

# PUBLIC RELATIONS RESOURCE & STYLEBOOK



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## Preface

The PR Resource & Stylebook\* is a project of the NATA Public Relations Committee and was developed by a project subcommittee:

Jamie Woodall, MPH, LAT, ATC, project leader, chair, PR Committee  
Marisa Brunett, MS, LAT, ATC, former chair, PR Committee  
Kendall Goldberg, MLA, LAT, ATC  
Sarah Lyons, LAT, ATC, former PR Committee member

Our focus when promoting the athletic training profession should not be on promoting athletic trainers to other athletic trainers, but rather to everyone else (or better yet, inspiring others to promote us).

Each chapter will:

- Offer specific references and examples related to NATA, local communities and employer communications departments. Be sure to check the websites for your [district](#), state organizations and regional associations (when applicable), as you may find even more resources and opportunities.
- Include step-by-step instructions on how to perform tasks when promoting the profession.
- Provide detailed examples of how other ATs have been involved in past PR efforts.
- Identify specific outreach and communications opportunities.
- Feature a section related to National Athletic Training Month (NATM).
- Establish a “to-do” list explaining how to put concepts into practice.

You will notice icons next to each idea; these will help you best identify the resources needed to put that idea into action. Also included is an “Outreach Potential” that will help you determine what kind of effect you could have on the community through your efforts.

Please note:

- The suggestions included are only examples – **be sure they fall within your state's** practice act. Also, all initiatives should promote the profession, even if they are community service activities – capitalize on your efforts!
- Be mindful of **state and federal laws**, as well as your institution's policies and procedures.
- Additional information including [infographics](#) can be found on the NATA website. The handouts are available for members to download and distribute. Utilize these resources to educate the community on various injuries and illnesses common to sports medicine.

\*This was adapted in part from a similar document prepared for District Six.

## NATA Key Messages

### Athletic trainers are experts.

Working to prevent and treat musculoskeletal injuries and sports-related illnesses, athletic trainers offer an unparalleled continuum of care. ATs are part of a team of health care professionals; they practice under the direction of and in collaboration with physicians. ATs work with individuals who are physically active or involved in sports participation through all stages of life to prevent, treat and rehabilitate injuries and medical conditions. Athletic trainers should not be confused with personal trainers or “trainers” who focus solely on fitness and conditioning. Always refer to an “athletic trainer” or “AT” to ensure clarity of profession and quality of care.

### Athletic trainers save lives.

Sports injuries can be serious. Brain and spinal cord injuries and conditions such as heat illness can be life threatening if not recognized and properly managed. ATs are equipped to treat acute injuries on the spot. Yet active people can have chronic illnesses as well. People with diabetes and asthma can and do safely work and exercise, and ATs help manage these critical health issues as they relate to physical exertion.

### Not all athletes wear jerseys.

ATs can be the first line of defense in workplace health and wellness. The duties of many workers – such as baggage handlers, dancers, soldiers and police officers – require range of motion, strength and stamina and pose a risk for musculoskeletal injuries. ATs work with individuals in various settings to help prevent injuries and return patients to full activity.

### The athletic trainer is the health care system for athletes and others.

Athletic trainers are on site. They work with patients to avoid injuries. They’re present when injuries occur and they provide immediate care; they rehabilitate patients after injuries or surgery. It’s a continuum of care. They know their patients well because they are at the school, in the theater or on the factory floor every day.

### Athletic trainers take responsibility and mitigate risk.

School administrators, athletics directors and coaches have their own jobs, which may pose a conflict of interest with athlete safety; they are not experts in managing injuries or sports-related illnesses, nor should they be responsible for doing so. Treating injuries at school or at work, rather than sending the patient to the emergency department, saves money and time loss – and gets the patient back to activity faster. Just as professional athletes do, recreational athletes should have access to athletic trainers.

## Icon Legend

Icon	Description
	<p>The number of dollar signs will correlate to how much money can be expected to spend on the initiative, ranging from least to most expensive investment for a particular activity. You can always find ways to raise funds and request donations for your program. Get creative!</p> <p># of dollar signs: 1 = \$50 or less; 2 = up to \$150; 3 = up to \$500; 4 = \$500+</p>
	<p>This symbol means you can expect to spend no money on the project. In that case, you may have a small amount of resources available at no cost that may still have strong impact.</p>
	<p>The number of hourglasses will correlate with how much time you can expect to spend on the initiative. The more time and preparation you put into any project, the bigger and better it could be.</p> <p># of hourglasses: 1 = minutes; 2 = hours; 3 = days; 4 = weeks</p>
	<p>The hourglass with a forward arrow means this venture is and should be a continual effort with no particular start or end. It is more of a habit that all ATs can form.</p>
	<p>The number of stars indicates the scope of outreach for that particular activity, contingent on the amount of energy and resources you put into it. The type of community and audience plays a role in how each concept should be weighted and executed. Please note this is merely a guide, not a certainty. The positive outreach that is actually achieved may be very different from what is shown in the book. Remember, the primary goal of every initiative is to promote the athletic training profession.</p> <p># of stars: 1 = your immediate environment (i.e. work setting); 2 = local community; 3 = state level; 4 = national level</p>

## Executive Summary

### Public relations vs. Marketing

Public relations (PR) is an umbrella term for all activities that involve building relationships between an organization, person or place and targeted audiences. You may be interested in reaching media, other health care professionals, third-party influencers, parents, coaches, schools or a range of other influencers. PR helps you to communicate your programs, research, messages, general news and announcements to generate awareness, promote change and influence behavior. PR starts with you in all areas of your work and life.

### Why is PR important?

Good PR leads to a better understanding of who athletic trainers are and what ATs do among a wide range of audiences, including the media. Widespread understanding of the important role ATs play can lead to more and better health care for physically active populations, better jobs and salaries for athletic trainers and enhanced advocacy efforts on behalf of the profession.

### ATs must start by building relationships both internally and externally.

Does your internal audience – the people you work for and with – know who you are and what you do? ATs work with physicians, nurses, PAs, coaches, teachers, physical therapists, administrators, ADs, CEOs/presidents, superintendents, school board administrators, marketing staff, SIDs, reporters, as well as patients and their family members. Examples of internal PR opportunities include:

- Invite your administrators to visit you on the job.
- Offer to perform in-services for clinic/hospital staff, physician offices, coaches or various departments within your company.
- Create staff biographies to display in your department and share throughout your school or company.
- Write articles for newsletters.

- Develop brochures or customize NATA PR materials to hand out or post in your facilities.
- Place information about you/your staff on company/school websites.
- Volunteer for project teams, leadership roles and committees in your workplace.

