

GSI Publicity Annual Report 2010

The past season has been a most successful one for all involved, with many records broken and Country, State and National qualifying times achieved. Publicity to print media concentrated on Target Squad, Camp 21, 7-10 Encouragement, Interdistrict and a pre amble to Gippsland Championships. Reports were also sent to Jane for inclusion on the GSI website along with Gippsland Championship trophy winners. Other print media responsibilities were left up to individual clubs. Reports on all Gippsland's swimming successes were sent to ABC radio, 3TR/GOLD 1242 FM and WIN TV when the opportunity arose.

Reports sent to print media:-

- Gippsland Swimming Announces Target Squad
- 7-10 Encouragement Event – Gippsland Swimming Youngsters Dominate
- Camp 21 – Gippsland Swimming Squad Future Champions
- Pre-Gippies report - Water Dragons To Host Gippsland Swimming Championships
- Inter-District Championships – Gippsland District Swim Team Triumphs

Print Media list:-

- Latrobe Valley Express – Traralgon, Morwell, Moe
- Sentinel Times – South Gippsland Bass
- Great Southern Star – South Gippsland Bass
- Bairnsdale Advertiser - Bairnsdale
- Warragul Gazette - Warragul
- Gippsland Times – Sale

An important aspect of the Publicity Officer's job is to send regular updates to our major sponsor. Jackie Madden was always 'on the ball' in reminding me to send Michelle Ketchion of International Power Mitsui and Co Loy Yang B reports I had done for media, along with photos of our squads and teams and their successes this season. It is wonderful to have such marvelous support and interest in our sport of swimming from our major sponsor and Michelle was always a willing recipient of the photos and reports.

Early in the season I attempted to bring to the media's attention to the new rule re conversion factor no longer being allowed and Gippsland swimmers having no alternative but to travel to Melbourne to long course meets to attain qualifying times for State competition. Kevin Hogan spoke about this on ABC radio and WIN TV picked up on this as well from time to time. More pressure on Local Councils to build 50m pools in Gippsland is needed and I would like to think that GSI could consider a concerted effort as a united body that covers the whole of Gippsland could be undertaken and a consider a media campaign on the subject be launched this year.

ABC radio's Kevin Hogan now has a fabulous time slot on radio which lasts for 20 minutes or so on Thursdays from just after the 10 o'clock morning news until 10.30, which gives him more time to fit in all his sports reports. Unfortunately though, he is away for the whole of January and we miss out on reports for 13-18yrs State Championships. Never-the-less, Kevin has been a wonderful asset to our publicity and a weekly phone call from him was made for the latest update on swimming. I set up a number of interviews during the season with Kevin. Included was an interview with Karen Tsebelis regarding the 7-10 encouragement team win; one I did

with him before the countries and then one with Brian Ford after the Countries; and we also set up an interview regarding the Gippies, with Richard Evans, President of East Gippsland Water Dragons.

There are a few people I would like to acknowledge for their help with publicity this season. It was not possible for me to be at and cover all the events for Gippsland and the job of announcing made it difficult to take photos, especially at Gippies.

I'd like to thank:- Karen Tsebelis for her time 'on air' with Kevin Hogan (ABC radio) re 7-10 and also with regular updates via text; Melissa Stewart for supplying the 7-10 team photo; Sharron Collins with Camp 21 info and Lynn Blunt for lending me her camera to take Camp 21 photo; Sue Juha for taking all the fantastic Gippies photos; Debbie Waltham for supplying records so promptly after events; Jane Mitchell for all the proof reading, advice, support and help; and of course our wonderful President Jackie Madden - proof reader, adviser, confidant and prompter.

I will be stepping down as Publicity Officer as of today, and trust that the newly appointed publicity person will enjoy the job as much as I have. It is good to have changes in jobs we all do, and I would like to put my energy into announcing for a while. The media I have dealt with, especially radio, are great and I will pass on their contact details to whoever takes on the job. I will also offer my support and help to the new Publicity Officer to assist when and if required.

Thankyou,

Jane Shaw.