



VIRGINIA ATHLETIC TRAINERS' ASSOCIATION PUBLIC RELATIONS MANUAL

This guide has been produced exclusively by Brotman•Winter•Fried Communications for
The Virginia Athletic Trainers' Association.
Please contact Sam Perry or Steve Winter with questions at (703) 534-4600.

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Congratulations!

By simply opening this manual, you have taken the first step toward helping promote not only the Virginia Athletic Trainers' Association and your profession, but yourself, as well. In this manual, you will find ideas, guidelines and general information that will guide you down the path toward the creation of your own successful public relations campaign.

The textbook definition of public relations is "to gain interest of an organization followed by execution of an action plan designed to generate public understanding and acceptance."

And that is precisely what we want to help you do.

By the time you are up, running and fully operational, we want your local community to fully and succinctly understand and recognize the importance of Certified Athletic Trainers in each of the three primary disciplines / workplaces in which you practice.

In each of the following sections, we have designed – in a simple and easy-to-follow form – a campaign plan that will help Athletic Trainers in secondary schools, colleges and clinics/industrial/corporate settings operate your own public relations campaign.

Throughout this guide, we will be giving you examples that are primarily based on secondary schools. These can be adapted to your personal professional environment and settings. Remember, you know your work settings better than anyone else, so adapt the scenarios to what works best for you!

We hope you enjoy the ride!

If at any time you have questions, please don't hesitate to contact one of us.

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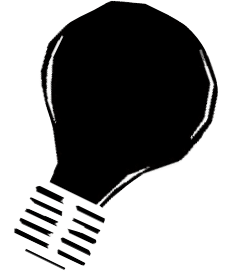
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PART ONE: **PR 101**

THE FIRST THING YOU NEED IS A STORY!

The most important thing you will need when approaching the media is a story angle.

Therefore, you want to think of something that is newsworthy ... and by all means, please don't be shy. This is your time to let people know what you do and just how important you are. In the coming pages, you will find some story ideas. Use these, add a few of your own, then develop them to fit your personal needs.



Each of these story ideas is accompanied, within this toolkit, by a simple news release template onto which you can incorporate details and customized for your own needs. The idea here is to make the story compelling and personal. We want this to be something that reflects your individual school, athlete or accomplishment. Remember – don't be shy! The goal here is to help YOU and your profession gain recognition!

And – use your imagination!



The ideas listed below are just a FEW ... if you have other ideas, develop and use them! And, if your efforts generate media coverage, by all means, pass it along to the rest of the state ... after all, if a paper in Virginia Beach picks it up, chances are we can personalize it so that maybe a newspaper in Lynchburg will like it too!

IDEAS

Certified Athletic Trainers Do Much More Than Tape Ankles

Not everyone knows exactly what Athletic Trainers do.

The typical stereotype is that Athletic Trainers are just the people that give ice to athletes and tape ankles.

But as we all know, there is so much more to it than that.

In the templates, you will find a news release that will help dispel this rumor. You will have to add some additional information and depth. Be sure to personalize it by adding in a quote from one of your head coaches or an athlete.

If your athletic training room is equipped with special machines unavailable at other facilities in the area, incorporate that information along with a description of the services they provide.

REMEMBER! THESE ARE JUST A FEW OF THE IDEAS --
There are a lot more, so develop these or think of your own --
These can be adapted to all employment settings -- these are not just specialized for secondary schools / colleges and universities --
These will work for CIC Athletic Trainers also!!!

Who Is Taking Care Of Your Kids After School?

As you may be aware, this is the theme for National Athletic Training Month in March.

Our agency – Brotman•Winter•Fried Communications will conduct an extensive first quarter public relations campaign designed to showcase the role of Certified Athletic Trainers in that capacity, but you can incorporate this same theme into your materials to generate coverage in your own backyard.

One possible angle, which plays off the ideas above, is to help clarify precisely who exactly Certified Athletic Trainers are. This is a great idea to pitch your local television stations, because as we all know, TV loves to use “fear and scare” tactics.

MARCH IS NATIONAL ATHLETIC TRAINING MONTH!!!
Sponsored by the National Athletic Trainers' Association (NATA), National Athletic Training Month helps promote the efforts of Certified Athletic Trainers that work diligently to provide quality health care

The Athletic Training Student Aides– Students Helping Students

Do you have a large contingent of Athletic Training Student Aides (ATSAs)?

Is there an Athletic Training or Sports Medicine Club at your school? You can combine this idea by developing a news release that highlights the club, its members or the Certified Athletic Trainers. Discover why they want to become an Athletic Trainer, what they like about it, where they see their experience leading them.

USE THIS STORY FOR BOTH SECONDARY SCHOOLS AND COLLEGES!
You can personalize this story for both Athletic Training Student Aides or Athletic Training Students.

PROFILE PIECES ARE GREAT FOR SCHOOL NEWSPAPERS!!!

Another idea would be creating a profile piece on a student in your program. Create a 10 item FAQ page or Q&A sheet that asks the student about why they enrolled in the program and what they enjoy about it. This is a great, smaller piece that is easy to create and distribute and it fits very well into any school publication.

Stories of Success In Rehabilitation

Without Certified Athletic Trainers, you wouldn't have healthy patients. These stories are the most personal to each of you, because these are the true stories of your career successes.

Think about situations in which you created rehabilitation plans and worked alongside the patient until they were back in the action.

Develop these ideas!! After all, these are heartwarming and feel-good success stories – and who doesn't love a good success story?!



Not only will these stories highlight that what you do, but it will also highlight the athlete/patient, in addition, it also highlights the team / school / clinic / military unit / organization.

- *Do you have a student athlete that was hurt last season, worked his or her way back and then scored the game-winning goal in the championships?*
- *Is there someone that endured a significant injury and undertook a lengthy rehabilitation process in which you played a role?*
- *Was there an "in-game" scenario in which you played a role in a successful outcome?*

ALWAYS OBTAIN CONSENT BEFORE RELEASING SENSITIVE PATIENT INFORMATION!

