



PANATHLON INTERNATIONAL
Ludis lungit

HANDBOOK

FOR

CLUB PRESS OFFICIER

Press officer task

The press officer is nominated at the same time of the others positions in the Managing Committee (MC) of the Club. The role must be indicated in the information form, that it could be downloaded from the site of Panathlon in "Documents - Institutional", and sent to the General Secretariat after each biennial elective assembly.

He performs an important task with the President of the Club in the organization of meetings and any other event and particularly, in the following days, for the spread of news in the territory and to medias.

The Press Officer, who do not necessarily belong to the world of press, is a member who has given his availability to take the role and do it carefully and with such knowledge to provide this service to the club members and the community.

The Press Officer is the "bridge" between the Club and the area in which the Club works and he gives notice to the medias and institutions about every project of the Club. He also helps to spread the culture "of doing and let know" inside the Club.

To carry out his task, he must:

- Take part in the meetings of the MC, in the Club Assemblies, the other meetings and in all district meetings and events (and Area) in which take part also the representatives of the Club;
- Take every chance to spread the activities of the Club and display the relevant moments, particularly the steps developed in the area in support to the Sport for all, able-bodied and disabled;
- Establish, with the Secretary of the Club, an electronic archive with addresses of press editors, radio and television.
- Collect the names of the heads of the institutions in the area and of the organizations that are or may enter in relationship with the activities of the Club. The address book will be passed by to the next Press Officer;
- Follow the development of the service collecting, for each of them, data and news;
- Maintain relations with journalists and the heads of the institutions and be always available to display facts and news of the Club.
- Prepare and send out press releases of the President to the media, and ask for their publication;
- Help with the Secretary of the Club for the construction, maintenance and updating of the website of the Club, send news to the General Secretariat, to the District (and Area);
- Always be available, in carrying out the tasks, to display, explain and clarify any doubt;
- Identify among the members of the Club a panathlete which will be able to replace him if necessary;
- Adopt a large number of publications and brochures (which can be obtained from the General Secretariat of the P.I) and distribute them in occasion of contacts with the media or at public events.

MEANS OF COMMUNICATION

Today the press communication is not only press conference, press release and news article, but also it passes through the web and social networks.

For the web is recommended to have a website of the Club, with the cooperation of the members, to remember that the General Secretariat of the P.I is available to provide every possible contribution.

The cost of a website is quite small and it is affordable by any Club.

The data in it have always to be current and it must contain information about the most important activities of the Club and the links to friends websites or sympathizers.

On the toolbar there will be the columns like: who we are, our services, our directors, photo-gallery, videos, contact us and write us.

Among the links there will be also the site of the P.I (www.panathlon.net) of the district (and area) and through these links it will be possible to spread their news to the Panathletic world.

The instructions are in the "President Handbook".

PRESS RELEASE

It has to be very simple and clear and it must contain all the information about the topic that you would like to spread, its motivations, the goals to achieve, the names of those that will take part in it, the names of sponsors. The main rule of a press release is to answer to the questions: **who?**

What? How? When? Where? And why?

It is recommended to always read many times the text and if necessary ask someone to read it before sending it to an editing newspaper.

If someone wants it is possible also to use cameras and video cameras.

PRESS CONFERENCE

In these important occasions the press conference could be in a special room, for example during a presentation of an important and national activity or a service about the area. In these cases, you should prepare a written document containing the press release, to be distributed to participants in order to provide detailed and substantial information. Where possible it will be good to make use of a projector. The President and the members take part to the press conference.

The press officer must draw up a list of topics.

He will take care also of the image of the Club using a proper seat and providing, where possible, also the informative material of the Association.

The ideal time to organize a press conference is between 11.00am and 2.00pm with if possible, some refreshments.

The press conference, with time for questions should not be more than an hour.

It should also be prepared a special folder, with a copy of the press release and any attachments.

Finally it will be appropriate to push for the publication of an article that has a "cut" in keeping with the image of the Club and adequate with the goals and results that the club hopes to reach.

USEFUL INSTRUMENTS FOT THE PRESS OFFICER

Every instrument is useful for develop communication.

The press officer during his work has to use some instruments that help him with his tasks.

In addition to the address book, with telephones numbers and electronic addresses of the Executives of the Association, the Press Officer will also have a notebook with notes taken during meetings and assemblies. Take notes in fact, it means to keep the data and news to synthesize them later on the site of the Club and, where they exist, in the bulletins for press releases. You should also have an address book containing the addresses of communication agencies, press officers and heads of local institutions.

Another essential tool is a photographic device or camera, and to remember the opportunity to take pictures of the most significant events to spread them and keep in archive.

Even a voice recording device could be very useful to preserve the memory of certain content of meetings or demonstrations for verbal or press releases etc..

The Press Officer will also attend the preparation, with the President of the Club and the MC of possible informational brochures about the association and the Club which pursuing and emphasize the Association's aims and actions developed in the area.

ADVICES

Below there are some way that you may want to follow to better perform the functions of Press Officer:

- Always listen to everyone and everything, and speak only when necessary;
- Dialogue never getting in high horse;
- Take care of the language;
- Answer to the questions but not make them;
- Maintain a respectful attitude of the audience;
- Propose to media to publish the documents only if approved by the President of the Club, with a reliable and verifiable data;
- Maintain update the information of the Club and its social activities;
- Keep up their own agenda about the planned activities and the District;
- Update the phone book with the contact of the local and regional media.