



CREATING A MEDIA PROFILE

This simple resource is designed to provide BC Athlete's with a template to insert their media relevant information into. This allows athletes to keep all this information in one place, pass this on to media outlets and is a great resource to refer to when preparing media releases or for a media interview.

NAME:	
SPORT:	
CONTACT PHONE NUMBER:	
CONTACT EMAIL:	
HOMETOWN:	
NUMBER OF YEARS IN SPORT:	
KEY ACHIEVEMENTS:	
PERSONAL STATEMENT:	
INTERESTING PERSONAL FACTS:	
WHY I COMPETE IN MY SPORT:	
MY INTERESTS OUTSIDE OF SPORT:	
KEY MESSAGES:	



A sample media profile...

NAME:	Joe Bloggs
SPORT:	Basketball
CONTACT PHONE NUMBER:	778-333-333333
CONTACT EMAIL:	jbloggs@hotmail.com
HOMETOWN:	Salmon Arm
NUMBER OF YEARS IN SPORT:	6 years
PERSONAL STATEMENT:	My name is Joe Bloggs and I live for basketball. I grew up in a small town in BC always wanted to be the best. I was short and didn't have too many skills when I younger, but through hard work and dedication I got better and better until people started to notice. First I beat my brothers, then I beat the other kids at my school and then I reached my goal of playing for BC. Playing for Canada at the highest level is my next goal.
INTERESTING PERSONAL FACTS:	<ul style="list-style-type: none"> • Grew up in a small, rural community. • Have five brothers • Didn't start playing basketball till I was 13 years old • Didn't make the High School Team in my first year • Diagnosed with diabetes when I was eight years old
WHY I COMPETE IN MY SPORT:	I love basketball, it saved me. I was stumbling around as a young teen and couldn't find anything that held my interest. That was until my gym teacher introduced me to basketball and took the time to teach me the basics. After that, I was addicted and all I want to do is shoot hoops. There is something about being in a gym, the smell, the feel of the ball, the rhythm of shooting. It's my favourite place, I love spending a good two hours working out on my own and I know this passion for training and putting in the work will help me achieve my goals in the long run.
MY INTERESTS OUTSIDE OF SPORT:	<ul style="list-style-type: none"> • Community work – youth basketball / coaching • Hanging out with friends and family • Snowboarding and hiking • Movies – it's a great way to relax before a big game
KEY MESSAGES	<p>"I love basketball, it's my passion and there is nothing else I would rather be doing. It's my life."</p> <p>"I have big dreams and coming from a small town, it's not easy. However I believe in my skills on and off the court to take me where I want to go and to achieve my goals."</p> <p>"Growing up in a small community, I always wanted to push myself to be better than everyone else. The real competition is now with myself, overcoming my personal obstacles to achieve great things."</p>

For more information contact BC Athlete Voice at info@bcathletevoice.ca