Before you approach the media, be sure to get written permission from the patient, the parents/guardians and your employer.



What Makes A Certified Athletic Trainer?

Similar to doctors, dentists and nurses, Certified Athletic Trainers are required to undertake considerable hours of education and training. Our goal is to make the media aware of the certification and training process, and show everything that goes into the process – behind the scenes – to make a quality Athletic Trainer.

Day in the Life

Offer a reporter the opportunity to come and ride along with you for a day, or even a week.

- Give them a chance to sit in with you, pre-game, in the athletic training room, roam the sidelines with you at the game and learn, first-hand, the preparation, the techniques and the applications used with each athlete in an effort to ensure the success of a team
- For those that work in the clinic setting, invite them to visit your clinic or facility to see how you interact with your patients.
- If you are an educator, invite them to observe you in the classroom as you prepare another generation of Certified Athletic Trainers.

***THIS STORY CAN BE
UTILIZED IN A NUMBER
OF DIFFERENT WAYS --
INCLUDING A WHOLE
MEDIA EVENT...***
... keep reading for more
information on how to
make it happen!

These are not only story ideas, but they can also be created into an event. See Appendix B for more information!

A lot of these ideas can be tied into each other – you can offer the “day in the life” and combine it with the rehabilitation of the patient story, or the story of what makes a Certified Athletic Trainer?

YOU'VE GOT A STORY... ...NOW WHAT?!

So, now you've got your story, you've developed your news release by fine-tuning and personalizing it, but now what?

Well, now is the time to pitch it to the media and sell yourself!

To assist in that effort, we've created a list of appropriate media from around the state. Scrutinize this list, select those who hail from your region and target your news releases and your follow-up efforts to the individuals in those areas.



For example in a high school or collegiate setting, you're likely see reporters around your school's athletic events, covering the sports. Talk to them – use your existing contacts and people around you. Your principal, athletic director and even coaches and parents can help lead you in the right direction.

If working in an outpatient clinic, perhaps one of your patients is a reporter or has a relationship with a member of the media. If appropriate, utilize that relationship and have them highlight the unique skills and qualifications of Certified Athletic Trainers.

Remember, our list is probably NOT 100% accurate – if we missed someone – add them!

In the coming pages, you will find a list of who you want to target and how to pitch to them.



PRINT MEDIA

LOCAL WEEKLY AND COMMUNITY PAPERS - These are the papers that are distributed to the community on a weekly basis and are focused specifically on the county, city or town that they are in.

DAILY PAPERS - These are the papers that run on a daily basis and cover a larger distribution area, such as the Washington Post, Virginia Pilot and Richmond Times Dispatch.

SCHOOL NEWSPAPERS

LOCAL NEIGHBORHOOD NEWSLETTERS - Not only should you think about the school newspapers, think about the PTA Newsletter, the athletic department Newsletter, clinic newsletters and other local newsletters in your area.

WHO TO PITCH TO

- ◆ High School Sports Reporters / Editors
- ◆ Sports Editors
- ◆ Feature Reporters
- ◆ Health and Fitness Reporters
- ◆ Community News Editors / Reporters



TELEVISION

- ◆ Assignment Editors
- ◆ Feature Reporters
- ◆ Sports Directors



RADIO

- ◆ News directors/assignment editors at stations with a news/talk format
- ◆ Public affairs directors, as many public affairs programs focus on health

HOW **TO PITCH TO THE MEDIA!**

Ok, this is a big one – but YOU CAN DO IT!

You already have your news release – now just follow these steps and land your story!!!!

1) EMAIL AND FAX THE RELEASE OUT

The best time for you to send your release out is on a Monday or a Tuesday. Unless it is absolutely time sensitive to that day, **DON'T SEND IT OUT ON A FRIDAY** – we only reserve bad news for Fridays!!!!



2) FOLLOW-UP PHONE CALLS

Just because you send out the release doesn't mean that everyone is going to read it, so follow-up phone calls and personalized (i.e., not mass-blast) follow-up e-mails are the best way to make sure that the release got in the right hands and to gauge people's interest.

FOLLOW UP CALLS ARE ONE OF THE MOST IMPORTANT PARTS OF LANDING A STORY. YOU MAY BE SENDING IT TO A GENERIC EMAIL ADDRESS AND TO MAKE SURE YOUR RELEASE FALLS INTO THE RIGHT HANDS, CALLING IS THE BEST WAY TO SEE THAT IT HAPPENS!

See the appendix with our News Timeline and Follow Up call for more details on what to say during a follow up call!

IF IT DOESN'T WORK – DON'T GET FRUSTRATED.
SOMETIMES IT TAKES MORE NO'S BEFORE
YOU GET A YES....

YOU GOT AN INTERVIEW!!

Congratulations – you were able to generate interest with the reporter and now it is time for your interview! Here are some short guidelines and hints regarding your interview

1) BE YOURSELF

Just as it says, be yourself. Take a deep breath and be proud of who you are and what you do.

2) RELAX

While we all have heard horror stories about the media, for the most part, these stories will be “fluff pieces.” These reporters will typically try to make you look good. Answer questions in a non-rambling way with short, concise responses. Always think in terms of answering in “sound bites,” and make sure those “bites” include the info you wish to convey.

NOTE

If you do find yourself in a crisis situation – a whole different set of rules may apply. Contact us on a case-by-case basis, and we will help walk you through the process.

3) BE PREPARED

The more information you provide, the more information you will have to pass along to the reporter. If you are doing a story on the rehabilitation of an patient, have the background (or as much as you can give away) available for them. If they are in the athletic training room, have the equipment there for them to see, feel and use.

4) DIRECT THE INTERVIEW

It's normal to be nervous during a media interview, but you can mitigate those nerves by following a few simple steps:

BRING NOTES - You don't have to feel like you have everything memorized.