In the same way you must promote yourself to your internal audience, you must educate external audiences as well. First, identify your message(s) and your target audience (media, parents, public, other health care professionals, legislators, etc.). Then define your goals, develop your plan and disseminate your message(s). Examples of external PR opportunities include:

- Establish a media contact list with names and numbers for local and regional newspaper, radio and television reporters, editors and producers.
- Establish relationships with sports reporters, health and feature writers.
- Contact media outlets regarding breaking news stories, lifestyle stories, successful injury/illness comebacks, etc.
- Write letters to the editor or submit opinion pieces.
- Invite media to your workplace (clinic/hospital, student or sporting events).
- Radio and TV outreach:
  - Participate in sports talk shows and provide information on injuries.
  - Develop PSAs.
  - Offer to be a guest on news health spots or health and fitness shows.
- Web outreach:
  - Develop a presence on social media channels (Facebook, Twitter, LinkedIn, Instagram, Google +...).
  - Maintain a blog.
  - Create a podcast.
  - Host webinars

- Public speaking outreach:
  - Athletic associations
  - Youth organizations
  - Corporations
  - School districts
  - Boosters
  - PTSAs
  - Parks & Recreation Departments
  - Community groups (YMCA, etc.)
  - Legislators
  
- Community service outreach:
  - Charity fundraisers
  - Road races
  - In-services

## NATA PR Committee

Chair: Jamie Woodall, MPH, LAT, ATC  
jamie.woodall@bryanisd.org

District One: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont  
Matthew Campbell MS, ATC, PES  
mcampbell7@springfieldcollege.edu

District Two: Delaware, New Jersey, New York,  
Pennsylvania Chuck Whedon, MS, LAT, CSCS  
cwhedon@monmouth.edu

District Three: District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West  
Virginia  
Christina Carrillo, MS, ATC  
cbenson@friendshipschools.org

District Four: Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin  
Scott Sell, MS, LAT, ATC  
publicrelations.glata@gmail.com

District Five: Iowa, Kansas, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota  
Jay Hoffman, DHSc, LAT, ATC  
jhoffman@culver.edu

District Six: Arkansas, Texas  
Kendall Goldberg, MLA, LAT, ATC  
kgoldatc@gmail.com

District Seven: Arizona, Colorado, New Mexico, Utah, Wyoming  
Justin Segotta, ATC  
jsegotta@gmail.com

District Eight: California, Hawaii, Nevada  
Katie Susskind Risso MAT, ATC  
kmsusskind@gmail.com

District Nine: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, Tennessee  
Kristan Erdmann, EdD, LAT, ATC  
kerdmann@murraystate.edu

District Ten: Alaska, Idaho, Montana, Oregon, Washington  
Kaleb Birney, MS, ATC, CES  
kalebbirney@gmail.com

*(continued on next page)*

At-Large Member: Professional Football  
Rick Burkholder, MS, ATC  
RBurkholder@Chiefs.nfl.com

At-Large Member: Professional Baseball  
Steve Donohue, ATC  
sdonohue@yankees.com

At-Large Member: Professional Soccer  
Steven Purcell, MS, ATC  
spurcell@chicago-fire.com

At-Large Member: Professional Basketball  
Tony Katzenmeier, MS, ATC, LAT  
tkatzenmeier@okcthunder.com

At-Large Member: Professional Hockey  
Chris Kingsley, MS, ATC  
ckingsley@lakings.com

Staff:

NATA public relations manager  
Ellen Satlof  
ellen@nata.org

## Chapter 1: Working with the Media

### Working with the Media

#### To-Do List

- Contact and become acquainted with your own communications, marketing or sports information director
- Create a media contact list
- Communicate often with the media and educate them on proper terminology
- Utilize and customize press releases from NATA
- Create your own press release for activities that you participate in or host
- Develop a press kit for your workplace and send it to the media and your stakeholders
- Brainstorm ideas to work with the media
- Prepare for a media interview
- Submit your best efforts from March to the NATA PR [Contest](#)

NATA offers many resources for ATs regarding reaching out to the media. NATA.org is your source for [news releases](#), NATA statements ([position](#), [official](#), [consensus](#) and [support](#)), [athletic trainer terminology](#), as well as [National Athletic Training Month](#) information and much more. The [National Athletic Training Month](#) page contains [downloadable logos](#), materials and resources to promote the athletic training profession.



Before you can put those resources to use, however, you must take an important first step: Become acquainted with your employer's communications, marketing or sports information director. This is important for several reasons:

- There may be policies or restrictions on how news is disseminated outside of your company or organization.
- There may be guidelines regarding who can participate in interviews and how statements should be worded.
- Your communications department might want to highlight your big news themselves!
- Contacting your communications department will ensure all rules are followed and your good news is received well.

Your employer's communications professionals already have established media connections. They can offer guidance on the most effective way to publicize your message. Also, if your employer's website includes a news section, the communications staff can add your news to it. Many consumers and stakeholders use these websites for vital information. If your news lands on the front page of your employer's website, then the impact can be huge.



Create a Media Contact List

If your communications department does not already have a media contact list that is accessible to you, it is important to create one. You will need to do a little research.

- Go to [US Newspapers List](#) for a listing of all news outlets in the U.S., including newspapers, TV and radio stations, colleges, major news and social media accounts.
- At the top of the homepage, select which news outlet you want to look for.
- Select your state.
- Scroll until you find your city, or one near you.
- To the right of the city name will be the name of a media outlet. You can click on the name of the media outlet to be taken to the website. The website will usually have a link to submit information and/or press releases. To the right of the name of the media outlet, you'll see the following letters that you can click on for more information:
  - A – Address, phone, fax, etc.
  - F – Facebook information
  - T – Twitter information

Create a table with all of your media contacts.

Media Outlet	Contact (news director, sports editor, health and fitness writer, etc.)	Email	Phone	Fax	Notes
WORKPLACE					
Television					
Radio					
Print					
LOCAL NEWS					
Television					
Radio					
Print					
STATE NEWS					
Television					
Radio					
Print					

Above: Example of Media Contact List

## Reach Out to Your Media Contacts



[Communicate often with the media](#) – but don't waste their time; make sure each phone call, email or visit has a point. After you establish a good rapport, encourage them to use [proper terminology](#). Be polite and proactive. If a reporter is interviewing you or asking for information, take the opportunity to educate him/her about saying "athletic trainer" and not just "trainer." Be sure to educate, not alienate.



[Utilize and Customize Press Releases from NATA](#)

[NATA creates and distributes press releases](#) on important topics related to athletic training. You can edit these press releases to include quotes from local ATs. Below is a template of a recent press release. The yellow highlighted areas show you where to plug in your own information. Depending on the topic, you can also contact a local physician with whom you work with and ask for a quote to use in the press release. Just follow these simple steps:

- Print out a [recently published press release](#).
- Visit with your team physician about the press release. Ask him/her to review the press release for his/her use as well.
- Then, ask if he/she would provide a quote that ties the press release in with local ATs and/or activities. Insert the quote, the physician's name and credentials and place of employment into the press release.
- Either at the top of the press release or below the ### at the end, be sure to add your personal contact information in case a reader or reporter would like more details or an interview.
- Send the press release to your local newspaper, television and radio stations by using the Media Contact List that you have created.

## Sample Customized Press Release

[your logo]

Contact:

[your name]  
[phone number]  
[email]

[Your organization] Offers Recommendations to Keep Marching Band Members Healthy and Well Prepared for Activity

[Your city, state], [date], 2017 – With the beat from the drumline, the lead of the band director and the blare of the horn section, marching bands throughout [your state/area] are well underway mastering new music and routines for the fall sports season. The [Your organization] offers important tips to keep these performing athletes safe on the field so they can celebrate their team's achievements and dazzle crowds with their music and fancy footwork.

[Quote from your organization's representative.]

"Athletic trainers can play a vital role working with secondary school and collegiate marching bands, color guards and others involved in on field activities. They help reduce and treat injury with these performing athletes just like those who participate on school teams. Yet only 37 percent of public high schools have a full-time athletic trainer," said National Athletic Trainers' Association President Scott Sailor, EdD, ATC.

