 Olympic Trials, joining 2003 U.S. Challenge champion Juan McPherson. **(emphasize the importance of the championship and any events that it qualifies the boxer for)**

He recorded five victories en route to his gold medal in Las Vegas. Berto began the competition by defeating Branden Bush of Cincinnati, Ohio, 5-0, in the first round before beating TJ Marcus Christensen, 4-1 in the second round. He continued his impressive performance in the quarterfinal round as he stopped 2002 Junior Olympic champion **(include any titles that the opponent has if possible to showcase the difficulty of the victory)** Nick Casal of Niagara Falls, N.Y. The victory moved him on to the semifinal round where Berto drew and defeated fan favorite Abdon Lozano, Jr., of Las Vegas, Nev., 4-1. He completed his run to the title in an action-packed, crowd-pleasing championship bout with 2000 champion Timothy Bradley, Jr., of Palm Springs, Calif., and the United States Olympic Education Center. The two friends battled it out in a fourth round that had everyone on their feet as both Bradley and Berto threw flurries of punches. When the final bell rang, Berto had won a 5-0 victory and the Golden Boy award. **(include the wins he/she recorded in order to claim the championship and add any additional details about the bouts that you can, particularly the championship bout)**

He will now prepare to attend a preparatory training camp for the World Championships, July 4-13 in Bangkok, Thailand. **(highlight any upcoming events for the boxer to build media interest in the future)**

The National Golden Gloves was the second Olympic qualifier, following the U.S. Challenge in April. The next qualifier will be the National PAL Championships, September 20-28 in Toledo, Ohio.

Berto's results: **(list the results round-by-round at the end of the release so its easy for the reporter to see)**

First round: stopped Tony Cervantes, Kansas City, Mo.

Second round: dec. Andres Chipres, Las Vegas, Nev., 5-0

Quarterfinals: dec. Rashad Ganaway, Little Rock, Ark., 5-0

Semifinals: dec. Danny Jimenez, Commerce, Calif., 3-2

Finals: dec. Jose Orozco, Fort Worth, Texas, 5-0

# Draft Award-based Release

## FOR IMMEDIATE RELEASE

**DATE:** October 24, 2002 (Date of release)

**CONTACT:** Julie Goldsticker (719-866-2304) or [jgoldsticker@usaboxing.org](mailto:jgoldsticker@usaboxing.org)  
(Contact person's name and information)

### **Cincinnati's Marty Smith Wins USA Boxing's 2002 Grass Roots Award**

(Include name and hometown of winner as well as year and name of award)

(COLORADO SPRINGS, COLO.) – **Marty Smith** of Cincinnati, Ohio, received the 2002 Grass Roots award at USA Boxing's 2002 Annual Meeting in Spokane, Wash. The prestigious award is given to those who distinguish themselves on the local level and attempt to create a better amateur boxing program as well as serving as a leader and role model to the youth of their community. (The opening paragraph should include the name and hometown of the recipient, the name of the award, where it was presented as well as the criteria for award selection)

Smith has been involved with amateur boxing since 1959 when her husband, Phil, began coaching. Her husband opened his own permanent boxing club at Emanuel Community Center in 1961 and Smith joined him on all of his boxing trips, doing the clerking, cheering the athletes on and doing the laundry. In 1982, the Smiths opened Norwood Boxing Club at the request of two police officers. The new club became their second home as they held shows once a month in addition to hosting several state and regional tournaments. (Include all pertinent history on the award winner, including their involvement in boxing, short anecdotes, as well as any positions they have held at the local and or national level)

During her 40 plus years in amateur boxing, Smith has traveled all over the country and the world, including a memorable trip to Germany in 1975 with such athletes as Ronnie Shields and Leon Spinks. Always attempting to help in anyway she can, Smith became a judge in 1990 after seeing the large shortage of officials. She has since received several Outstanding Judge awards at USA Boxing, Golden Gloves and National PAL events.

Smith has served as a registration chairperson of her Ohio LBC and currently holds the Junior Olympic Chairperson position. She is on the Board of Directors of the Cincinnati Golden Gloves and the Vice President of the Greater Cincinnati Police Athletic League as well as the Secretary of the Cincinnati Boxing Officials, a position she's held since 1992.

She is currently the Golden Gloves delegate for the Cincinnati Golden Gloves and is the only woman ever to be named to the Golden Gloves Hall of Fame. Smith continues to be active in amateur boxing and a bright smile never leaves her face. She is truly an inspiration to all who are able to cross her path and extremely deserving of this award.

