



Opti Worlds New Zealand 2011

Media Plan

1 July 2011

Prepared by Wilde Media Limited

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Introduction to the Media Plan

The Media Plan for the Opti Worlds New Zealand aims to ensure that editorial coverage in sailing news media, newspapers, radio and TV, as well as through the event's own media, such as the website, Facebook and Twitter, and an email newsletter, is maximized for the benefit of the event and the stakeholders.

Coverage will show the event to be fun, competitive, world class, creating one of a kind opportunities for sailors, and taking place in a beautiful location with many attractions for visitors, residents and investors.

The audience encompasses media channels that will reach:

- Competitors and their supporters in Napier who need relevant, timely information to help the event run smoothly and to make sure that they have a great time
- Spectators of the event: on location and online, following the event in NZ and around the world. Family and friends of competitors, and sailing enthusiasts, who want to know what is happening on the water, and want fast access to results and interesting news stories.
- International visitors and spectators, who may consider New Zealand and the Hawkes Bay as a place to visit, live or invest in.
- Stakeholders who have a vested interest in the event who want to be kept up to date and involved, and who see media coverage as one of the measurable returns they receive in return for their support.
- A wider regional, national and international audience who will find the event of general human and sporting interest.

In addition to sailing and race coverage, key messages that have been identified relating to this event will relate to the fun, competitive nature of the regatta, the quality of Napier and New Zealand as a destination to visit, live and invest, sailing as a sport for life, and the showcasing of new technology, please refer to the Marketing Plan for key messages.

This plan will outline recommended delivery of:

- Regular and well written information and editorial that will be used for a variety of purposes including as media releases, newsletter and website content
- Exceptional photography and video that is free for editorial and related uses
- A website that facilitates access to this information for the audience, and distribution of the information for the Marketing and Media Team
- A database of media contacts, and knowledge of what they need and when they will need it
- Accommodating media requirements before and during the event

Proactive and regular event communications will be used to create increased coverage for the event, at the same time helping to ensure that the media aspects run smoothly and efficiently, helping to position New Zealand as a world class destination.

Media Releases

Media releases with a strong news angle, combined with a comprehensive contacts database, will distribute information quickly to tens of thousands of people.

Proposed release schedule and editorial outline

1 August 2011

- Official event launch release – i.e. “Nearly 300 of the world’s youngest and most talented sailors will converge on Napier, New Zealand for the 2011 Optimist World Championships in December 2011.” Continuing on to outline specific dates, who will attend, highlighting one or two past/present NZL Optimist sailors, what is unique and special about the Optimist class, the reigning boy and girl champ, acknowledging sponsors.

1 September 2011

- Travel release: ‘If you are one of the hundreds of people travelling to New Zealand next month to support a competitor in the Optimist World Championships, you’ll be keen to know what other attractions New Zealand, and the city of Napier and its surrounds, have to offer’. A mini-travel piece highlighting attractions and need to know information about a visit to New Zealand in December. Targeted for international sailing websites and magazines.
- Option to extend this into a three-part series.

1 October 2011

- General release: ‘World Championships can set scene for future Olympic medals’ Interview with former Opti World Champ Chris Steele about the place of the Opti Worlds in the wider picture of sailing. Quotes from an older generation Opti sailors, and a high performance representative such as Jez Fanstone, about the class’s importance to youth sailing both for general participation in the sport and for top level national sporting success in the future.

1 November 2011

- General release: A massive sailing event is descending on New Zealand. Who made it happen, and why? What was their vision and inspiration? What is its importance to our sailors and to the country? Interview with Peter Dawson and a government stakeholder representative.

December 2011

- Two weeks prior to the event - the Optimist World Championships are almost here: what is it about, who is in town, how can you watch and follow the event, who are the sponsors? Recap and refresh the information from the August announcement, with a current, newsy feel.
- Four days before racing start : Focus on weather forecast, a synopsis of regatta favourites with a basis in the Invitational results, recap the number of teams and where they come from and sponsors, and the schedule.
- The day before racing starts (registration/briefing day) : Racing in the Optimist World Championships will begin tomorrow under clear blue Napier skies: recap the release from earlier in the week with fresh angles where possible
- On race days: Report on conditions and results. Talk with at least one NZ and one international competitor/supporter each day and include quotes. This must be posted on the website and distributed within a few hours of race completion.
- Within three days of the event, summarize the regatta, and what it meant for the NZ team and international competitors, and the stakeholders involved.