ASK FOR A LIST OF ANTICIPATED QUESTIONS – If asked, most reporters can provide you with a list of questions that they are going to ask – remember, they have to prepare for the interview too!!!

KEY POINTS – Jot down on paper (or at least make a mental note) of the five points you absolutely want to make in an interview. If the reporter hasn't asked a question that allows you to answer one of those points, steer the answer. You do this by answering that question but then transition it by saying “on a similar subject” or “in response to a question that you might ask next” ... this way, you control the subject matter of an interview.

SOUND BITES – As mentioned previously, keep your answers succinct and to the point, particularly when appearing on television or radio.

TV HINTS – If appearing on TV, always look at the interviewer (not the camera), don't bounce around (keep head and shoulders straight), try to avoid “ums and y'knows” and be precise.

PART TWO: **HOW TO CREATE A MEDIA DAY / EVENT**

A Media day is a great opportunity to get a lot of hits (articles) out of one big event. The best time for you to schedule your event is probably at the middle/end of February or the beginning of March. The reason why is because you can utilize National Athletic Training Month as a “hook” to gain media interest.

National Athletic Training Month is a time to recognize what you do for the community and it is important to showcase this to not only the media, but also to the dignitaries in your community.

The purpose of a media day is to bring together multiple media outlets, to give them the opportunity to gain first hand knowledge of your career and what you do, and it can incorporate a number of different ideas from the list above.

Below you will find an outline of how to set up, and implement your media day.

SET UP

1) Pick a Date and a Time

Choose a day that works for your schedule. The best time for reporters and television is between 11-2, and reporters like to eat (who doesn't?), so doing it around 11, with lunch following is usually the best bet.

2) Put together a media alert/invitation for the media to come out to experience a day in the life (See Appendix A)

Utilize the timeline to see when you need to send it out (See Appendix B) .

3) Compile the specifics of the event: What you plan on doing, where you plan on doing it, and how you plan on doing it

4) Talking Points

Put together a few short talking points on what you are planning on speaking about. Even if you don't use them, it is helpful to have a guide so you don't get off course.

5) Gift bags

It is nice to have gift bags if you have dignitaries attending.

Do not give things to the media, as it is against the ethical code, but it is nice to provide small tokens to the local dignitaries if they are attending.



GIFT
BAG IDEAS

- T-shirt
- Bumper Sticker
- Hat

WHO TO INVITE, BESIDES THE MEDIA

Don't just invite the media – reach out to your local company officials and school dignitaries, such as:

- ♦ City council members
- ♦ School board members
- ♦ The mayor
- ♦ Chamber of Commerce Members
- ♦ PTA President/Board Members
- ♦ Principal
- ♦ Superintendent
- ♦ Booster Club Members
- ♦ Local Medical Professionals
- ♦ Sports Medicine Clinic Staff
- ♦ Coaching Staffs
- ♦ Clinic Administrators
- ♦ Doctors and Hospital Staff

HOW TO FIND YOUR LOCAL CITY OFFICIALS

The best way to find your local city officials is to look on the internet. Do a google search with your city/town's name in quotation marks and the word government. Your local city council should have a website. You can also google Virginia Government and a list of sites will come up with different city names.

(example: "Fairfax County" government)

If you don't have internet access, look in the phone book under "government" and there should be a local number in which you can call and request the names and contact numbers.

When you get in touch with the office, ask for the person that handles that particular official schedule and let them know about the media day. Ask them the best way to invite him/her and if it will be possible for him/her to attend.

Be sure to give them 2-4 weeks notice for events.

HOW TO INVITE THEM

- 1) Pitch Letter – See Appendix B for a sample pitch letter.
- 2) Follow the same format that you would for the media pitch in the PR 101 section...
...send the letter, and follow up with phone calls.

PR IN A COLLEGIATE ENVIRONMENT

A great advantage Certified Athletic Trainers in the collegiate environment enjoy are the considerable level of resources provided by the college or university. Any college or university with an athletic program also has a sports information office.

As you are likely aware, these offices are the hub of all the news for these teams. Although some schools, such as Virginia Tech and the University of Virginia, have larger offices, each school has at least one person who spearheads the media needs for each sport.

These offices can be your best friend.

A Sports Information professional's job is to promote the athletic department and their sports and to gain media recognition. Most of you probably know who the SID's are, since they work specifically with the teams – plus they probably have asked you for Advil at some point!

IDEAS

- Ask your SID (in some cases, it may be your marketing office) to recognize the Athletic Training staff during a break in the action of home sporting events in March. They can also recognize the Athletic Trainer working the event.
- Some schools have coaches shows - see if it would be possible to get on the show as a guest. In addition, have them contact the local radio stations to see if they can get you on as a guest speaking on sports medicine and NATM.
- Talk to your SID to see if they can contact your conference office to recognize Athletic Trainers during breaks of the conference events and tournaments.

Many Clinics and hospitals employ a public relations or marketing team. Tap into those resources also. Speak to them about pitching stories and ask them to help!

Your PR team can also help you revise your media list and other parts of this guide. Utilize the resources!

- Talk to your SID or PR Staff – pitch ideas to them and work with them to pitch it to the local media. Have them help you – whether it is reviewing and editing your news release, contacting the reporters or just offering advice on how to pitch.
- If they “don't have time to pitch” – ask them if they know of the reporters that cover certain sports or are known to write feature stories. If not, look in your local paper and see who is covering feature stories. We have provided a list of media throughout Virginia, but it may not be 100% comprehensive. Do some of your own internal research and find out who covers your school and then follow the news release guidelines we included.

WORKING WITH THE ATHLETIC TRAINING STUDENT

Not only do we want to promote you as an Certified Athletic Trainer, we also want to promote the Athletic Training Student.

Most colleges and universities have a Student Athletic Advisory Council, which is in a sense, the “governing body of student-athletes.” These student athletes have a direct connection with the athletic department administration and are involved within the NCAA.

