

Press Report – Nov 2019

Press coverage

Week-to-week print coverage in the Salisbury Journal of the club's racing achievements remains at a high level, often with photos too. Online, our reports appear regularly in the Journal, club website and facebook pages. Valley News and other monthly publications continue to give us coverage when space allows.

Complaints by some of our newer members about the absence of their results from the report on the Great South Run in October were found to be mainly due to their having failed to include the club name on their entries, rendering themselves virtually invisible in the results lists of 20,000.

Craig W has also devised a simple online form for members to promptly notify me of their results by email. Newsworthiness remains the first criterion for items' inclusion.

While collating information at speed for our press reports, it's not unusual to find the club name misquoted in official results, due to misinformation supplied on entry forms. Can we therefore remind members in our next info update that the club name is not 'Salisbury AC & RC' or 'Salisbury Running Club' or even just 'Salisbury' but is: **City of Salisbury A&RC (!)**

When even the sport's most senior levels – currently including UK Athletics' CEO – are in the national media spotlight for allegedly being on the wrong side of serious safeguarding and other issues, it's good to be able to report locally on the many positive achievements of a club like ours.

Awards nominations

The disappointing outcome at the regional final of England Athletics annual awards - despite the club's quite remarkable achievements in the previous 12 months - brings into focus once more the amount of time and effort we periodically make when taking part in such competitions. Given the random way in which most such awards nominations are assessed, we may be prudent to direct our energies elsewhere in the coming year.