Opportunistic releases and story placements

- The schedule above is a minimum, and when opportunities for stories arise, these will be acted on wherever possible. For example, when a new sponsor signs up, a short release (200 words) can be distributed to the sailing websites and placed on the event website and within the event newsletter. Stories of remarkable and newsworthy sailors can also be written up, or fed as news leads to the media.

Media Release sign off

- Stakeholders that require sign off will be given 48 hours to review media releases and advise if any changes are needed to the parts of the release that are relevant to them (i.e. direct quotes).
- A template for releases that will go out on race days, may be agreed on in November/early December. Time is of the essence on these days, and while the Media Liaison will take all care and have at least one member of race management approve the release before it is issued, stakeholder sign off will not always be possible.

Photography and Video

Pre-event

The Optimist World Championships image library, available to media from 1 August 2011, will include:

- General Optimist sailing action shots – mass starts, big waves, blue skies, etc
- Pictures of notable Kiwi Optimist sailors in action – for example, Chris Steele, Alex Maloney, and others. (Ensuring their faces are visible, in the case of sailing shots that double as portraits)
- A photo of the reigning World Champion, and other notable internationals
- A selection of images of the venue
- Any event spokespeople that may be highlighted in media coverage, i.e. NZOA President, the International Class President
- A selection of images of Napier and the region, and depicting other attractions for visitors in NZ (provided by Tourism NZ)

These photos will be used intensively in the event build up, particularly in the final two weeks. Where possible, each release should include a photo and caption relating to New Zealand as a destination – for example, ‘Napier beaches provide a fantastic venue for sailors and spectators’.

During the event:

Argentinian photographer Matias Capizzano has been engaged to shoot the regatta. He is famous internationally for the calibre of his sailing images, and a selection of his images will be free to use for media publicity. (The event has an arrangement with him regarding sale of his images to participants etc.) [View Matias's work](#)

- Pre-event or in the first day's racing, images of select sailors will be captured: for example, reigning champion, top Kiwis, youngest sailor in the fleet, internationals, others of interest
- Each day 3-4 shots will be selected to be free for media use, to illustrate the accompanying stories.
- Efforts will be made to capture and tag at least one suitable photo of each sailor and team
- Podium shots from the prize giving

For the first time in International Dinghy sailing there are plans to have a live video feed using the 3G cellular network to transfer data from cameras positioned on the race course. This footage will be available on both big screens at the Napier Sailing Club and processed immediately for the regatta website.

Footage will also be available for timely use by broadcast media, and options are currently being explored, to capture highlights from several days of sailing, that will be made available quickly at the end of each sailing day for local and international news productions. This will also be edited and available in Internet (i.e. Youtube) format for easy sharing around the world. Inclusion of event details and sponsor recognition will be a component of Internet footage, which can also help to showcase local scenery and attractions.

A documentary of the event is being explored to recap the event as a momento for competitors and supporters, and to be available on Youtube for worldwide sharing and television networks.

The Website

The Optimist World Championships website (www.optiworldsnz.org.nz) will have many functions, one of which is to be a hub for up to date news and information, helping the online visitor to feel like part of the event, and to facilitate communication with representatives from the media.

Recommended inclusions

A 'News' feature

This will contain news stories, important announcements, media releases and other content. It will be easily accessible from the homepage, ideally with several clickable headlines, thumbnails and intros on the homepage, and an archive landing page.

A 'Blog' feature

Instant text and photo updates are a great way of helping followers get a quick snapshot of what is happening in Napier both on and off the water. A simple blog which allows easy photo uploads, is a great way to do this.

Content will be regular - once a week until December, then several times a week until closer to the event, and aim for at least one update an hour on race days. Content can include:

- Photos of the racecourse with quick commentary on the weather
- Pictures of sailors and supporters with captions or quotes
- Interviews with race officials
- Good luck messages sent in from followers in other locations
- Local shots and captions – such as 'German supporters enjoy local wine and crayfish at a waterfront café in Napier'

This section should have lots of personality and colour, and be fairly informal – a really enjoyable read. Updates can be very brief, and one or two line updates are often all that's needed.