NATA recommends the following guidelines for parents, band directors, medical professionals and marching band members to ensure safety on the field and in the parade line:

1. **Prepare for Activity:** All performing athletes should have a pre-participation exam to determine their readiness to play and uncover any condition that may limit participation. Any underlying medical condition can be exacerbated with vigorous, sustained physical activity.
2. **Put an Emergency Action Plan into Place:** Develop a written emergency action plan for managing serious and/or potentially life-threatening injuries. The plan should be reviewed by the athletic trainer or local Emergency Medical Service, and individual assignments, emergency equipment and supplies should be included. It is also important to have a contingency for off-site since many marching bands practice or compete away from their home facility. Share the plan regularly and review it with the appropriate band directors/supervisors, school administrators and medical staff.
3. **Get Ready to March:** Band directors, athletic trainers and parents should ensure that students are physically and mentally conditioned for marching band activities. Encourage students to start with 20-minute walks outside and gradually increase distance of time approximately four weeks before the marching band season starts. Limber up with appropriate stretches and warm ups and cool downs after practice. Increase rigorous routines gradually so students can tone their muscles and increase strength.
4. **Promote Core Strength and Good Posture:** A good upright posture with core stability not only contributes to the visual precision but also decreases the risk of injury to the band member. This is especially important with musicians who carry the heavier instruments in front of them, such as those in the drumline. If the musician does not have sufficient core strength, the back hyperextends to compensate for the forward weight, causing considerable stress to the low back. The athletic trainer can provide exercises to help improve core strength and stability.
5. **Acclimatize to the Heat:** Acclimatize to warm weather activities over a 7 to 14-day period. Start routines slowly and build endurance by progressively increasing time working out and walking in the heat or non-air conditioned environment.
6. **Stay Safe During Lighting:** Adhere to the school's lightning policy. If one isn't established, follow these NOAA guidelines: "When thunder roars, go indoors." Following the first lightning strike or boom of thunder, activities should immediately stop and everyone should seek a safe indoor facility. Stay clear of water (using showers/sinks), as well as appliances, electronics, open windows and doors, and screened-in areas. After the final "clap" of thunder

and/or flash of lightning, wait 30 minutes before going outdoors. Every time thunder is heard or lightning is seen, the 30-minute clock re-starts.

7. **What to Wear:** Wear lightweight shorts and t-shirts to avoid overheating during practice and be smart about footwear. Flip-flops can contribute to trips and falls as well as sprains. These recommendations are especially important for anyone carrying heavy instruments for long periods of time. Save the formal attire – heavy hats and shoes – for dress rehearsals. Participants should get comfortable in them before game day. Be aware that the heavy weight of marching band uniforms keeps heat “in.”
8. **Proper Hydration:** Band members should be educated on hydration, and all participants should begin activity well hydrated. To self-monitor hydration levels, band members should pay attention to their thirst level (should be low) and urine color (should be light like lemonade) before, during and following activity. During activity, fluids should be readily available with appropriate breaks to allow for rehydration. Comparing body weight before and after band activity can provide individualized feedback on how performers are doing in terms of hydration. No one should gain weight during exercise (from overconsumption of fluids). Following practice, students should replace body weight losses within two hours.
9. **Concussion Education, Recognition and Management:** Make sure the medical team is educated on concussion recognition and management and that the school provides education on symptoms to all band and color guard members. Students should be encouraged to immediately report to the band director, athletic trainer or other medical professional or parent if they have been hit in the head from equipment, aerial movements or other causes and are suffering from any related symptoms such as dizziness, headache, loss of memory, light headiness, fatigue or imbalance. Students with a suspected concussion should immediately be evaluated by an appropriate medical professional for treatment and safe return-to-play.
10. **Seek Shade:** Be smart when it comes to the sun. Cool down before and after practices and performances by standing in the shade during rest breaks or when only music is being practiced without a routine.
11. **Fuel for Success:** Incorporate a variety of healthy foods such as whole grains, dairy, fruits and vegetables, and meat/poultry/fish into the daily diet. Control portion size and minimize intake of foods and beverages with added sugar. Three meals and two to three snacks per day help students meet their daily nutritional needs and provide the fuel needed for exercise.
12. **Proper Techniques with Musical Instruments:** Students should hold and manage sousaphones, drums, flutes, trumpets and other instruments correctly to avoid ergonomic injuries.
13. **Stay Fit in Formation:** Since bands are often in formation and standing still for long periods of time – especially when on parade routes or during practice – students should move fingers, knees and toes slightly to keep circulation flowing and joints loose and flexible. Finger tendon gliding exercises, available from the athletic trainer, are very beneficial to musicians.
14. **Monitor Band Members:** Band members should be monitored at all times on the field for signs of heat illnesses. This should be done by an athletic trainer or educated parent, band director or other individual. Band members should also be encouraged to look out for each other and alert staff if another member appears to be having difficulty.
15. **Inspect Fields and Routes:** Remove debris, water, rocks and other hazards from the field or parade route. Band members need to be looking up when marching and in formations for visual impression and to see other band members. Small obstacles can lead to twisted ankles, bruised knees, scraped elbows or other more serious injuries.
16. **Stock the Kit:** Stock a first aid kit and keep it on-site for medical emergencies. Include supplies for wound management and bee stings, such as elastic wraps and adhesive bandages, disposable ice packs, tape and wound cleanser. Flexible adhesive bandages work best for a musician's finger wounds to allow for the needed finger dexterity. If band members have epi-pens for severe allergic reactions, a second one would be helpful to carry in the first aid kit if the prescription drug law in the student's state allows this. Also, inhalers for those with asthma must be accessible on the field, not locked away inside a building.

For more information on high school sports safety, please visit <http://www.atyourownrisk.org/>

[Add link to your organization's website here. If there is an organization boilerplate, add that as well.]

# # #

## Create Your Own Press Release

Does your organization do anything that benefits a large population or the community? Of course it does! Publicize it with a press release! If you host a day when athletes can receive a cost-effective physical, if one of the staff ATs receives an award, if your organization plans a fundraiser or activity, or if you plan any events to observe National Athletic Training Month... write a press release!

Press releases should be streamlined to include the “who, what, when, where, why and how” of a program, person or announcement. Try to start with a compelling lead that draws the reader in: breaking news, exciting research, news results, a new hire.

Traditionally a release should be kept to a few pages at most. You can also include a short bio or boilerplate on your employer/organization. If you have additional material to share (e.g. statistics, case histories or other information), craft a second release that specifically addresses this other news.

### Components of a Press Release

Press releases traditionally follow a similar format so they can be shared and understood by the media and average readers alike. (There are many online [examples](#).) Be sure to incorporate each of the following components:

#### Title/Headline

The title of your press release should be informative, intriguing and optimized for search engines. Your goal is to get the point of the story across in a manner that attracts readers and adequately conveys keywords to search engines. For online press releases, the headline is not only the title of the text, but also the title tag of the Web page – which means it will be analyzed by search engines. Take time to craft a clever yet factual press release title that also incorporates significant keywords browsers can use to locate it.

#### Subtitle/Subhead

Subtitles aren't always required, but take advantage of the opportunity to incorporate more relevant keywords in an emphasized area of your press release.