# Press Kits and Bios

*Having current and informative biographies on your athletes and coaches as well as a comprehensive press kit on your boxing gym provides members with excellent tools to cover your athletes and gym. It is helpful to have bios and press kits on hand for both media and potential sponsors. Both items are easy to compile and update with important items throughout the year.*

## **ATHLETE AND COACH BIOGRAPHIES**

- Should include all pertinent information, including: name, age, height, weight class, coach, club name, school or occupation, when they began boxing and major results and titles
- Add any human interest aspects that media will find interesting such as unique hobbies or family background
- Should be on hand in both electronic and hard copy format, if possible
- Include a head shot, which can be taken in the gym (doesn't need to be professional)
- Update following major tournaments
- Can include a record, if it is accurate, do not put embellished or dishonest information on a bio
- Coach bios should include highlights of their own boxing background, how long they've been coaching, major tournaments they have coached at as well as any champions they have worked with, their occupation, and family background (married, any children or grandchildren)

# DRAFT ATHLETE BIO

## DEONTAY WILDER

**Weight Class:** Heavyweight/201 pounds

**Hometown:** Tuscaloosa, Alabama

**Birth date:** October 22, 1985

**Height:** 6-7

**Weight:** 198 pounds

**Coach's Name:** Jay Deas

**Club Name:** Skyy Boxing

**Began Boxing:** October 19, 2005

**Did you know?** Deontay made the U.S. Olympic Team with only 25 bouts and two-years of experience



### Career Highlights

- 2008 United States Olympian
- 2007 National Champion
- 2007 National Champion

### Personal Biographical Information

- Has a two-year-old daughter, Naieya, who suffers from Spina Bafida
- Played basketball in college
- Worked as a Budweiser Driver and at Red Lobster to support his daughter

### 2008

**USA Boxing Olympic Invitational:** stopped Yushan Nijati, China, RSC-2

**Americas Qualifier:** dec. Deivi Julio Blanco, COL, 6-5, in first round; dec. Jorge Quinonez Tenorio, ECU, 9-9 (20-20) (4-1 judges' poll), in quarterfinals; dec. Rafael Lima, BRA, 6-5, in semifinals to qualify; lost on points to Osmay Acosta Duarte, 12-1, in finals for 2nd.

**USA vs. Russia Dual:** dec. Rakhim Chakhiev, Russia

### 2007

**USA vs. China:** stopped Khamazat Gelishkhanov, KAZ, RSC-3 (1:28)

**Beijing Test Event:** dec. Leilei Wang, CHN, 25-17, in quarterfinals; dec. Vadim Lihman, RUS, 26-26, in semifinals; lost on walkover to Daniel Anthony Price, ENG, in finals for 2nd.

**AIBA World Championships:** lost on points to Krzysztof Zimnoch, POL, 23-20, in first round

**U.S. Championships:** dec. Quantis Graves, Cutoff, La., 20-10, in quarterfinals; won on medical disqualification over Adam Willett, Belpport, N.Y., in semifinals; dec. James Zimmerman, San Jose, Calif., 31-15, in finals for 1st.

**National Golden Gloves:** won on walkover over Marc Ward, Cleveland, Ohio, W/O, in first round; dec. Jose Flores, Washington DC, 4-1, in quarterfinals; dec. Isiah Thomas, Detroit, Mich., 3-2, in semifinals; dec. David Thompson, Brooklyn, N.Y., 5-0, in finals for 1st.

# Draft Coach/Administrator Bios

## ROBERT MARTIN (COACH EXAMPLE)

Lives: Washington DC

Birth date: July 15, 1955

Occupation: Truck Driver, U.S. Postal Service

Children: Sherise (26), Cheryl (2), and three step-children:

Angie, Rodney and Crystalline

Began Coaching: 1995

Club:



Career Highlights (This can include boxers trained and/or tournaments worked. They don't have to be national tournaments, but can also include local and regional events)

- 2008 Olympic Offensive Coach
- 2006 Cadet World Championships Coach
- 2005 National Golden Gloves Coach
- Cuba Olympiad Training Camp Coach

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## JOE SMITH (ADMINISTRATOR EXAMPLE)