An online pressroom

Media will appreciate the ability to access media releases and the more informal event 'blog' via the event website. The landing page for media can include:

- An archive of media releases – ideally a headline with introduction, clickable to the full story (this may be shared with general news viewing on the event homepage, so long as this section doesn't become too cluttered)
- A link to the online photo gallery for media – this should be separate to the one for public viewing, so that relevant images are more easily located.
- Instructions for downloading video/footage from FTP, and links to video on Youtube
- Instructions for contacting the Media Liaison
- Instructions for signing up to receive media releases (either sending an email, or via an online form)

Email newsletter

A 12-issue email newsletter is also recommended as a part of the Marketing Plan. An HTML template will be designed to recognize stakeholders, and content will include:

- News and updates
- Media releases, linked to the event website
- Places to visit and things to do while you are visiting the Hawkes Bay and in NZ
- Hints and tips – i.e. about what sort of travel visa you will need, clothes to pack for the NZ summer
- Sponsor profiles

Issues will be distributed monthly in July, August, September, October and November, and weekly in December, and one issue post-event.

The Media Database

Recipients of event media releases will include:

New Zealand media

- National newspapers (general news and sports), radio, sports websites, NZPA
 - The summer holidays is usually a slow news time, which means there are great opportunities for the event to receive excellent publicity within NZ, and probably overseas.
 - Newsrooms and sports desks will appreciate receiving regular information and good quality news about the event, particularly about the progress of top ranking New Zealanders
 - They like to be tipped off about interesting story angles – up and coming greats, children who have been through adversity such as illness or the Christchurch earthquakes to get to the event, etc
- New Zealand television
 - TV1 and TV3 News and Sky Sport will be the main targets, and in the past have shown excellent support of World Championship sailing events held in New Zealand, particularly at this time of the year.
- Napier and Hawkes Bay newspapers and radio stations, regional TV
 - These publications are generally interested in stories with local angles, particularly local sailors and people who are involved with the event.
- National sailing media (websites, boating magazines)
 - There are a number of sailing websites that collectively are fairly influential. Locally these include Sail World NZ, Crew.org.nz, Yachting NZ (Briefings), and Luvmyboat.com. They like to receive copy and low resolution photos and will usually run a piece on the same day that it is provided.
 - Boating New Zealand is the primary magazine.
- Newspapers and publications in the home towns of contending sailors – i.e. Waikato, Auckland, Christchurch. Newsdesks will be contacted to ascertain whether they would like to receive material, and if there is anyone they would like to follow in particular.

International

Communication with the large number of international sailing media will largely be facilitated by a relationship with the International Sailing Federation (ISAF) and with sailing associations in the home countries of competitors.

- International sailing media
 - There are many international sailing magazines that will welcome text and high quality imagery, and story suggestions. These include UK publications like Yachts & Yachting, the US magazine Sailing World, the Australian magazine SAIL (story already placed), and dozens more.
 - Internationally there are also a number of websites, including Sail World (international), The Daily Sail (UK based), Sailing Anarchy (US based), with massive followings of hundreds of thousands of visitors a month each, plus numerous smaller websites.
- At other World Championship Sailing events held in New Zealand, ISAF will be an important conduit of information to international channels. Details of specific sailing media, and editorial email addresses, in home countries will also be requested before 1 August from international team heads, and added automatically to the event media distribution list. The main countries from which competitors originate are the USA, England, Korea, Singapore, Thailand, Netherlands, Italy, Brazil and Argentina. Release by ISAF ensures very wide international pickup.
- Other relevant individuals/groups and subscribers to the database.

Utilising the Yachting NZ media database for news distribution

- The large Yachting New Zealand media database may be used to send an initial invitation to apply for accreditation email, inviting media to sign up to receive Optimist World Championships communications and for a reminder. It will refer media to the online event pressroom for more information.