### Introduction/Lead

In the introductory paragraph, quickly but effectively address the basic elements of your story: who, what, when, where and how. But don't be boring! The first paragraph should give readers the essential information while encouraging them to continue reading.

### Body/Content

Once you've explained the bare bones of the press release, you can use the body of the press release to elaborate. Keep paragraphs short without being too vague. If possible, integrate quotes from the people involved in the story, such as an athletic director, physician or company executive. These help add authenticity and human interest to the press release.

### Ending

The traditional mark used to indicate a press release is finished is a series of three pound signs, or ###.

### Contact Information

Include your contact information – name, company name, address, email and phone number – at the beginning or end of your press release so reporters can reach you.

Once you have completed your press release, refer to your [Media Contact List](#) to send it to all television, radio and print media, or use a fee-based, online press release website such as PRWeb.

### Media Follow-Up

Congratulations! You've sent out your material, and now it's time to be proactive. Media are inundated with story ideas, so it's your job to proactively promote your news. Here are some helpful tips regarding media communication:

If they do call back, always be professional and courteous. They may ask you what is new/why this is important, so be prepared to provide a good reply with your key points in mind. If a reporter calls and you are caught off guard or in a meeting, find out the story deadline and ask if you may call back promptly. Respect that timing, and if the reporter needs resources/quotes/comments, try to provide all appropriate material in a timely manner. This may include comments from a company/school or other expert (or you).

If the media does not call back, follow up by voicemail and/or email with your key messages. Persistence pays off, as does an enthusiastic, positive and energetic response.

Be prepared for reporters to either be a) well-educated on your topic b) neutral or c) have a negative reaction. In any case, it is your job to set the tone and provide your information accordingly – sometimes in a creative or unique format. It even helps to practice responses with a colleague to ensure you are as clear and confident as possible.

Do not be dissuaded if reporters don't respond or even if they decide not to do the story.

**If you get a “green light,”** continue to be proactive through story development and completion.

Throughout this process, remember you are building a relationship and presenting yourself as an athletic trainer and valuable resource. You may even hear back from the contact at a later time when he or she is working on a story where you can provide insight.

Sample press release for an event hosted by a local AT department

For immediate release

### Atown ISD to Host Opportunity for Athletes to Receive a \$10 Physical

On March 5, 2018, the athletic training staff at AISD, in conjunction with local physicians, will offer an opportunity for athletes to receive a \$10 pre-participation physical. The physicals will be held at Atown High School and will begin at 9:00 am. Doors will close at noon. It is a requirement that athletes have this paperwork on file before participating in any school sponsored sports, and this opportunity offers a cost effective opportunity to complete the requirement.

The athletic trainers at Atown high school have offered this opportunity for the past 12 years and are excited to continue, with the help of physicians who volunteer their time.

# # #

For more information, contact Jane Jones, head athletic trainer at Atown High School, at 555-555-5555 or email her at [jjones@aisd.org](mailto:jjones@aisd.org).

      Create a Press Kit

Your press kit is a formal introduction of staff ATs to stakeholders – those who have an interest in your profession, including decision-makers, patients, caretakers and the general public. Your press kit can be printed or electronic, and it should include:

- Background information and professional portraits of ATs on staff. Contact your communications department and request professional headshots. Many times this will be provided as a free service to current employees. Keep biographies short and relevant.
- [Fact Sheet about Athletic Trainers](#).
- Statistics as appropriate to your topic.
- Resource sheet, if applicable, with links and other related materials.
- Past media coverage. Include any media coverage that is specific to the employed ATs or the athletic training program as a whole.
- Photos or other images that show ATs at work. Use high-resolution photographs.
- Media alert that provides all the information of upcoming events. This might include [National Athletic Training Month](#), upcoming service projects, staff members receiving awards, etc.
- Media contact information. All media contacts should be directed to your company's communications director/SID/etc.

After you complete your press kit, submit it to your employer's communications director or SID so it can be reviewed and distributed to all necessary media contacts.

## Preparing for a Media Interview

Review the following checklist of messages and general style suggestions before each interview. Sometimes requests are immediate and require quick turnaround and other times you will have long lead-time to bring stories to fruition.

- Approach all interviews with positive tone, insight and clear messaging.
- Never say you are disappointed about a particular topic/trend/issue (you are there to provide positive/proactive insight) and please DO NOT speak negatively about a third party association that NATA or your employer may have a relationship with. Stay focused on what you can contribute to the article or program at hand.
- Focus on education, research and awareness of the topic discussed: provide factual, study or statement support.
- Ensure consistent terminology – ATHLETIC TRAINER not TRAINER.
- Assume everything you say is always on the record: be professional, concise and accurate in all interview situations whether they are live or taped, phone or in person.
- Be cognizant that media may request immediate follow up, be on deadline and/or require a) a quick interview; b) sustained contact; or c) a long shoot depending on format and length of story. The end result may be much shorter than the time you invested but will hopefully provide education and awareness of the profession and you! If media contact you at a difficult moment, you can always call back when prepared (even if a few minutes later to gather your thoughts) and with respect of that deadline.
- End the interview by providing the media with your contact information and be mindful of short- or long-term deadlines.
- Encourage your contact to consider you as a reliable resource on future topics.
- Once the segment/article/story appears, you may want to follow up to thank the reporter for his or her interest (if time allows).

And, when it comes to attire:

- Dress professionally for all and any interview (according to the environment – e.g. if an on-field interview dress accordingly versus in an office or in a formal in-studio interview where business attire may be more appropriate).

Rules of the Road

- 1) The Power of One (one placement can generate a universe of coverage)
- 2) No media request is too small (grassroots stories can lead to national results)
- 3) Any PR effort can lead to new and different areas of media interest (e.g. a study press release may spark media interest in a related topic)
- 4) YOU are your profession (anything you say/can or do reflects on the profession and the way the media/public view us)
- 5) Lemons can turn into lemonade if you know how to twist that lemon: when faced with a challenging situation, think it through and respond in a professional, positive and educational tone with media to help a) build a relationship; b) correct any misconception; c) provide valuable information
- 6) Creativity has no boundaries
- 7) Good things can happen immediately/good things come to those who wait
- 8) **When we don't have the right resource, offer a suggestion, build the relationship** (ATs may not always be the ones to answer a media's sports medicine question – if we are best to refer another colleague or profession do so and encourage the media to follow back up when the topic may be right. They appreciate that).
- 9) Sometimes the stories we work on are cut, edited or changed despite best efforts
- 10) Stay persistent, stay positive. It all pays off.

Bonus: Always know your message.

## Chapter 2: National Athletic Training Month

### National Athletic Training Month

#### To-Do List

- ❑ [Implement NATM efforts at work](#)
- ❑ [Implement NATM efforts in the community and beyond](#)
- ❑ [Implement NATM efforts in your personal life](#)
- ❑ Brainstorm more ideas to promote NATM
- ❑ [Create a press release](#) that details your efforts; submit to your communications department at your place of employment and to the local media to optimize media coverage and promotion of the athletic training profession
- ❑ Submit your best efforts to the NATA PR Contest.

Specific and setting-related examples of how the AT profession can be promoted can be found in later chapters. Here you will find broad and general examples that apply to every AT in every setting. Many ideas listed here have been gathered through newsletter submissions, contest entries and word of mouth. You may recognize your own efforts, but hopefully you will be further inspired with new ideas as well. Each year's NATM will have a new theme – 2018's is "Compassionate Care for All."