Lives: Chattanooga, Tennessee

Birth date: October 11, 1953

Occupation: Youth Counselor/Program Director, YMCA

Children: Andy (26) and Abbey (21); has also raised 19 foster children

Career Highlights (This can include any involvement in boxing, such as positions held at the LBC level, tournaments run, as well as club activities)

- Been involved in boxing for 18 years
- 2008 Olympic Team Manager
- Served as Vice President on the USA Boxing Board of Directors
- Served as President of USA Boxing Foundation
- Tournament Director for the 2008 Future Stars National championships
- Torch Bearer for the 1996 Olympic Games in Atlanta, Georgia



# Press Kits

*A press kit is a small packet of information about your boxing gym, program or LBC and can be utilized both for media as well as solicitation of sponsors. It should include all the pertinent information on your program, athletes and the benefits of amateur boxing as a whole.*

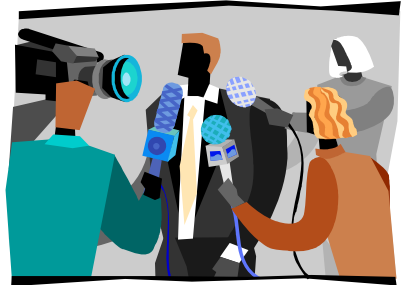
## **ELEMENTS OF A PRESS KIT**

- Current bios on all of the gym's active athletes and coaches
- Basic information on the gym or boxing program, to include: history, number of athletes and coaches, any events that take place there, and any additional relevant background
- A photo CD of headshots of the boxers and coaches
- Accomplishments of the program (can be boxers ranked at any level, and state, or national tournament the boxers compete in as well as non-boxing successes such as graduation rates)
- A calendar of events, in which the gym's boxers will be competing in (should include local, regional and national events)
- Information about amateur boxing, such as the differences between professional and amateur boxing, safety stats, and an explanation of the scoring system



# Media Training

*Learning how to interact effectively with all members of the media and educating your athletes and coaches can provide excellent exposure for your gym and amateur boxing overall. People are often*



*are uncomfortable doing interviews because it is not something that they are familiar with. Just as consistent training can help athletes to excel in the boxing ring, learning interview skills and practicing them on a regular basis will help you and your athletes become media experts.*

*Help your athletes to identify their own "hooks". Each person has a story and media members are consistently looking for the next great story. Amateur boxing is full of the human interest stories that reporters love and it is up to you to educate the media on the jewels that lie within your gym. Often athletes don't realize that their lives are interesting to others since it seems normal to them.*

# Media Do's

- Relax. It's not brain surgery.
- Do keep your cool.
- Do educate reporters about your sport, but don't lecture them.
- Do praise your teammates, credit your coaches and thank your sponsors, if appropriate.
- Do keep appointments and return phone calls. If you can't keep an appointment, don't schedule it.
- Do recognize the fact that reporters are under deadline pressure and have a job to do.
- Do think before you speak. Silence can be your friend.
- Do feel free to say "I'd rather not go into that," or "I don't feel comfortable talking about that." Sometimes a "no comment" sends up a red flag. There are better ways to say that you don't want to talk about a subject.
- Do make yourself presentable. Your appearance counts.
- Do anticipate questions you may be asked and plan your responses.
- Do project authority. You're the expert. Use eye contact.
- Do ask for clarification if a question doesn't make sense, come up with an answer that makes sense. Save everyone the embarrassment of a bad question and give a good answer.
- Do volunteer background information that the interviewer doesn't know, if appropriate.
- Do develop a game plan prior to the interview. Identify the two or three essential points that you want to get across. Stay with those points.
- How you behave when you lose may be more important than your actions when you win. Remember to step back and get your mind ready prior to an interview.
- Do ask a reporter his or her name or where they are from. Next time say "hi." You don't have to be best friends, but recognition is a courtesy.