If you don't have an Athletic Training Student as a representative, speak with the administrator or staff member that works with the SAAC to see if it is possible to gain representation on the committee. It may not happen overnight, but it is important to have your athletic training student voice heard.

- Speak to the administrator/staff that oversees the SAAC.
- Write a letter to them, as well as the Athletic Director

REACH OUT TO THE ATHLETIC TRAINING STUDENTS AND HELP THEM BECOME MORE INVOLVED IN THE PROFESSION.

Create opportunities for the ATS to become more involved and to learn about the possible career paths that they can follow in Athletic Training.

- If you are involved in an outside leadership position within the profession (such as VATA), share your experiences with your athletic training student. Give them the opportunity to see the benefit of service to the profession.
- Reach out to the general student population to educate them on not only the profession of athletic training, but also the opportunities that Athletic Training Students have.
- Utilize the student newspapers. They are always looking for stories and giving a reporter a behind-the-scenes opportunity is a great pitch. Use the ideas above and the guidelines above in the PR manual to help you pitch.
- Create an event that invites the general student body to come and take a look around the athletic training room. Give them a chance to see what happens behind the scenes.

HOW TO DISTRIBUTE THE PUBLIC SERVICE ANNOUNCEMENT

The Virginia Athletic Trainers' Association is producing a Public Service Announcement (PSA) that we would like to be able to distribute to television stations, cable stations and local arenas. Brotman-Winter-Fried will take care of the television and cable stations, but we would like YOU to contact your schools and arenas. We think that you will have a better chance in getting it aired because of the personal relationships that you have developed within your school.

Public Service Announcement will help recognize the VATA and March as National Athletic Training Month. This will help us raise public awareness of your profession and to educate the public on athletic training.

Check with both your operations/facilities and marketing offices to see who controls the video board at your home games. Ask them if it would be possible to play your PSA at some point either before or during the game. Remind them that it is National Athletic Trainers Month and that it is important to recognize the profession.

If possible, take a digital photo while the PSA is playing and send it to VATA.

NEWS RELEASE TIMELINE & FOLLOW UP CALL GUIDELINES

Monday/Tuesday:

Send out the News Release via Email and Fax
BCC Recipients when emailing

Wednesday:

Follow-up Calls – What to say:

“Hello, my name is (insert name here), with (insert institution), I wanted to follow up with you regarding the news release that I sent you on Monday/Tuesday on (topic). I wanted to make sure that you received the release and see if you had any questions regarding it, or if you would be interested in setting up an interview.”

DON'T get discouraged if they say they didn't receive it – They get tons of news releases and emails everyday and the follow up calls are the way to get noticed! Give them a brief description of the story and then offer to send it to them again.

Always double check the email address and then resend them the release with a short, personalized email, such as:

Bob,

I wanted to thank you for taking the time to speak with me briefly regarding the news release on National Athletic Training Month.

Per our conversation, I have attached the news release for more information. I would be more than happy to set up a time to discuss the possibility of doing a story regarding this.

Sponsored by the National Athletic Trainers' Association (NATA), National Athletic Training Month helps promote the efforts of Certified Athletic Trainers that work diligently to provide quality health care

I will follow up again with you in the next couple of days.

Thanks again and I will speak with you soon!

Steve

Follow up with a phone call the next day to see if they have any other questions.

If they decline, don't get frustrated! Keep calling down your list. And if NOBODY bites at all, then move forward with the next release and idea. Don't just give up with one idea and one release!

If you have ANY questions about what to do, please don't hesitate to call **Sam Perry** or **Steve Winter** at Brotman Winter Fried Communications. We are here to help you, so don't be shy about asking questions! You can email us at sperry@bwfcom.com or swint@bwfcom.com or call us at (703) 534.4600, X217 or X205

MEDIA DAY MATERIALS:

Sample Media Day Timeline:

1 Week prior to event:

Send out Media Alert (*See Appendix C*).

Personalize it to your specific event and remember to BCC your recipients!

5 days prior to event:

Follow up calls

Follow-up Calls – What to say:

“Hello, my name is (insert name here), with (insert institution), I wanted to follow up with you regarding the invitation to the media day that I sent you on (insert day). I wanted to make sure that you received the invitation and if you were planning on attending.”

DON'T get discouraged if they say they didn't receive it – Give them a brief description of the media alert and event and then offer to send it to them again.

Always double check the email address and then resend them the release with a short, personalized email, such as:

Bob,

I wanted to thank you for taking the time to speak with me briefly regarding the media day that we are having at Brotman High School next Tuesday.

As I mentioned on the phone, will be opening our athletic training room doors to showcase the profession and the qualifications and skills of Certified Athletic Trainers. I believe you will find it not only informational but exciting as well.

Sponsored by the National Athletic Trainers' Association (NATA), National Athletic Training Month helps promote the efforts of Certified Athletic Trainers that work diligently to provide quality health care

I have attached the media alert with all the information on the media day. I will follow up again with you in the next couple of days.

Thanks again and I look forward to seeing you on Tuesday!

Sam

Follow up with a phone call the next day to see if they have any other questions.

If they decline, don't get frustrated! Keep calling down your list.

Sample Media Day Timeline (CONTINUED):

3 days prior to the event

- Send out Media Alert again.
- Make arrangements for food.

1 day prior to the event

- Send out Media Alert one final time
- Continue to make follow up calls

Day of event:

- Finalize food preparations
- Finalize invitations
- Make follow up calls to television, asking if they are planning on attending the event

Following the Event

Send each attendee a short personal email, thanking them for their time and ask if they have any other questions.

If you have the ability, offer the media an opportunity to sit alongside you on a game night.

This is a good way to extend the media event and push it into a more individualized chance of getting a story.

Use the media day as springboard for more stories.

