

Circular 081:19

Date: Thursday 24th October 2019

Subject: Raising the flag for media stories

Attention: All Members

Action: Capture your content over the season and send it in.

Circulars are available at: <http://lifesaving.org.nz/lifesaving/lifesaving-operations-circulars/>

Help us tell the surf lifesaving story this season!

Leadership course inspires lifeguard

Surf Life Saving Karatahi lifeguard Guy Korobow is ready to tackle his leadership role in the surf community after returning from a successful week at the Surf Life Saving Australia (SLSA) National Leadership College course in Sydney.

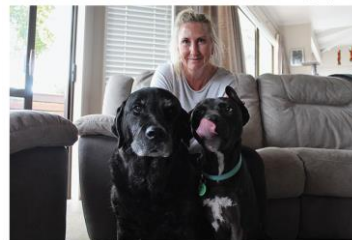
Every year Surf Life Saving Northern Region (SLSNR) sends one of our members to the national training course in early February. Guy said he felt extremely privileged to have attended after submitting a written application outlining his life saving experience and future goals as a leader in the organisation.

"I was grateful to be given the opportunity to represent SLSNR and the club at this course in Sydney," he said. "There are plenty of amazing lifeguards in SLSNR and I'm happy to be honoured to be someone who has helped and inspired to be someone else's lifeguard."

Guy has been called at Karatahi beach since he was 14 and is currently a leader for the club's emergency callout beach



Dogs and owners rescued from Orewa Estuary rip



NORTHERN ADVOCATE | Sport

Tragic Northland drowning motivates Waipu Cove surf club education tour



Do you have a paw-some story to tell? Last season we had a few great media stories land about our wonderful volunteers including the rescue of two four-legged friends at the Orewa Estuary.

Throughout the year, particularly during the patrol season, there will be plenty of media story opportunities and Wright Communications is onboard to get them reported on.

So what's media worthy? Anything new, surprising, quirky, positive with a feel-good factor, individual or club success and anything that impacts the general public.

Bad or sad news is also of interest to the media and journalists may contact you directly for comment. In both cases, Wright Communications should be kept in the loop to support you or manage these media conversations.

Good and balanced media stories mean better publicity for surf lifesaving, an opportunity for beach safety education and wider support from the public and sponsors. It's a win-win situation!

The media process

- If you have a media worthy story contact the Wright Communications team to discuss or fill out the template below and send it to them
- If the media contact you for comment please let the Wright Communications team know via email, text or call
- If required Wright Communications can support you with liaison or manage communications with the media



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Template for sharing media stories

Date:	
Time:	
Story summary:	
People involved (full names and roles):	
Key contact person:	
Contact details:	
Further comments	

Wright Communications team contact information

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