# Media Don'ts

- Don't think of the media as the enemy.
- Don't talk too fast, speak slowly and annunciate your words.
- Don't be worried about the pauses between questions. People are writing or recording. Be patient.
- If you don't know the answer to a question, say "I don't know". Don't try to make up an answer
- Don't ever presume to know what someone else thinks. Speak only for yourself.
- Don't look at your feet. (They'll still be there when the interview is complete.)
- Don't swear.
- Don't play favorites among the media when granting interviews.
- Don't play referee and blame judges or officials.
- Don't become an expert on subjects you aren't comfortable speaking about, redirect the interview to areas you are knowledgeable in
- Limit your uhhs, likes and you knows. Often, stopping to take a breath will help with this.
- Don't treat the media like your best friend, telling all your deep dark secrets. Keep a friendly and professional distance.
- Don't go "off the record." If you don't want to see it in the morning newspaper, don't say it..
- Don't forget you're always on. Microphones are extremely sensitive and cameras have zoom lenses.
- Don't let your guard down in an informal moment.
- Don't try to make serious points through humor. It can often be misinterpreted or translate very badly in print.
- Don't say absolutes that could come back to haunt you. Never say never.
- Don't speak negatively about others. Time you spent talking badly about others is time that you could have been focused on your own positives



# Interview Bill of Rights

*As the subject of an interview, don't feel that you have to agree to everything that the media member requests. You are still in control of the situation and have rights.*

## **YOU HAVE THE RIGHT --**

- To know the interview topic in advance.
- To know the identity of the reporter and organization.
- To know if anyone else is involved in the interview.
- To know what the setting will be.
- To know how long an interview will last.
- To insert your key themes where appropriate.
- To know when you are being quoted or recorded electronically.
- To finish answers without interruption.
- To correct an interviewer if a question misstates a fact.
- To ask questions of the interviewer.
- To bring up relevant topics and information not specifically asked.
- To ask a reporter to restate a confusing question.
- To excuse yourself politely when completed.
- To say no.



# Suggested Talking Points

*There are numerous subjects that you can talk about in an interview. In a short interview, the reporter will want to focus on you as the subject of the story, but in more in depth interviews, you will have the opportunity to discuss additional items. As boxing doesn't have the strongest public opinion, these interviews will give you the opportunity to both educate both the reporter and the public on your sport.*

## **A few items you can discuss are:**

- Why did you begin boxing and how it has helped you?
  - Did it help you to stay out of trouble?
  - Was it a way to get into shape?
  - In what ways has your involvement in the sport assisted you outside the gym
  
- The safety aspects of amateur boxing
  - Amateur boxing is different from professional boxing and the most important aspect of the sport is safety of the athlete
  - Amateur boxing ranks as the safest of all combat sports, including football, wrestling, and hockey
  - There are numerous safety precautions taken, including: headgear, pre and post-bout physicals and larger gloves
  
- The reasons that you enjoy amateur boxing as well as your goals in the sport
  - Physical fitness
  - Focus, determination and confidence it instills
  - Where you believe the sport can take you (college, occupation)

# Tips for Different Media Outlets

*There are five major types of media outlets – television, radio, print, magazine and internet. While the main keys in media interaction remain the same. There are small differences in what each type of medium is looking for.*

## TELEVISION

- Television is looking for intelligent, concise answers in the 10-20 second range. Aim to include the question you were asked in the question as generally when they interview is shown, the question will not be.
- The longer, more intelligent answers you give, the better chance you have for your interview to be shown. Speak up, particularly in a loud venue.
- Body language is as important as what you say. Stand up straight and maintain eye contact with the person asking the questions instead of looking at the camera (unless you are instructed otherwise by the reporter). Sit up straight and keep body movement minimal.
- Be patient through technical difficulties with microphones or lighting. Dress appropriately.



# Print Journalism

*There are two types of print journalism, but the two generally work in very different time frames. Newspaper reporters are often on very strict timeframes unless they are writing a feature. Magazine journalists are usually writing more in depth pieces and spend more time with their subjects.*

## NEWSPAPER

- A newspaper reporter will generally conduct a longer interview than a broadcast journalist. Be prepared to spend more time with the interviewer than with a television reporter.



- Give full, descriptive answers and aim to paint a picture in the reporter's mind. The more information you can provide, the better the story will be.

- When conducting an interview in venue, try not to keep them waiting too long as they are often on deadline.

- If there is a subject they didn't ask about, that you feel is important, feel free to inject that into your interview. Don't assume they know everything about you.

## MAGAZINE



- A magazine reporter often has more space than a newspaper journalist, and therefore will often dig deeper than any other medium. Try to portray the story that you want them to tell.

- Be prepared to spend multiple days with the journalist, some times even weeks for them to get the full scope of the story

- Suggest additional people for them to talk to about in helping to build the image you want to portray. Don't leave additional interview subjects up to them.