### Implement NATM Efforts at Work

Start your NATM efforts in your own workplace! These simple activities could go a long way toward boosting awareness of the role you play.

#### AT to the Rescue

- Offer simple athletic training services to faculty and staff during the month of March, or during key times when this may be needed. For example, at the start of school, many people have new shoes that cause blisters, or after a holiday break, they may be sore from having played hard during their time off. Simple services could include care for blisters, scrapes, muscle soreness, etc. Remember to promote the more complex services that ATs are capable of while tending to those who do not know what an AT is. Be sure to have information on hand that explains the services and benefits of an athletic trainer.

#### Bulletin Boards

- Feature facts about athletic training along with images of staff and students promoting athletic training; include daily posts about new information on NATM.

### Marquee Message

- Request that a message regarding athletic training or NATM be placed on the scrolling marquee where you work.
- Don't stop there! Go to the places where you do business (banks, doctor's offices, malls, etc.) and ask that they promote NATM on their marquees as well.

### Blood Pressure Screenings

- Offer BP screenings for your co-workers. (Make sure this falls within your state's practice act.) This can be set up easily with a table and a few supplies. Don't forget to add a banner or poster that tells about NATM and your organization.
- If you work in a high school, teach your athletic training student aides to assist with blood pressure screenings; set this up for the lunch break, before or after school, or go room-to-room on teachers' conference period. You can arrange for the students to be out of class just like a field trip or game.
- If you are in a college/university setting, prepare the athletic training students who want to participate; set up the screening for all students on campus, all faculty or just the coaching staff. Plan a time and location that will catch a lot of traffic. Have your students sign up for shifts so the table can be operational all day.
- If you work in a clinic, consider targeting other health care professionals, who (as you probably know) can be the worst patients!
- Use the most up-to-date information regarding [blood pressure screening](#).

### I "Heart" My Athletic Trainer

This phrase has become very popular with many organizations that came up with different ways to incorporate it, such as printing pens, T-shirts and mugs. Give away these items to people who will display them with pride or sell them and give the proceeds to a worthy cause. The goal is to generate questions like:

- What is an AT?
- Who is your AT?
- Why do you love your AT?

## Implement NATM Efforts in the Community and Beyond

As you gain confidence in your PR skills, shift your focus to external audiences. Some of the same activities can apply, or you can try new endeavors.

### Open House Events

- If your organization has an open house scheduled, plan an athletic training facility open house in conjunction with it. Offer this as an opportunity for the entire community to visit your facility and learn about the profession. Each year, members around the country hold such open houses to educate and inform and to celebrate National Athletic Training Month.

### Visits to Local Emergency Departments and Urgent Care Facilities

- In the past, UPMC Sports Medicine employees visited their local hospital emergency departments. They each created a National Athletic Training Month brochure with informational material, facts on the profession and personalized information about the local ATs who refer athletes to these facilities. The brochures were placed on display in the facilities' lunchroom or meeting room. During their visits, the ATs were able to speak to physicians, nurses and other medical personnel regarding the athletic training profession and the athletes who are referred to these facilities for treatment and care.

### NATM in Calendars

- Request that National Athletic Training Month be added to local event calendars for the month of March. Examples include city calendars (usually managed by the chamber of commerce), organization calendars (local organizations for sports, parks and recreations, etc.), news calendars (newspaper, television and radio stations typically have online calendars of events), etc.

### Banners

- Many NATA members have created National Athletic Training Month banners and signs that were displayed in their facilities.

### First Aid Seminars

- Hold CPR/AED training classes, free of charge, for student athletes and other members of the athletic department to raise awareness of the importance of having proper training in case an AT is not available.

### Target Specialty Groups

- UPMC Sports Medicine partnered with the Pittsburgh Tactical Medical Unit, which is directly responsible for medical care of the Pittsburgh SWAT Team. The ATs held an “Athletic Taping 101” session to prepare medics who were deployed to the G-8 Summit in Chicago. Medics were instructed on proper taping and bandaging techniques for acute injuries of the ankle, hand, wrist, knee, shoulder, hip and elbow that may be sustained by SWAT team members while being called to an emergency situation or on-call serving a warrant.
- Members of the Athletic Trainers' Society of New Jersey attended the New Jersey State School Nurses' Association meeting where they distributed youth sports safety materials on concussion, heat illness, fluid replacement and sprains and strains to the more than 300 nurses in attendance. ATSNJ Athletic Training Month videos developed by the ATEP programs were also shown.

### Make it Mobile!

- ATSNJ ran a New Jersey Transit bus campaign that gave the profession access to some 200,000 contacts (vehicles) daily. The estimated total contacts for the month was an astonishing 6,200,000 vehicles!

## Career Fairs

- Each year, many athletic trainers participate in career days at local schools. This is a great opportunity to promote the athletic training profession.

### Other great ideas:

- Identify schools in your area that do not employ ATs; ask to address the school boards about the importance of hiring an athletic trainer.
- Dawson High School hosted a free hot dog night. Students received free admission to a soccer game in order to get as many people as possible to a game at which the ATs were recognized.
- The University of Florida Athletic Training Education Program held a sports medicine seminar for middle and high school coaches to educate them in the prevention, recognition and management of sudden death illnesses related to sport. Coaches were provided with “goodie bags” that included information on a variety of medical conditions, as well as items such as hand sanitizer and pens.
- ATI provided its ATs with 2,500 mini med kits with the NATM theme. These were handed out at hundreds of local sporting events throughout the Midwest and East Coast in March.
- Dawson High School gave away promotional buttons at games and at school.
- Athletico promoted National Athletic Training Month through the local news station, KVTB. The news interview, aired on the station's Health Watch, was designed to recognize the AT profession as well as demonstrate the role of ATs in head injury and concussion management. The interview was live on the midday news and was also posted on the KTVB website's health section as well as Healthy Idaho Magazine.
- Numerous athletic trainers from District Two traveled to New York City in the predawn hours to make an appearance at the Today Show plaza.
- Request that local hospitals and doctor's offices post the NATM logo on the home page of their websites. Use the most up-to-date [images](#).

## Implement NATM Efforts in Your Personal Life

### Proper Terminology

- Always refer to yourself as an “athletic trainer.” State this clearly when talking with others. According to the Board of Certification, “ATC” can only be used following a name (e.g., “John Smith, ATC”) and cannot be used as a noun.
- Never use the term “trainer.”
- Reinforce that ATs are health care professionals who work in a variety of settings and with all kinds of people – not just athletes. Examples are performing arts, physician practice, clinics and hospitals, law enforcement, military and sports officiating.

### Social Networking Sites

- Change your profile picture to one of the downloadable images that will be available on the [NATM](#) site.
- Facebook: 'Like' your district and/or state association page. This will keep you up-to-date with all the current topics and events.
- Twitter: Athletic trainers are encouraged to tweet about the profession on specified dates and times. These are known as “twitter blasts” By coordinating efforts, NATA members can make athletic training a trending topic, which will then be promoted to all in the Twitter universe. ATs and their friends, family, former athletes and followers should tweet and retweet as many times as they can at the designated dates/times using hashtags.

### Emails

- Change the signature at the end of your email to include a message that recognizes March as National Athletic Training Month.

