

Report of the Honorary PRO 2006/07

It was a very successful year in terms of PR for the IUAA. Great effort went into getting the events some media coverage and this resulted in arguably the best year of exposure with IUAA events featuring in the Evening Herald, Irish Runner and The Irish Independent. The main contributors on this front were Lindie Naughton (Evening Herald), Frank Greally (Irish Runner) and Cliona Foley (Irish Independent).

Beginning with the Road Relays, Lindie Naughton wrote a preview of the event and then there was a subsequent race report in the Independent by Cliona Foley. There was an excellent photo spread report (Tomas Greally) of the event in the Irish Runner along with a 150 word report (Feidhlim Kelly) and results.

The Indoors got scant publicity and there was very little interest taken.

Interest and coverage increased at the turn of the year with a preview of the cross-country championships by Lindie Naughton. There was a further preview of the Celtics by Lindie and also on the AAI webpage.

Again there were previews of the Track and Field championships by Lindie and on the AAI webpage.

In all it was a resounding success in increasing the exposure of IUAA athletics. Much improvement can still be made though. Media interest dwindled on occasions. Contributing factors to this were other copy taking priority (i.e. GAA, soccer, etc) and also the timing of events. This was in particular regard to the indoors in December. The indoor season doesn't start until the turn of the year so interest is minimal as there is no continuity and it isn't that good an indicator of athletes form.

Great thanks should be given to Lindie Naughton, Frank Greally and Cliona Foley for giving the IUAA events coverage. It was also very welcome to note the increased coverage on the AAI webpage. Der O'Donovan, the webmaster, should be paid particular commendation for this. Sportsfile, one of the leading photographic agencies in the country, also appeared at events through the year. Tomas Greally was the chief photographer and he captured some excellent images.

A link has been established with the Irish Runner to begin reports on various colleges and what they have to offer in terms of athletics. Feidhlim Kelly and Cathal Dennehey (both IUAA members) are staff writers for the Irish Runner and I would suggest the IUAA approach one or both of them to become the next PRO. I would also recommend taking out an advertisement in the magazine. This will guarantee coverage and keep up brand awareness.

On a final note I would highlight the importance of good photos. Space for copy is tight in the modern print world. A good photo of an event is much more likely to appear in the newspaper. It will also add a greater affect. As the saying goes- a picture paints a thousand words.

So in conclusion, as The Fianna Fail slogan said- a lot done, more to do.

Best of luck for the coming year,

Ian Chaney
Honorary PRO 2006-2007