# Internet Media

*The immediacy of the internet in today's media society, has made it the main source of news for many people. Every media outlet also has a website and often post stories and news items to the internet before running it in*



*the newspaper or on the nightly news. In addition, websites on every subject have popped up and seek to provide information before any other news outlet. Unfortunately, their desire to be first can often cause websites to run inaccurate or incomplete stories.*

## **INTERNET MEDIA**

- Provide them with correct and accurate information at all times. Despite their constant requests, giving them information that is either not confirmed or incorrect can create serious problems
- View them as media and not your friends as websites serve as a major source information for the public. If you don't want to see it on the internet, don't say it.

## **MYSFACE AND FACEBOOK**

While social networking sites such as Myspace and Facebook can be a lot of fun, they can also create problems later in life. Anything posted in the internet stays there forever. Future employers or potential sponsors may see any photos or postings to your site as well as other's. A photo or quote that may seem fun at the time can come back to haunt you. Employees have been fired and players have been cut from teams due to content posted so think about the image you want to portray before posting anything.

# Clippings

A current and comprehensive clippings file of all of the media that your boxing club and/or athletes have received is a great tool to assist in soliciting funding and sponsors for your program. If possible, create both an electronic file as well as a physical file with actual newspaper clippings. When utilizing actual newspaper clippings, cut out the article and paste cleanly to a white piece of paper with the date and paper typed on top of the page.

Any story run in a newspaper is always accompanied by an article on the paper's website. An electronic file can easily be created in Microsoft Word by cutting and pasting the article and, if possible, any photos from the web version of the article. Add the newspaper's logo and date and place page breaks between each article for a crisp, clean electronic clippings file. Often television stories are also accompanied by web versions of the stories and can be a great addition to your clippings file. Create a sharp cover with a photo the dates of the clippings included.

# Clippings Example

## Omaha World-Herald

Omaha World-Herald (Nebraska)

February 6, 2008 Wednesday

A NEW GLOVE STORY Omahan Determan is eager for open class

**BYLINE:** Tony Boone, WORLD-HERALD CORRESPONDENT

Even before he became a 2007 Junior Olympic champion and represented the United States at the Cadet World Championships in Baku, Azerbaijan, Johnny Determan was looking forward to boxing in the open division.

Now that time is here.

The 16-year-old, who fights out of the Victory Boxing Club, officially makes the move up at Saturday's Omaha Golden Gloves tournament, which begins at 7 p.m. at Mancuso Hall. Determan follows that up by competing in **USA Boxing's** Region 6 Tournament in Waterloo, Iowa, on Feb. 16, and he has a possible bout on Victory's amateur show at the National Guard Armory on Feb. 23.

It could be a busy month for Determan, who is home-school, but it's one he's been preparing for.

"I've been running a lot more and training a lot harder," he said. "I'm fighting men now, not boys. I'm excited to finally hop up into it.

"As a senior, I have to restart all over. And I'm ready to do it."

Determan's 17th birthday isn't until the end of the month, making him one of the youngest boxers in the open division. He joins the senior-level fighters (those from ages 17 to 34) with plenty of confidence, thanks to eight years of experience in the ring. He had 70 amateur bouts as a junior, the first coming three days after his eighth birthday at 47 pounds.

Last year, Determan won the Junior Olympics national title at 110 pounds at Marquette, Mich., before losing to eventual silver medalist Gamal Yafai at the Cadet Championships. He finished 2007 ranked No. 10 in the world.

"Winning the highest national tournament you can as a junior, then going into the seniors, that's a perfect jump into it," said John Determan, Johnny's father and coach. "He's going into the senior level really experienced. I think he's ready for the big step."

The move up will be a challenge. At 16, Determan won't be as strong or physically mature as many of the top fighters in his 112-pound division, which includes 2004 and 2008 Olympian Rau'shee Warren and thirddranked 24-year-old Aaron Alafa.

He also may need to tweak his style, Victory owner and coach Servando Perales said. Determan is a natural counter-puncher, but amateur boxing is scored by counting punches landed. Busier offensive fighters are often rewarded for their aggressiveness.

"From what I see, as he's moving from junior to senior, he's going to have to throw some more punches," Perales said. "He's going to have to let his hands go a little more. And he's doing just that.

"He's got a lot of experience already, though. And there's no substitute for experience."

It just hasn't come at the senior level yet.

# USA Boxing Media and Public Relations Staff

USA Boxing's Media and Public Relations staff is always here to assist with any media-related questions or concerns you have.

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