## Participate in the [NATA PR Contest](#)

- District organizations, state associations, student groups and individuals can enter to win bragging rights and a \$150 gift certificate for NATA logo merchandise. Categories include:

- Best State Association Effort
  - Best Student Effort
  - Best Athletic Trainer Effort - group (7 or more ATs)
  - Best Athletic Trainer Effort - individual/small team (6 or fewer ATs)
  - Best Overall Campaign
- 
- Tips for entering the NATA PR Contest:
    - The NATA PR Committee is looking for the most creative, outside-the-box submissions! While anything you do is great, the more creative your initiative, the better chance you have at winning.
    - Do the same thing every year? Mix it up. Try new things and see how far you can go!
    - Make your effort relevant to the theme.

## Chapter 3: Government Affairs

### Government Affairs

#### To-Do List

Go to the NATA Government Affairs Web page and:

- [Learn about how Health Care Reform affects ATs.](#)
- [Participate in Capitol Hill Day.](#)
- [Discover and get involved with the NATA Centers for Medicare and Medicaid Innovation Project.](#)

Go to the NATA Federal Government Affairs Legislative Alert Center and:

- [Find your official.](#)
- [Check key bills that NATA is tracking.](#)
- [Join the mailing list.](#)
- [MegaVote!](#)
- [Tell-A-Friend.](#)
- [Install the Web Widget.](#)
- Obtain State and Local Government Proclamations
- [Create a press release](#) that details all of your efforts; share it with your communications department and the local media to optimize media coverage and promotion of the athletic training profession.
- Submit your best efforts to the [NATA PR Contest](#).
- Contact your district governmental affairs chair if you need additional help.

## Local Government

In the past, many local governments declared March as National Athletic Training Month. ATs can attend their town council meetings and meet town mayors in support of their proclamations. This is great PR and can generate media attention. Proclamations can be requested for more than just National Athletic Training Month.



How to obtain a local government proclamation (council or county proclamation):

- [State/Local Government](#): Select your state in the “Local State Government” column.
- Find the county that you live in and select the city that you reside in or that your organization is in.
- This will take you to your city's government page.
- Each page will be different, but should have a tab or link to your city's government officials.
- Select the governmental official that you would like to contact. Politicians are more responsive to constituents; assign an AT who lives in the district or is well known to make the request.
- Request a proclamation for National Athletic Training Month or noteworthy or charitable event/activity, e.g. a well-known AT is retiring, your group provided free care at a health fair, an AT has been recognized with an award or saved a life. Expand on the purpose of the event and how your organization is participating. Describe what efforts are involved to promote your event. Discuss a time and location the proclamation can be presented to you and your organization by the government official.
- Send your prepared proclamation to the official who you are communicating with, along with a cover letter confirming your conversation and re-emphasizing your promotion (time, date, place, etc.).
- With success, the proclamation will be drawn up on official paper and presented by the government official.

- Once you receive the proclamation, refer to the list of [suggested promotional ideas](#) to learn how you can incorporate it with some of your activities.
- Write a note of thanks to the government official who signed your proclamation.

How to obtain a state government proclamation (state legislative resolution or **governor's proclamation**):

- Create a proclamation, [using the Sample Proclamation](#), and print it on your organization's letterhead.
- [State/Local Government](#): Select your state in the "State Government" column.
- Select the governmental official you would like to contact. Again, look for someone with whom an individual AT has a connection, if possible.
- Request a proclamation for National Athletic Training Month or noteworthy or charitable event/activity, e.g. a well-known AT is retiring, your group provided free care at a health fare, an AT has been recognized with an award or saved a life. Expand on the purpose of the event and how your organization is participating. Describe what efforts are involved to promote your event. Discuss a time and location the proclamation can be presented to you and your organization by the government official.
- Send your prepared proclamation to the official you are communicating with, along with a cover letter confirming your conversation and re-emphasizing your promotion (time, date, place, etc.).
- With success, the proclamation will be drawn up on official paper and presented by the government official.
- Once you receive the proclamation, refer to the [list of suggested promotional ideas](#) to learn how you can incorporate it with some of your activities.
- Write a note of thanks to the government official that signed your proclamation.
- Follow up every year!

#### Other helpful hints:

- Invite elected officials to an open house and also when receiving awards and recognition such as the [Safe Sports School Award](#).
- Work with your state and district governmental affairs committee members to organize a trip the state Capitol and promote the event.
- Your governmental affairs committee members can provide guidance on the do's and don'ts of working with elected officials.
- Be prepared to talk about the profession and what you do – have a prepared elevator speech.

#### NATM

- [Refer to the NATM information](#) on the NATA website.

Sample Proclamation

**SAMPLE PROCLAMATION FOR NATIONAL ATHLETIC TRAINING MONTH**

Whereas, athletic trainers have a long history of providing quality health care for athletes and those engaged in physical activity based on specific tasks, knowledge and skills acquired through their nationally regulated educational processes; and,

Whereas, athletic trainers provide:

- Prevention of injuries
- Recognition, evaluation and aggressive treatment
- Rehabilitation
- Health care administration
- Education and guidance; and

Whereas, the National Athletic Trainers' Association represents and supports 45,000 members of the athletic training profession employed in the following settings:

- Professional sports
- Colleges and universities
- High schools
- Clinics and hospitals
- Corporate and industrial settings
- Military branches; and

Whereas, leading organizations concerned with athletic training and health care have joined together in a common desire to raise public awareness of the importance of the athletic training profession and to emphasize the importance of quality health care within the aforementioned settings; and

Whereas, such an effort will improve health care for athletes and those engaged in physical activity and promote athletic trainers as health professionals;

NOW, THEREFORE, I **(name)** the **(title)** of **(city/state)** do hereby proclaim the month of March as National Athletic Training Month in **(insert city/county or state here)**. I urge all people of **(city/county/state)** to learn more about the importance of athletic training.

Signed: \_\_\_\_\_

**(Mayor/Governor/local elected official)**

## Federal Governmental Affairs

[NATA's Federal Government Affairs](#) program goes hand-in-hand with PR initiatives. The more success ATs have spreading the message about the profession, the better results the profession will see on a legislative level. Take the time to:

-  Learn about how Health Care Reform affects ATs.
-  Participate in Capitol Hill Day.
-  Discover and get involved with the NATA Centers for Medicare and Medicaid Innovation project.

## [NATA's Federal Government Affairs Legislative Alert Center](#)

This handy tool will help you plan PR initiatives that work in conjunction with legislative efforts. Use it to:

-  Find your official.
-  Check key bills that NATA is tracking.
-  Join the mailing list and receive an alert when your involvement can make a critical difference.
-  MegaVote! Get your representative's votes by email weekly.
-  Tell-A-Friend! Send a note directly from the website to a friend to let them know about this site.
-  Install Web Widget! Put the "Write to Congress" Web sticker on YOUR website.

## Chapter 4: Social Media

### Social Media

#### To-Do List

- ❑ Understand and connect with social media outlets offered by NATA.
- ❑ Join the fun on social media to promote the.
- ❑ [Join \(or start\) a social media campaign.](#)

The world of social media moves fast and seems to grow exponentially. It can be overwhelming – but NATA provides a place to start. Understand and connect with all [social media](#) channels that NATA offers.

NATA utilizes social media as a way to connect with not only athletic trainers, but also stakeholders of the profession. You can do your part by getting involved with the following avenues of communication. Encourage your family, friends and the people you work with to do the same.