MEDIA DAY COMPONENTS:

- **Food** - no need to do anything fancy. Sandwiches, or pizza always work for media.
- **Media RSVP List** – be sure to keep track of who you have spoken to and who is planning on attending.
- **Visual Aids** – Be sure to have things that the media can touch, play with, and practice with. Remember, we want to pitch Certified Athletic Trainers as people who don't just tape ankles – so be sure to provide the media members with those things.
- If possible, let them experience some of the things that are done for rehabilitation - whirlpools, e-stim machines, ultrasound, etc.
- **Day of timeline** – It's a good idea to keep a timeline of the activities that you will have media participate in. Take them through what a typical rehabilitation of an athlete would be like – each component of the process and then leading into the prevention. Explain each component and let them experience it.

HOW TO WRITE A GREAT NEWS RELEASE

Here are a few hints to writing a great news release:

START STRONG Your headline (lead), and first paragraph should tell the story. You want to use this paragraph to GRASP the readers attention. The rest of the news release should provide the detail. We call this the "inverted paragraph approach" where all the major information goes up front with the less important details to follow. Your opening paragraphs should always answer the questions: who, what, when, where, why and – if possible – how. You only have a matter of seconds to grab your readers' attention. Do not blow it with a weak opening.

USE ACTIVE, NOT PASSIVE, VOICE. Verbs in the active voice bring your news release to life. Rather than writing "entered into a partnership" use "partnered" instead. Do not be afraid to use strong verbs as well. Writing in this manner helps guarantee that your news release will be read.

Examples:

ACTIVE VOICE WITH A STRONG VERB:

BWF provides public relations services for the Virginia Athletic Trainers Association

PASSIVE VOICE WITH A WEAK VERB:

Public Relations for the Virginia Athletic Trainers Association is handled by BWF

ACTIVE VOICE WITH A STRONG VERB:

Athletic Trainers rehabilitate athletes

PASSIVE VOICE WITH A WEAK VERB:

The athletes are helped by the Athletic Trainers

BE SELECTIVE WITH YOUR WORDS. Use only enough words to tell your story. Avoid using unnecessary adjectives, flowery language, or redundant expressions such as "added bonus" or "first time ever," plus, most editors abhor the word unique (use ONLY if something is truly unique). If you can tell your story with fewer words, do it. Wordiness distracts from your story. Keep it concise. Make each word count.

BEWARE OF JARGON. The best way to communicate your news is to speak plainly, using ordinary language. Jargon is language specific to certain professions or groups and is not appropriate for general readership. Avoid such terms as "capacity planning techniques" "extrapolate" and "prioritized evaluative procedures." And you don't need to "state, exclaim, muse, proclaim or quip" when "said or says" will do the trick.

AVOID THE HYPE. The exclamation point (!) is your enemy. There is no better way to destroy your credibility than to include a bunch of hype. If you must use an exclamation point, use one. Never do this!!!!!!!!!!!!!!

GET PERMISSION. Be sure that you have written permission before speaking to the media about patients. You will want to make sure that you not only speak to the patient, but also to the parent/guardian and your employer. _

ALWAYS OBTAIN CONSENT BEFORE RELEASING SENSITIVE PATIENT INFORMATION!



CONTACT INFORMATION

YOUR NAME HERE
YOUR SCHOOL HERE
PHONE NUMBER // EMAIL

*****SAVE THE DATE*****
MEDIA ALERT!!!!

MARK YOUR CALENDARS!
EXPERIENCE A DAY IN THE LIFE OF AN
ATHLETIC TRAINER

Find out who takes care of your kids and spend a day in the life of an athletic trainer

Samantha Perry, Head Athletic Trainer at George Mason High School invites the media to attend a "Day in the Life" Media Day on **Tuesday, February 25, 2008**, to kick off National Athletic Training Month. Gain a one-of-a-kind, a behind the scenes tour and experience exactly what makes up this involved profession.

A line of work that is vastly underestimated, Certified Athletic Trainers are the people taking care of your kids, both on and off the field. Doing much more than taping ankles, these medical professionals help prevent, assess and rehabilitate our children as they participate in after school activities.

Come experience what these professionals do for our children – learn about the techniques and equipment that is used to help keep our children healthy and out on the field.

Following the hands-on tour and walk through of the Athletic Training facilities, Perry will be available for one-on-one interviews. Lunch with the Athletic Training staff will be provided.

- WHERE:** Brotman High School
111 Park Place,
Falls Church, VA. 22046
- WHEN:** Tuesday, Feb. 25, 2007
11 a.m. until 12:30 pm
- WHY:** To introduce the media to the behind the scenes world of athletic training and to give an understanding of who is taking care of your kids and how
- WHO:** The Brotman High School Athletic Training staff, athletic training students and athletes that are currently undergoing rehabilitation are expected to participate.
- RSVP:** If you can join us, please contact **Sam Perry** at (703) 534-4600 x217, via cell phone at (703) 589.8002 or sperry@bwfcom.com.

About the Virginia Athletic Trainers Association

The Virginia Athletic Trainers' Association (VATA) is dedicated to the health and well-being of Virginians who are physically active. As such, the organization focuses on enhancing the professional development of Virginia's certified athletic trainers and on communication between all persons and agencies invested in the health and well-being of athletes and the physically active.

The VATA supports the advancement of the athletic training profession through legislative and educational endeavors that promote and ensure the highest standards of professional practice.

###



CONTACT INFORMATION

YOUR NAME HERE
YOUR SCHOOL HERE
PHONE NUMBER // EMAIL

FOR IMMEDIATE RELEASE:
Month, X, 2008

**Headline Announces News in Title Case,
Ideally Under 80 Characters**

*The subhead or summary paragraph is a little longer synopsis of the news,
elaborating on the news in the headline in one to four sentences.*

City, State -- The lead sentence contains the most important information in 25 words or less, using the inverted paragraph theory. Grab your reader's attention here by simply stating the news you have to announce. Do not assume that your reader has read your headline or subhead; the lead should stand on its own.

A news release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph.

The first couple of paragraphs should answer **the who, what, when, where, why and how questions** with the most important info up high. Tell the story as concisely as possible.

