



## The UK 29er Class Association Publicity Policy

Approved	Class Association Committee 10/01/2023
Version	1.0

### 1. INTRODUCTION

The purpose of this document is to define the UK 29er Class Association policy on the Publicity; it provides guidelines for any individual involved in producing publicity about the activities of the class, including sailors, parents and other individuals associated with the Class Association. These guidelines are written to provide general best practice advice on the production of Publicity which presents the sport of sailing, the UK 29er Class Association and all individuals associated with the class in a positive, inclusive, fair and reasonable manner.

### 2. POLICY STATEMENT

The UK 29er Class Association will seek to publicise its activities at every opportunity and through any available media including on-line, print, and television and radio. All publicity that is produced or created by individuals should re-enforce a positive image of the sport of sailing, and the UK 29er Class Association. All such publicity should be balanced, accurate, inclusive, fair and reasonable.

### 3. PUBLICITY - General Guidelines

The following general guidelines should be adopted at all times by the UK 29er Class Association to ensure support compliance with this policy.

3.1 The UK 29er Class Association in publications shall be referred to by its full name as:  
The UK 29er Class Association

3.2 Where reference to Sponsors of the UK 29er Class Association, and Events associated with the Class Association is required, for example, in event reports and other publications, the Sponsors Name should be published in one of two ways, as follows:



- a) Event Announcements / Event Titles The 'sponsors name' event name.
- b) Event Reports the UK 29er 'sponsors name' event name – venue – date Note: Sponsors must ALWAYS be referenced in any published material that a specific sponsor is associated with.

All documents created for publication on the UK 29er Class Association Website should be annotated with:

- c) The name of the author or the publishing body (e.g.: UK 29er Class Association Committee)
- d) The date of the publication (to ensure currency / accuracy / relevance) or the version number of the publication, especially in relation to Policies and other official Documents.

Any photographs or other images (including videos), uploaded to the internet, or provided to any third party (e.g.: Yachts and Yachting) should be provided:

- e) With the consent of the original photographer, and o with their name, for reference and copy-write purposes.
- f) All documents created for publication on the UK 29er Class Association Website should be created in PDF format for final upload to the website.
- g) MS Word documents should never be uploaded to the website.

On the UK 29er Class Association Website Home (News) Page the general preference is for each news item to be a maximum of one or two sentences, with the heading then providing a link to a longer news item (in PDF format); this ensures the best possible use of the News Page, in terms of multiple topics being visible. 29er UK 29er Class Association

#### **4. PUBLICITY – RADIO, TELEVISION AND VIDEO GUIDELINES**

4.1 The following general guidelines should be adopted at all times by individuals who are invited to talk to the media on Radio or Television (or Video), and / or to Journalists producing material for publication by a third party.

4.2 Any such interview should, under normal circumstances, be agreed in advance by an Officer of the UK 29er Class Association. Where it is impossible for prior agreement to be obtained before any interview takes place, the individual interviewed should, at the earliest opportunity after the interview, inform an Officer of the UK 29er Class Association that such an interview has occurred, along with details of the main topics covered in the interview, and any details as to the likely broadcast or publication timescales. This simply enables the UK 29er Class Association to be prepared for any subsequent publicity or follow-up opportunities.



4.3 Any individual who is the subject of an interview on Radio or Television (or Video), and / or with a journalists should bear in mind the following general best practice guidelines, on the basis that they are presenting the image of the UK 29er Class Association, and the broader UK sailing Community, beyond the direct membership, and that they should therefore portray the class in a positive manner at all times.

Individuals should therefore:

- a) Be dressed appropriately (this does not preclude sailing gear, assuming it is in reasonable condition).
- b) Acknowledge any Sponsors associated with an event where an interview may be taking place.
- c) Acknowledge any Host Club / Venues associated with an event where an interview may be taking place; o Acknowledge the UK 29er Class Association.
- d) Avoid talking about competitors, except where a direct question requires mention of another individual.
- e) Avoid making derogatory comments, especially about others.
- f) Avoid obscene or bad language.
- g) Avoid subjectivity or supposition (i.e.: don't mislead or discuss anything that you are not certain about as fact).

## 5. PUBLICITY – WRITTEN PUBLICITY

5.1 The following general guidelines should be adopted at all times by individuals who write, or are asked to write, publicity, including Event Reports, for publication either by the UK 29er Class Association, or by a third party.

- a) As a general rule, for Event Reports, the UK 29er Class Association asks that the competitors who finish in third place overall at an event write a report of that event.
- b) At non-racing events (e.g.: Open Training), organisers, coaches, class officers or others associated with the activity may request that a competitor writes an event report.

**These guidelines are particularly pertinent to such Event Reports.**

5.2 – Recommended do's

- a) Write the report as soon as possible after the event, whilst it is still fresh in the memory.
- b) Send the report to the Class Marketing Officer ([marketing@29ersailing.org.uk](mailto:marketing@29ersailing.org.uk)), as quickly as possible for timely publication, and so that reports can be linked together with result and photography from an event
- c) When referring to a competitor or pair of competitors for the first time in a document use their full name (Christian name and Surname) – e.g.: Matthew White and James Brown; where the same competitor(s) are referred to subsequently, it is acceptable to use just Christian names (e.g.: Matt and James).



- d) When referring to a competitor or pair of competitors for the first time in a document provide details of the club(s) they are a member of - e.g.: Matthew White and James Brown (West SC / North SC)
- e) Ensure Sponsors are referenced early in the document / report, as per general guidelines detailed in Section 3.
- f) Record thanks to Sponsors, Host Clubs, and any specific individuals associated with the running of the event whose contributions or actions made the event successful or were worthy of record.
- g) Write factually about the event, the racing, the conditions, any specific notable occurrences.
- h) Inject humour as far as possible but see don'ts below.
- i) Target length for a report is between 1000 and 1250 words generally, although National Championship reports may be longer.
- j) Use common sense.

### 5.3 – recommended don'ts

- a) Make derogatory or offensive comments, especially about others; what may appear to be acceptable as general banter may not be acceptable in a written report or publication.
- b) Use obscene or bad language
- c) Use subjectivity or supposition (i.e.: don't mislead or discuss anything that you are not certain about as fact).
- d) Write something that is un-true or which you do not know to be factually correct; as a rule, it is better not to write something where you are not certain of the facts.
- e) Use nicknames for competitors or other individuals.