#### [Facebook](#)

“Like” the page. Liking the NATA Facebook Page will give you instant updates. You can even post your own messages to the wall. If you plan to attend a particular meeting, let people know by posting it on the NATA Facebook page. You can even “tag” the friends that you are going with if you are “friends” with them on Facebook. Also, Facebook now uses hashtags.



#### [Twitter](#)

Following NATA on Twitter will give you instant updates. “Mention” NATA using @nata1950 anytime! [ex: @nata1950 I enjoyed the session on ACL and the Female Athlete, presented by Dr. Andrews #NATA2013].



#### [Vimeo](#)

Browse past Hall of Fame videos and more. Find a video you like and leave a comment or share these videos on Facebook.



### [Pinterest](#)

Follow the NATA Pinterest account and receive updates whenever NATA pins a new article or resource. Re-pin these updates to share with your friends and colleagues who are also on Pinterest.



### [LinkedIn](#)

Connecting with the NATA LinkedIn account will open doors to more connections and will also give you another avenue to receive updates.



### [NATA Photo Gallery](#)

Browse photos from past NATA conferences and other NATA related events. Various photos can be downloaded for free or purchased. Find a picture you like and share these on other social media outlets.



### [Range of Motion](#)

This weekly publication offers informative material, recent news, ways to get involved, CEU opportunities, etc. You can find past articles in the keyword-searchable archive.



### [Google+](#)

Be social! Join the NATA Google+ group to get the latest news from the association.



### [Tumblr](#)

Check out our favorite social media photos and #TBT moments on our Tumblr page.



### [Instagram](#)

“Like” (♥) the photo. “Follow” the page. Following the NATA Instagram Page will give you instant updates. You can tag @NATA1950 in your individual posts. You can even “tag” friends (associations, clubs) in your posts. You can also tag an Instagrammer in your post. By “tagging” another Instagram account this photo will show up in its “photos of you” section. Instagram also uses hashtags.



### Repost

Repost for Instagram makes it easy to #Repost your favorite photos and videos on Instagram while giving credit to the original Instagrammer. When you find something you want to repost in Instagram, simply copy the share URL and open Repost. Then in Repost, you can position the attribution mark and send the reposted media back to Instagram. NOTE: This app requires an Instagram account to use.

## Helpful terms

- # - The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. [It was created organically by Twitter users as a way to categorize messages.](#) The # is used immediately before a word that you want to emphasize. Other users should use the # in front of the same word. Anytime you see the #, you can click on the word following it and find more people who have posted with that same term. If enough people use the # in front of the same word, it will “trend.” Use the # when on Instagram and Twitter. Example: Just got to St. Louis for a great week at NATA!!! #NATA2015
- @ - The @ symbol, used to mention a person or an account. When you mention someone on Twitter, you either click “reply” on one of that person’s tweets or you open their profile and write your tweet in the box provided. You can also simply mention them in your tweet with “@username.” There’s no space between their username and the @ sign. Example: @NATA1950 The Keynote address at NATA was awesome!
- Trend - Trending occurs when many people use the same word behind a hashtag. Trending allows your topic to be popularized.

## Social Media Campaigns

- Get involved with national and district-level campaigns.
- Get involved with other professional social media campaigns.
- Start your own district or state social media campaign.

## NATM



Get involved with [social media efforts](#) specific to National Athletic Training Month.

## Chapter 5: Branding

### Branding

#### To-Do List

- ❑ Define your brand.
- ❑ Make your brand visible and available.
- ❑ Seek feedback from other associations.

In 2012, the NATA membership indicated the need for a new logo that would better represent where athletic trainers are positioned within the health care marketplace. A new logo was designed with a greater emphasis on medicine. The modern visual draws attention to the “AT” portion of NATA by reversing those two letters. This [video](#) explains how the decision was made to create a new logo and explains the details and thought process behind the design elements.

The NATA logo and all components, including the stylized Rod of Asclepius and “AT” graphic, are protected by copyright and may not be used by third parties. Check out additional information on the [NATA and AT logos](#).

#### District and State Organizations

Use the national logo framework and create your association logo to reflect your district or state. Designing a comparable logo/brand helps to identify who you are. NATA offers help designing district and state logos. Contact Communications Manager Jordan Grantham at [jordang@nata.org](mailto:jordang@nata.org) for more information.

#### [Brand/Logo](#)

Your logo is extremely important. It's the visual representation of your association, and it should be attached to all of your social media posts, e-blasts or email campaigns and

formal correspondence. Increased visibility of a logo means more association with the brand. Make sure your message and image are consistent throughout your entire media network. This helps build your brand among all the audiences with whom you communicate.

Other brand-building tips include:

- Connect with other professionals using your branded identity on social networks.
- Engage in discussion with PR committees in other districts and states.

What is your association doing to enhance your brand?

- Research
- Award winners
- Volunteer work
- Activities
- Videos

 Maintain your website.

Create a visual representation of your association. Be sure to clearly identify your brand throughout.

- If needed, seek creative and design help within your association.
- Keep your brand up-to-date with the changes and accomplishments within your association.

 Create social media outlets to enhance your brand.

- Use social channels as a quick and easy way to reach your target audience.
- Be sure to clearly identify your brand throughout.
- Maintain a positive and professional presence.

## Chapter 6: Life Balancing

### Life Balancing

#### To-Do List

- ❑ [Nominate a deserving AT for the Gail Weldon Award of Excellence.](#)
- ❑ [Get involved with your local community.](#)
- ❑ [Implement life balancing at work.](#)
- ❑ [Combine life balancing with NATM.](#)
- ❑ [Create a press release](#) that details all of your efforts; share it with your communications department and the local media to optimize media coverage and promotion of the athletic training profession.
- ❑ Submit all efforts to NATA as an entry to the NATA PR Contest.

Did you know NATA offers an [award](#) (Gail Weldon Award of Excellence) that recognizes the efforts of those who are committed to mentoring, professional development and life balancing for female ATs or significant contributions made to improve the health care of females provided by ATs?

### Workplace

- Address your salary and justification for increasing the number of ATs on staff during every evaluation with your chain of command. Be prepared with statistics showing your current number of treatments, number of patients, budgetary needs, etc. Check the NATA website for current salary information.
- Share your calendar to show where you are and when. Document every event for which you provide medical coverage, all “other duties as assigned,” volunteer events, committee involvement, etc.
- Prevent burnout: This is an ongoing issue with no standard solution. Talk to your supervisor about your needs and the conditions that concern you the most. Prioritize and stand firm in those priorities.

## Chapter 7: Ethnic Diversity

### Ethnic Diversity

#### To-Do List

- ❑ [Get involved with your local community.](#)
- ❑ [Get involved with NATM.](#)
- ❑ [Create a press release](#) that details all of your efforts; share it with your communications department and the local media to optimize media coverage and promotion of the athletic training profession.
- ❑ Submit your best efforts to the NATA PR Contest.

[National minority organizations](#) include African American, Hispanic/Latinos, American Indian/Alaska Natives, Asian Americans and Pacific Islanders. Determine if you have a local chapter in your area. If so, request to present at an upcoming meeting.

Talking points might include:

- AT availability at junior and high schools for injuries that occur at school.
- Minorities in the athletic training profession.
- Dropout rates in school; prevention could include being involved in the athletic training program at the high school their child attends.