Accommodating Media Requirements

Media Liaison

Nathalie van Dort from GROW will be the Media Liaison, available throughout the event to assist media with their queries. She will handle all requests for interviews, setting up times with the event spokesperson, and will assist media with accessing photography and footage. She will also write and distribute the media releases, and update the blogs.

Appointment of an official event spokesperson

Ray Steele is proposed as the event spokesperson, to handle most media interviews. Ray's son is former Opti World Champion Chris Steele, and he is closely involved with the event, and knows the local and international sailors very well. Peter Dawson, Nigel Rippey and Kevin Brown will also be available as back ups when needed.

Media Space

A Port of Napier Portacabin will be dedicated for media use, with tables, chairs, powerpoints and high speed internet access for 5-7 people, including the Media Liaison and the event photographer and videographer.

Boats

A dedicated media boat suitable for cameras will be provided by event partner, Oceanbridge. A boat roster will be maintained by the Media Liaison. *Times and driver roster to be confirmed with event managers*

Media Packs (optional)

Media packs are optional but can be valuable – it's a useful resource for people working on the event to have. It may contain the initial event announcement, a calendar of events, brief biographies of the favorite sailors, an 'About' section (about Napier Sailing Club, about NZ, about the Optimist boat etc) a CD of images and contact details for help. It can also contain brochures and messages from sponsors and supporters. However, if this information is accessible on the website and available within the online pressroom, a hard copy version isn't usually necessary.

Specific Media Events and Opportunities

These occasions will be advised to the media database via Diary Notes, and on the online pressroom:

- A media conference in Napier creating an opportunity to celebrate the official event launch in August/September, primarily to facilitate coverage and introductions with local Hawkes Bay media
- Invite media to attend the Pre-Worlds Clinic at a specific time, and to interview key people who will be present (NZOA President, Peter Dawson, NSC Commodore, local Opti sailors practicing in the background)
- Invite media to attend a training session in Auckland and other cities that have local contenders
- A media conference on the beach prior to the Opening Ceremony, with key representatives available, including at least one youth sailor
- An invitation to media to come to the club and the course on race days at a time that suits them, with contact details and recommended times to ensure availability of key people
- After racing on the last day, ensure the top sailors (podium finishers, top Kiwis, top girl) are available in one place for media interviews. Provide media with a general time frame, such as 4.30pm-5.00pm, and update them if this is delayed. If sailors are cold and wet they should be encouraged to have a quick shower first, and they may appreciate food being available. A photographic beach location as opposed to an indoor venue, will help to showcase the scenery.

Measurement and Media Monitoring

Local

Locally, a media services company will be commissioned to track media coverage.

International

International media coverage will be tracked using Google Alerts or a similar service, and recorded as much as possible to build up a picture of the coverage reach and depth.

Media Partnerships

Radio Network

In return for an exclusive radio partnership, the Radio Network has dedicated \$100,000 worth of radio space to the event. The Radio Network encompasses all eight radio stations in the Hawke's Bay (57,000 listeners per week), plus surrounding towns and cities such as Gisborne, Taupo, Blenheim and Wairarapa – all popular holiday destinations. TRN also runs Newstalk ZB, which is New Zealand's most listened to radio station, and Radio Sport.

This campaign will ensure that the residents of the greater Hawke's Bay region know about the event and will visit the club, creating ambience and return visits.

Other attractions of the event that can be advertised and linked in with onsite radio promotions are:

- The Opening Ceremony, an open public event held up in the city on New Years Eve
- The Farmers market
- The Wine Tasting day etc
- The Spectator Boat
- The Vodafone Truck for phone sales etc
- The Napier Sailing Club for big screen viewing and cafe/bar

Nationwide, listeners will benefit from interviews between Peter Montgomery, Ross Holden and other sport and news hosts, and representatives of the Opti Worlds, and from general event advertising that can recognize sponsors and stakeholders where appropriate, including on TRN's websites.

This partnership has been confirmed and details of the advertising package are currently being worked through.

Sail-World.com

A similar partnership is also being explored with Sail-World.com, the largest marine news website in the world, with subsites in New Zealand, Australia, USA, UK, Europe, Asia and Canada. This will ensure that key messages which in particular relate to New Zealand as a destination, can be communicated directly to a wider audience.