"After explaining the 'news,' throw in a quote from a key person; but try to avoid a 'we're thrilled to be involved,' comment," said VATA Spokesperson Joe Smith. "Make it a quote with some meat to it so if a reporter really needs to pull out a quote, this one will work."

Close out the release with a call to action, usually for additional information such as calling or e-mail a spokesperson or visiting a web-site.

Last Paragraph: The Boilerplate (see below)

About the Virginia Athletic Trainers Association

The Virginia Athletic Trainers' Association (VATA) is dedicated to the health and well-being of Virginians who are physically active. As such, the organization focuses on enhancing the professional development of Virginia's certified athletic trainers and on communication between all persons and agencies invested in the health and well-being of athletes and the physically active.

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###



January 24, 2007

First Deputy Mayor Michael R. Enright
City Hall, Room 250
100 N. Holliday Street
Baltimore, Maryland 21202

Dear Deputy Mayor Enright:

On Tuesday, February 25, 2008, Brotman High School and the Virginia Athletic Trainers' Association will kick off National Athletic Training Month by opening its athletic training room doors for an one-of-a-kind, a behind-the-scenes tour. The purpose of this day is to educate the local media and city dignitaries about the profession of Certified Athletic Trainers.

We would be honored to have you attend our event and to kick off the month of March as National Athletic Training Month and this year's theme: "Who's taking care of your kids?"

Sponsored by the National Athletic Trainers' Association (NATA), National Athletic Training Month helps promote the efforts of Certified Athletic Trainers that work diligently to provide quality health care.

Athletic trainers are unique health care professionals who specialize in the prevention, assessment, treatment and rehabilitation of injuries and illnesses and are an essential part of each student-athletes success and health when participating in school activities. The National Athletic Trainers' Association represents and supports 30,000 members of the athletic training profession through education and research.

Please R.S.V.P., or call me with questions at (703) 534-4600 ext. 217. Thank you for your consideration.

Kind regards,

Samantha Perry
Brotman High School
Head Athletic Trainer



January 24, 2007

First Deputy Mayor Michael R. Enright
City Hall, Room 250
100 N. Holliday Street
Baltimore, Maryland 21202

Dear Deputy Mayor Enright:

We would like to invite you to join us on Monday, March 3, 2008 to help recognize the month of March as National Athletic Training Month. The purpose of this month is to educate the public about the profession of Certified Athletic Trainers and the value of this profession to our community.

Sponsored by the National Athletic Trainers' Association (NATA), National Athletic Training Month helps promote the efforts of Certified Athletic Trainers that work diligently to provide quality health care. This year's theme is "Who's taking care of your kids?"

Athletic trainers are unique health care professionals who specialize in the prevention, assessment, treatment and rehabilitation of injuries and illnesses and are an essential part of each student-athletes success and health when participating in school activities. The National Athletic Trainers' Association represents and supports 30,000 members of the athletic training profession through education and research.

Please R.S.V.P., or call me with questions at (703) 534-4600 ext. 217. Thank you for your consideration.

Kind regards,

Samantha Perry
Brotman High School
Head Athletic Trainer

1/18/2008

2008

VIRGINIA HOUSE OF DELEGATES
William J. Howell, Speaker (804) 698-1028
Bruce F. Jamerson, Clerk (804) 698-1619

Mailing address for members during Session: House of Delegates, P.O. Box 406, Richmond, Virginia 23218

