



## Cairns Athletics - Media Policy

Cairns Athletics will make every effort to promote the sport of Athletics through contributing articles to local newspaper and television outlets. As a club, we have had many talented athletes who have competed at Local, State and National competitions and acknowledging their performance, through the media, is but one of the approaches we have used to support these athletes.

However, we are also aware that there will be occasions where an athlete's coach, training group, school or parent(s) may wish to seek additional exposure for the success of an athlete and, as a consequence, our sport.

As athletes from Cairns Athletics can achieve their goals through Athletics Australia (AA), Queensland Athletics (QA), Athletics North Queensland (ANQ) competitions; Little Athletics Queensland (LAQ) competitions; or School representative team events; please consider the following points in preparing for any media event:

- be respectful and courteous to the media representative and thank them for the time they are taking to interview you;
- consider the consequences of any statements you may make in relation to other athletes, clubs or associations;
- acknowledge the contribution of coaches and parents to your success;
- if appropriate, include other athletes from our club who have achieved similar goals;
- acknowledge your membership of Cairns Athletics (this can be achieved by wearing club uniform)
- wear the appropriate team attire:
- for **AA, QA and ANQ** teams, this could be either Queensland Heat, Cairns Athletics or Representative team attire
- for **LAQ** achievements, the appropriate uniform is Cairns Athletics attire with the required LAQ patches and sponsors logos
- for **school based** achievements, attire will be at discretion of athlete but must be relevant to your achievement