



All Stars Cricket Communications Guide

Timings and how to engage with media

When to engage media

It is never too early to engage with media and let them know that you are going to be an All Stars Cricket Centre. Getting a sense of the deadlines that they work to in order to secure editorial coverage ahead of your first week is essential. As a general rule:

- For weekly publications – contact the news desk approximately **three** weeks prior to publication date.
- For daily publications (both print and broadcast) – contact the news desk/planning desk approximately **two weeks** before your desired publication/broadcast date.

When pitching to news media and local papers, emailing your press release/story is not always enough. Call the news desk to tell them about your story and then follow up with an email. Remember to include relevant images where possible to support your story.

Once you know they have received your communication, follow up the day before publication to check that the article is still due to be in the final edition or is going online.

Pictures

When sending a press release to media it is important to attach a selection of decent quality images that they can use in their publication.

A bank of free-to-use All Stars pictures are available via Huddle in the All Stars Cricket folder in the National Programmes section.

How to engage broadcast media

Broadcast coverage is a great way to deliver your message and encourage parents to sign up by talking directly to your audience. It is important to remember that you need to offer the broadcast journalist something relevant and different that will allow them to tell a visual, insightful and interesting story for their viewers/listeners.

- If it is for TV, offer them several ideas or pieces of content for their piece. This could include visiting the first session to see kids playing cricket, a club spokesperson, an Activator and a participant and even ask to see if the presenter wants to get involved in the session.
- If it's for radio, you need to tell the story in a way that anyone listening can engage with and visualise. Set up interesting interviews with your



spokesperson, coach, or All Stars. Then create sound to bring it to life, for example, kids taking part in a session and laughing/having fun will work really well.

If you have any queries on this or any other local media engagement plans, please contact ben.walker@ecb.co.uk.

Timing

It is absolutely essential that you contact your print and broadcast media ahead of time as many broadcasters have forward planning desks and you will need to be put on their calendars. Broadcasters like to know all options that are available to them and plan in advance as much as they can. We have included a broadcast advisory below for you to amend and use.

Spokespeople

Spokespeople are a fantastic asset to really tell the story of All Stars Cricket to your regional media and we would recommend putting forward someone who can talk about your club and sessions in an engaging and exciting manner. It is important that they can be available, flexible and willing to undertake media interviews as TV and radio journalists work to strict and sometimes very short deadlines.

Make sure your spokesperson is available on the day itself. Ideally you would have a variety of participants in attendance to complement your spokesperson and to suit different audiences.

Case studies

Broadcasters love case studies or story as they make their story come to life and make it relatable to their audience. If you can offer them a good case study to complement the story they are much more likely to run it. However, make sure they are relevant, so find a selection of participants who took part in All Stars last year/have signed up and are excited for this year and provide a good spread – families, children, friends, grandparents, activators etc. Then make sure they are happy to partake in any media interviews. Please be aware that some broadcaster will ask parents of participants under the age of 16 to sign consent forms to allow their children to be filmed.

N.B. Contact your All Stars Champion to discuss the best way of obtaining press coverage for your All Stars sessions in your region. Below are some templates to help you pull a press release together, as well as pass on to clubs for them to use themselves.



Template pitching email to send media for the start of All Stars

SUBJECT: All Stars Cricket set for take off at xxxx Cricket Club

Hi [INSERT NAME],

Next weekend will see the start of All Stars Cricket at xxxx Cricket Club and I wanted to get in touch to tell you all about it.

Starting next xx xxth May/June, [Insert Club/Centre name] will be throwing open their doors to serve up eight weeks of cricket for xx children aged 5-8, giving them a great first experience of the game.

What's going on in [INSERT TOWN]?

[Insert a few bullets detailing events / experiences on offer at your local club(s) All Stars and any other activities i.e. Women's Soft Ball Cricket Festivals etc]

Media Information and interview opportunities

- Below is a press release with full details of what's happening
- Images are attached (if applicable)

Please let me know if you would like to set up some time for an interview with our club spokesperson and some of our new budding cricketers or if you need any additional information.

Best wishes,
[INSERT NAME]



Template media release



Embargoed <insert> May 2017

[INSERT TOWN] GETS SET FOR All Stars Cricket to take off

[CITY/TOWN/VILLAGE] is getting ready to reach for the stars with the launch/relaunch of All Stars Cricket at XXXX Cricket Club.

From XX May/June onwards xx children aged 5-8 will have a great first experience of the sport via the eight-week programme delivered at XXXX Cricket Club.

All Stars Cricket is all about introducing children to the game in a fun, safe and inclusive environment and parents are encouraged to take part too.

[If a returning centre] Last year xx children took part in All Stars at XXXX Cricket Club. They were part of more than 37,000 children involved across the country and this year will be even bigger and better. Parents can visit allstarscricket.co.uk to find out more information and sign their kids up.

[If a new centre] More than 37,000 children took part last year across England and Wales and this year will be even bigger and better with XXXX Cricket Club throwing open its doors for the first time. Parents can visit allstarscricket.co.uk to find out more information and sign their kids up.

After signing up, boys and girls get a cricket 'back-pack' delivered to their door with a bat, ball and everything they need to try the game for the first time.

The dates for the first weekend of All Stars at XXXX Cricket Club are:

[Add dates here]

[LOCAL All Stars Centre spokesperson] said: "[Insert own quote here]."

Former England Captain and All Stars Cricket ambassador Michael Vaughan added: "I started playing cricket at my local club and have seen first-hand how important it is to introduce kids to our sport in a fun way."



“As a parent, I’ve also seen how tough it can be to get kids interested in sport especially given the amount of activities competing for their time. Finding a way for cricket to appeal to kids and to get them active is more important than ever.

“We are bringing cricket to the front door of kids and parents across England and Wales. I can’t wait to see the positive impact this will have at [XXXX Cricket Club] and the wider game.”

- Ends -

For more information please contact:
[INSERT LOCAL CLUB CONTACT]