

## WELCOME TO WHAT'S YOUR GOAL 2012

We're delighted that Alexandra Soccer & Community Association is taking part in npower's What's Your Goal 2012.

What's Your Goal 2012 is a fantastic campaign which allows young people to think about a career in the football industry and your support is much appreciated.

In order to help you generate publicity in your local area around the work experience week, npower's PR Agency, Frank PR, have put together a PR Toolkit.

Each football club is providing something different for the campaign; see below the different scenarios that your club may be offering and how the toolkit should be used in each instance.

- **Scenario One:** All work experience students attending on one week, ideally five students. (This is the recommended scenario)
- **Scenario Two:** Work experience students attending on different weeks i.e. two students one week and three the following week.

Based on these scenarios, please use the toolkit contents as outlined below:

- **Photocall notice:** this is for you to send to local media to invite them to visit your club during the placement. We recommend that you send this to your local media one week in advance of the placement so that they have plenty of time to plan who to send it to and so you can plan what the student and mentor will be doing on the day that they visit. If media attend, they will take pictures for the local newspapers and perhaps film for local TV. They may also like to talk to the student and the mentor for an interview.  
The photocall notice can be used for both Scenarios however we expect that only clubs with three or more students will have media in attendance.
- **Post Event Release:** this press release is for you to issue to your local media after the work experience week to gain post event coverage. We recommend that this is only used by clubs with Scenario One, as multiple dates will make it a complicated story. For clubs with Scenario One, we recommend that you send it on the Monday after the work experience students finish, alongside any pictures that the club will have taken which can be used in the local newspaper.
- **Photography Brief:** this brief includes guidelines for the pictures that you will take during the work experience week. The guidelines indicate the type of images that press will be interested in seeing. Please see within the brief, the types of photos that are suited to the Scenario and number of students offered by your club.



**frank**<sup>PR</sup>

In addition to the local PR that you will generate, Frank PR will be working to secure national media coverage for What's Your Goal. When the campaign launches on 16<sup>th</sup> January 2012 they will also issue an announcement press release. This will be tailored to your individual club and will be issued to your local media to raise awareness of the scheme and encourage young people to enter.

Please do use the PR Toolkit to generate your own publicity; if you have any questions or if you'd like further guidance on securing press coverage for What's Your Goal 2012, please contact Sarah May Kershaw or Siobhan Sleet at Frank PR.

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