District	Name	Party	Mailing Address	Business	Home
59th	Abbott, Watkins M., Jr.	I	P.O. Box 683 Appomattox, VA 24522	(434) 352-2880	(434) 352-4455
42nd	Albo, David B.	R	6367 Rolling Mill Place, Suite 102 Springfield, VA 22152	(703) 451-3555	(703) 690-5065
89th	Alexander, Kenneth C.	D	7246 Granby Street Norfolk, VA 23505	(757) 628-1000	(757) 333-4579
44th	Amundson, Kristen J.	D	P.O. Box 143 Mount Vernon, VA 22121	(703) 619-0444	(703) 360-8445
10th	Armstrong, Ward L.	D	P.O. Box 1431 Martinsville, VA 24114	(276) 632-7022	(276) 632-1218
18th	Athey, Clifford L., Jr.	R	35 N. Royal Avenue Front Royal, VA 22630	(540) 635-2123	(540) 635-9508
95th	BaCote, Mamy E.	D	2600 Washington Avenue, Suite 1000 Newport News, VA 23607	(757) 244-4415 or 244-4881	(757) 838-4321
64th	Barlow, William K.	D	P.O. Box 240 Smithfield, VA 23431	(757) 357-9720	(757) 357-2822
58th	Bell, Robert B., III	R	2309 Finch Court Charlottesville, VA 22911	(434) 245-8900	(434) 975-0902
83rd	Bouchard, Joseph F.	D	P.O. Box 68726 Virginia Beach, VA 23471	(757) 333-2527	(757) 499-0339
3rd	Bowling, Daniel C.	D	P.O. Box 429 Oakwood, VA 24631	(276) 498-7207	(276) 988-6358
48th	Brink, Robert H.	D	P.O. Box 7668 Arlington, VA 22207	(703) 531-1048	(703) 346-8707
37th	Bulova, David L.	D	P.O. Box 106 Fairfax Station, VA 22039	(703) 310-6752	(703) 273-3557
22nd	Byron, Kathy J.	R	523 Leesville Road Lynchburg, VA 24502	(434) 582-1592	(434) 385-7393
67th	Caputo, C. Charles	D	P.O. Box 222154 Chantilly, VA 20153	(703) 476-6944	(703) 476-4229
5th	Carrico, Charles W., Sr.	R	578 E. Main Street, Suite B, P.O. Box 188 Independence, VA 24348	(276) 773-9600	(276) 744-7925
24th	Cline, Benjamin L.	R	P.O. Box 1405 Amherst, VA 24521	(434) 946-9908	(540) 463-4422
88th	Cole, Mark L.	R	P.O. Box 6046 Fredericksburg, VA 22403	(540) 752-8200	(540) 786-3686
78th	Cosgrove, John A.	R	P.O. Box 15483 Chesapeake, VA 23328	(757) 547-3422	(757) 436-7439
66th	Cox, M. Kirkland	R	131 Old Brickhouse Lane Colonial Heights, VA 23834	(804) 526-5135	(804) 520-2797
6th	Crockett-Stark, Anne B.	R	440 West Franklin Street, P.O. Box 628 Wytheville, VA 24382	(276) 227-0247	(276) 228-5614
63rd	Dance, Rosalyn R.	D	P.O. Box 2584 Petersburg, VA 23804	(804) 862-2922	(804) 861-3314
49th	Ebbin, Adam P.	D	P.O. Box 41870 Arlington, VA 22204	(703) 549-8253	(703) 549-8253
47th	Eisenberg, Albert C.	D	P.O. Box 969 Arlington, VA 22216	(703) 228-7909	(703) 276-9414
45th	Englin, David L.	D	City Hall, 301 King Street, Box 65 Alexandria, VA 22314	(703) 549-3203	(703) 549-0569
17th	Fralin, William H., Jr.	R	P.O. Box 20363 Roanoke, VA 24018	(540) 772-7600	(540) 345-7483
52nd	Frederick, Jeffrey M.	R	P.O. Box 58 Woodbridge, VA 22194	(703) 490-8405	(703) 490-8406
91st	Gear, Thomas D.	R	P.O. Box 7496 Hampton, VA 23666	(757) 825-1943	(757) 851-2873
15th	Gilbert, C. Todd	R	P.O. Box 309 Woodstock, VA 22664	(540) 459-7550	(540) 459-7580
8th	Griffith, H. Morgan	R	P.O. Box 1250 Salem, VA 24153	(540) 389-4498	(540) 387-0184
69th	Hall, Franklin P.	D	P.O. Box 3407 Richmond, VA 23235	(804) 897-5900	(804) 303-3779
93rd	Hamilton, Phillip A.	R	P.O. Box 1585 Newport News, VA 23601	(757) 249-2580	(757) 877-4280
55th	Hargrove, Frank D., Sr.	R	10321 Washington Highway Glen Allen, VA 23059	(804) 550-2900	(804) 227-3300
60th	Hogan, Clarke N.	R	455 Short Street, Suite 204 South Boston, VA 24592	(434) 575-0000	(434) 575-1642
90th	Howell, Algie T., Jr.	D	P.O. Box 12865 Norfolk, VA 23541	(757) 466-7525	(757) 461-3788
28th	Howell, William J.	R	P.O. Box 8296 Fredericksburg, VA 22404	(540) 371-1612	(540) 373-7402
40th	Hugo, Timothy D.	R	P.O. Box 893 Centreville, VA 20122	(703) 968-4101	(703) 968-2594
38th	Hull, Robert D.	D	P.O. Box 2331 Falls Church, VA 22042	(703) 573-4855	(703) 573-4575
84th	Iaquinto, Salvatore R.	R	P. O. Box 6888 Virginia Beach, VA 23456	(757) 430-0102	(757) 430-2882
62nd	Ingram, Riley E.	R	3302 Oaklawn Boulevard Hopewell, VA 23860	(804) 458-9873	(804) 458-2823
56th	Janis, William R.	R	P.O. Box 3703 Glen Allen, VA 23058	(804) 726-5856	(804) 360-4553
79th	Joannou, Johnny S.	D	709 Court Street Portsmouth, VA 23704	(757) 399-1700	(757) 399-1700
4th	Johnson, Joseph P., Jr.	D	164 E. Valley Street Abingdon, VA 24210	(276) 628-9940	(276) 628-3954
70th	Jones, Dwight Clinton	D	P.O. Box 2347 Richmond, VA 23218	(804) 233-7679	(804) 751-5288
76th	Jones, S. Chris	R	P.O. Box 5059 Suffolk, VA 23435	(757) 483-6242	(757) 238-3667
1st	Kilgore, Terry G.	R	P.O. Box 669 Gate City, VA 24251	(276) 386-7011	(276) 452-2578
25th	Landes, R. Steven	R	P.O. Box 42 Weyers Cave, VA 24486	(540) 245-5540	(540) 234-9602

