

EVERY WIN COUNTS

VISIBILITY FOR ALL WOMEN, IN ALL SPORTS

A PRACTICAL TOOLKIT FOR FEMALE ATHLETES AND SUPPORT TEAMS TO ELEVATE MAINSTREAM MEDIA REPRESENTATION IN NEW ZEALAND.



YOUR STORY. YOUR SPOTLIGHT.

WHY MAINSTREAM MEDIA COVERAGE IS STILL A GAME CHANGER

Even in a social-first world, mainstream media remains one of the most powerful tools for building visibility and credibility for female athletes in Aotearoa New Zealand.

Television, radio and established digital news brands still shape national conversation, influence sponsors and funders, and reach audiences at scale. In a small media market like New Zealand, a single mainstream story can travel widely - replayed, reshared and referenced well beyond the initial moment.

Mainstream coverage also carries a level of trust that personal channels alone cannot. For female athletes, appearing in recognised news outlets helps close visibility gaps, elevate and promote women's sport, and strengthen long-term commercial and professional opportunities.

This quick guide draws on insights from the **Media Voices - Female Athletes in NZ Media survey**, reflecting what journalists say they need most to cover women's sport well. It is designed to help athletes and support teams work confidently with media and maximise the impact of every opportunity.

UNDERSTANDING THE VALUE BEHIND COVERAGE

The value of mainstream media coverage can be understood by looking at where advertisers continue to invest in Aotearoa New Zealand.

Industry-wide data from the Advertising Standards Authority (ASA) shows that advertisers consistently place significant investment across digital news, television and radio, reflecting the scale, trust and influence these platforms continue to hold nationally. Mainstream media brands attract advertising not only because of audience size, but because they deliver credibility, attention and repeated exposure over time.

For athletes, this means earned coverage in trusted news outlets carries real value. A single television, radio or online news story can reach audiences well beyond an athlete's own following, be replayed or reshared across platforms, and remain discoverable long after publication. This type of coverage is often referenced by sponsors, funders and partners as a marker of profile, professionalism and public relevance.

In short, mainstream media exposure is not just visibility, it is a long-term career asset.

Source: Advertising Standards Authority (ASA), Advertising Turnover Reports



MEDIA TOOLKIT

A PRACTICAL TOOLKIT FOR FEMALE ATHLETES, GROUNDED IN INSIGHTS FROM TEN NEW ZEALAND MEDIA PROFESSIONALS.

QUICK START – MEDIA READY CHECKLIST

- Give the media a heads up for upcoming competitions or potential milestones.
- Share a media release or short written summary or bullet points about your result.
- Timing is crucial - media releases and accompanying vision, images and audio need to be sent immediately after the event while the result is still timely and therefore newsworthy.
- Useable content - ensure your images, video and audio are of decent quality, and in landscape format (16:9).
- Context - why is this important? Explain the context of the result, what it means for NZ and what it means for you as an athlete on your journey.
- Be accessible - make sure you and/or your coach are available for interviews and comment after the result.

NEWSROOM CONTACT LIST



COMMUNICATION

90% of surveyed media identified email as the best way to contact them with your season calendar and media release / written summary.

Find a list of newsroom email addresses to the left. You can also contact journalists directly via their email addresses, but also include the generic newsrooms email address to maximise reach.

MEDIA RELEASE

A media release is a short, factual piece of written information shared with journalists to announce news, results or stories they may want to cover. It provides the key details media need quickly - 400 words is the sweet spot and clear, simple language is important to cover the 5 W's & H (Who, What, When, Where, Why and How).

Attach images (both a podium and action image if available) in JPG format to the release (not a link to an online folder), share links to video content (either captured yourself or the official media vision or VNR) and audio interviews recorded on your phone (especially important for radio).

If you don't feel confident writing, no problem - the media voices survey has identified that even a bullet pointed list covering the above would be sufficient!

MEDIA RELEASE TEMPLATE



MEDIA ADVISORY – PROVISIONAL CALENDAR

90% of the participants in the survey shared that advanced notice of the event, including background and contextual information, is required for them to share your story.

Sharing your calendar via a pre-season media advisory with newsrooms allows them to pencil your events into the diary. With packed diaries and tightly resourced newsrooms this helps your result get picked up.

MEDIA ADVISORY TEMPLATE

IMAGE TIPS

- Landscape images are best for multi-media use.
- Phone images are great! Don't zoom, edit or add filters - keep the image natural & crisp.
- Minimum resolution of 1800 wide x 1200 high pixels - your email may struggle to send images that are too big.
- Include a podium shot and an action shot if possible to give options!

VISION TIPS

- Landscape vision is important (think about the shape of your TV!)
- Dimensions and resolution of 16:9 (1920 x 1200 pixels).
- Include a variety of shots if possible - set the scene and pan slowly, action and then podium.
- If recording an generic interview ensure you are in a quiet space and keep the phone / camera as steady as possible - tripod or rest on something static.

AUDIO TIPS

- Use the 'Voice Memo' app on your phone to record a generic audio interview and attach that to your media release - perfect for radio.
- Include your thoughts about your race / event and what this results means to you, context and what's next.



INTERVIEWS WITH MEDIA

All Interviews | Always include the question at the start of your answer as a complete sentence as generally the voice asking the question will be cut out, requiring your answers to make sense when they stand alone. Remember that just parts of your quotes can be used in reporting, so strike the balance of enough detail while remaining succinct - sometimes less is more!

Video Interviews | In these interviews you have both your voice and your body language / facial expression to convey your thoughts. Ensure lighting is good, phone or computer (Zoom interviews) is elevated to your eyeline so you're looking directly at the camera and aim to have a strong WIFI connection so the picture is as crisp as possible. Video interviews are a great opportunity to promote sponsors and partners via logo placement on your t-shirt / hat too!