100th	Lewis, Lynwood W., Jr.	D	P.O. Box 760 Accomack, VA 23301	(757) 787-1094	(757) 787-5616
31st	Lingamfelter, L. Scott	R	5420 Lomax Way Woodbridge, VA 22193	(703) 580-1294	(703) 580-8899
26th	Lohr, Matthew J.	R	P.O. Box 1413 Harrisonburg, VA 22803	(540) 437-1450	(540) 896-8798
68th	Loupassi, G. Manoli	R	6002A West Broad Street, Suite. 200 Richmond, VA 23230	(804) 440-6222	(804) 359-1322
41st	Marsden, David W.	D	9322 Jackson Street Burke, VA 22015	(703) 323-4733	(703) 978-0273
14th	Marshall, Daniel W., III	R	1088 Industrial Avenue Danville, VA 24541	(434) 797-5861	(434) 797-4995
13th	Marshall, Robert G.	R	P.O. Box 421 Manassas, VA 20108	(703) 361-5416	(703) 368-6306
72nd	Massie, Jimmie P., III	R	P.O. Box 29598 Richmond, VA 23242	(804) 377-0100	(804) 740-7336
21st	Mathieson, Robert W.	D	P.O. Box 8021 Virginia Beach, VA 23450	(757) 470-3000	(757) 463-1825
33rd	May, Joe T.	R	P.O. Box 2146 Leesburg, VA 20177	(703) 777-1191	(703) 777-9484
71st	McClellan, Jennifer L.	D	P.O. Box 406 Richmond, VA 23218	(804) 698-1171	(804) 340-2629
80th	Melvin, Kenneth R.	D	801 Water Street, Suite 300 Portsmouth, VA 23704	(757) 397-2800	(757) 488-1416
16th	Merrick, Donald W.	R	2276 Franklin Turnpike, Suite 103 Danville, VA 24540	(434) 836-3370	(434) 724-2157
50th	Miller, Jackson H.	R	P.O. Box 10072 Manassas, VA 20108	(703) 244-6172	(703) 244-6172
87th	Miller, Paula J.	D	P.O. Box 8757 Norfolk, VA 23503	(757) 587-8757	(757) 583-3963
46th	Moran, Brian J.	D	4154 Duke Street Alexandria, VA 22304	(703) 370-2890	(703) 370-1227
98th	Morgan, Harvey B.	R	P.O. Box 949 Gloucester, VA 23061	(804) 693-4750	(804) 758-2264
74th	Morrissey, Joseph D.	D	605 East Nine Mile Road Highland Springs, VA 23075	(804) 328-1466	(804) 795-9500
51st	Nichols, Paul F.	D	12660 Lake Ridge Drive Woodbridge, VA 22192	(703) 492-4200	(703) 497-4789
27th	Nixon, Samuel A., Jr.	R	P.O. Box 34908 Richmond, VA 23234	(804) 745-4335	(804) 674-1036
7th	Nutter, David A.	R	P.O. Box 1344 Christiansburg, VA 24068	(540) 382-7731	(540) 552-9123
73rd	O'Bannon, John M., III	R	P.O. Box 70365 Richmond, VA 23255	(804) 282-8640	(804) 288-5451
94th	Oder, G. Glenn	R	P.O. Box 6161 Newport News, VA 23606	(757) 930-8683	(757) 930-4456
54th	Orrock, Robert D., Sr.	R	P.O. Box 458 Thornburg, VA 22565	(540) 891-1322	(540) 448-3914
97th	Peace, Christopher Kilian	R	P.O. Box 819 Mechanicsville, VA 23111	(804) 730-3737	(804) 559-8039
2nd	Phillips, Clarence E.	D	P.O. Box 36 Castlewood, VA 24224	(276) 762-9758	(276) 395-5915
36th	Plum, Kenneth R.	D	2073 Cobblestone Lane Reston, VA 20191	(703) 758-9733	(703) 391-2978
96th	Pogge, Brenda L.	R	P.O. Box 1386 Yorktown, VA 23192	(757) 223-9690	(757) 741-2079
9th	Poindexter, Charles D.	R	P.O. Box 117 Glade Hill, VA 24092	(540) 489-8989	(540) 489-8484
32nd	Poisson, David E.	D	2 Pidgeon Hill Drive, Suite 340 Sterling, VA 20165	(703) 421-6899	(703) 404-3745
82nd	Purkey, Harry R.	R	2352 Leeward Shore Drive Virginia Beach, VA 23451	(757) 481-1493	(757) 481-0724
19th	Putney, Lacey E.	I	P.O. Box 127 Bedford, VA 24523	(540) 586-0080	(540) 586-9300
86th	Rust, Thomas Davis	R	730 Elden Street Herndon, VA 20170	(703) 437-9400	(703) 437-5410
20th	Saxman, Christopher B.	R	P.O. Box 2517 Staunton, VA 24402	(540) 886-8284	(540) 886-8284
30th	Scott, Edward T.	R	206 S. Main Street, Suite 203 Culpeper, VA 22701	(540) 825-6400	(540) 547-3031
53rd	Scott, James M.	D	P.O. Box 359 Merrifield, VA 22116	(703) 560-8338	(703) 560-2834
35th	Shannon, Stephen C.	D	P.O. Box 1143 Vienna, VA 22183	(703) 281-5200	(703) 876-1872
29th	Sherwood, Beverly J.	R	P.O. Box 2014 Winchester, VA 22604	(540) 667-8947	(540) 667-8840
12th	Shuler, James M.	D	1999 S. Main Street, Suite 304-A Blacksburg, VA 24060	(540) 953-1103	(540) 951-8742
43rd	Sickles, Mark D.	D	P.O. Box 10628 Franconia, VA 22310	(703) 922-6440	(703) 608-2837
77th	Spruill, Lionell, Sr.	D	P.O. Box 5403 Chesapeake, VA 23324	(757) 424-2178	(757) 420-0918
81st	Suit, Terrie L.	R	P.O. Box 7031 Virginia Beach, VA 23457	(757) 421-3309	(757) 421-3309
85th	Tata, Robert	R	4536 Gleneagle Drive Virginia Beach, VA 23462	(757) 340-3510	(757) 499-2490
57th	Toscano, David J.	D	211 E. High Street Charlottesville, VA 22902	(434) 220-1660	(434) 296-0981
75th	Tyler, Roslyn C.	D	25359 Blue Star Highway Jarratt, VA 23867	(434) 336-1710	(434) 246-4246
23rd	Valentine, Shannon R.	D	1022 Commerce Street, Suite 3B Lynchburg, VA 24504	(434) 455-1208	(434) 384-1688
34th	Vanderhuy, Margaret G.	D	P.O. Box 7335 McLean, VA 22106	(703) 448-8018	(703) 442-0422
92nd	Ward, Jeion A.	D	P.O. Box 7310 Hampton, VA 23666	(757) 827-5921	(757) 827-1928
11th	Ware, Onzlee	D	325 North Jefferson Street Roanoke, VA 24016	(540) 344-7410	(540) 342-7773
65th	Ware, R. Lee, Jr.	R	P.O. Box 689 Powhatan, VA 23139	(804) 598-6696	(804) 598-4539
39th	Watts, Vivian E.	D	8717 Mary Lee Lane Annandale, VA 22003	(703) 978-2989	(703) 978-2989
61st	Wright, Thomas C., Jr.	R	P.O. Box 1323 Victoria, VA 23974	(703) 696-3061	(703) 696-3061

*99th

*Vacant