## Chapter 8: Clinical and Emerging Practices

### Clinical and Emerging Practices

#### To-Do List

- ❑ Encourage your workplace to become a [Youth Sports Safety Alliance member](#).
- ❑ [Get involved with the local community](#).
- ❑ [Promote the profession at work](#).
- ❑ [Create a press release](#) that details all of your efforts; share it with your communications department and the local media to optimize media coverage and promotion of the athletic training profession.
- ❑ Submit your best efforts to the NATA PR Contest.

NATA provides many resources based on specific settings to help promote ATs in all fields. Visit [NATA's website](#) to browse videos and brochures that can aid in your efforts to promote the athletic training profession. [NATA](#) also has online information on advanced knowledge and skills required for the clinical setting, hospital, industrial, military, performing arts, practice administrators and public safety. If appropriate, have your workplace become a [member](#) of the [Youth Sports Safety Alliance](#). There's no cost to join.

#### Workplace



Create a display area that features the athletic training staff. Have professional headshots taken (communications department will generally take pictures at no cost) and mounted with titles and credentials. Think of this as a larger display version of a [Press Kit](#).

Create a press release and promote the ROI of your practice/setting. Leverage success stories, patient case histories, new research, techniques or trends. Promote to both print and broadcast media since these offer very visual and compelling testimonials and could lead to potential benefits for future patients and the community as a whole. Identify a colleague in the practice to serve as spokesperson, with possible patient participation. Work with your communications department as appropriate.

Create standalone events that promote the resources of your practice, provide education to consumers and allied health professionals and put a face on the profession and your services. These can serve as great draws for media and also generate awareness and a “hands-on” approach to what you do and how you do it.

#### NATM

- Ask to talk to boosters at your clinic’s contracted schools. Many times, these stakeholders do not know exactly who you are or what you do. Share your Press Kit with them.
- Request a page or ad space in the company bulletin that highlights the athletic training staff, team doctors, etc. Focus on the education and description of ATs. Again, you can use the same information that you might include in a press kit.

## Chapter 9: College and University

### College and University

#### To-Do List

- [Visit NATA for resources.](#)
- [Get involved with your local community.](#)
- [Implement promotional efforts at work.](#)
- [Get involved with NATM.](#)
- [Create a press release](#) that details all of your efforts; share it with your communications department and the local media to optimize media coverage and promotion of the athletic training profession.
- Submit your best efforts to the NATA PR [Contest](#).

NATA provides many resources based on settings to help in promoting ATs in all fields. Visit [NATA's website](#) to browse videos and brochures that can aid in your efforts to promote the athletic training professions.

## Workplace

 Create a display area that features the athletic training staff. Have professional headshots taken (communications department will generally take pictures at no cost) and mounted with titles and credentials. Think of this as a larger display version of a [Press Kit](#).

 Promote success stories and new research coming out of your institution. You can do this using social media, your organization's newsletter, and local news outlets.

## NATM

 Work with your sports information department to develop PSAs for halftime at games/between innings.

 Request a page or ad space in the media guide that highlights the athletic training staff, team doctors, etc. Focus on the education and description of ATs. You can use the same information you might include in a [Press Kit](#).

 Ask your team physician to display a poster with bios and photos of the school's athletic trainers, along with a description of the services offered.

 Allow student to decorate cakes that promote ATs. Pick a winner and then deliver the cakes to local physician's offices.

## Chapter 10: Youth Sports and Secondary Schools

### Youth Sports and Secondary Schools

#### To-Do List

- ❑ [Encourage your workplace to become a Youth Sports Safety Alliance Member.](#)
- ❑ [Become a Safe Sport School.](#)
- ❑ Share information about [AtYourOwnRisk.org](http://AtYourOwnRisk.org).
- ❑ [Get involved with your local community.](#)
- ❑ [Promote the profession at work.](#)
- ❑ [Get involved with NATM.](#)
- ❑ [Create a press release](#) that details all of your efforts; share it with your communications department and the local media to optimize media coverage and promotion of the athletic training profession.
- ❑ Submit your best efforts to the NATA PR Contest.

NATA offers many resources that can assist in your efforts to promote the athletic training profession.

#### Youth Sports Safety Alliance

Several years ago, NATA founded the Youth Sports Safety Alliance to addressing the growing concern of injuries that occur to the youth athlete. Have your workplace become an [alliance member with the Youth Sports Safety Alliance](#). There's no cost to join.

## ATs and the Safe Sports School award

Apply for the [Safe Sports School award](#). This is an excellent and newsworthy event locally and will promote the award and the profession at the same time. Recipients of the award have an opportunity to promote the important safety measures that earn the award, most of which are implemented by ATs. The award is a job-builder and educational tool for the entire community.

## Workplace



Create a display area that features the athletic training staff. Have professional headshots taken (communications department will generally take pictures at no cost) and have them mounted with titles and credentials. Think of this as a larger display version of a [Press Kit](#).



Have information about ATs, injury prevention and other resources available in your office. There are many [resources](#) available to the public and for the public.

## NATM



Create notecards for coaches, including a quick reference guide for situations that may occur when an AT may not be present. Topics might include environmental conditions, sudden death, exertional sickling, heat stroke, rhabdomyolysis, TBI, etc. Be sure to include your contact information in the event of an emergency.



Ask your team physician to display a poster with bios and photos of the school's athletic trainers, along with a description of the services offered. Include a quote from the physician about the care that ATs provide.



Allow student to decorate cakes that promote ATs. Pick a winner and then deliver the cakes to local doctor's offices.

   Work with your communications department to prepare PSAs for halftime at games/between innings.

   Ask to speak to your booster clubs and parent groups. Many times, these stakeholders do not know exactly who you are or what you do. Share your [Press Kit](#) with them.

   Request a page or ad space in the program that highlights the athletic training staff, team doctors, etc. Focus on the education and description of ATs. Again, you can use the same information you might include in a [Press Kit](#).

## Chapter 11: At Your Own Risk

Share information about NATA's **public awareness campaign** designed to educate, provide resources and equip the public to act and advocate for safety in work, life and sport. [AtYourOwnRisk.org](http://AtYourOwnRisk.org) provides recommendations on keeping student athletes and communities active and employees safe on the job.

- There's lots of important information on safety for student athletes, parents, school administrators, legislators and employers, including the benefits of sports and physical activity and how athletic trainers can play a substantial role in mitigating risk.
- You'll also find an interactive map with sports safety information for all 50 states, interactive quizzes for parents, student athletes, administrators, employers and legislators to test their knowledge of sports and safety protocols, along with information on how to reduce risk, an opportunity to share personal stories and Information on sports safety legislation and how to support related bills.
- NATA has created a number of resources to help educate the public on the issues that may have an impact on them. These resources can assist in educating and promoting AT Your Own Risk and supporting change. Here are some helpful links:

- o [State and District promotional toolkit](#)
  - o [State and District presentation](#)
  - o [Fact sheet for schools](#)
  - o [Fact sheet for Employee Safety](#)
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- NATA also offers state and district associations the ability to customize At Your Own Risk resources to assist in your promotional efforts. NATA can customize infographics, advertisements and/or public service announcement videos with your state or district logo. Contact Amanda Muscatell for more information.

## Chapter 12: Additional Information

### NATA [Communications Toolkit](#)

The NATA communications department has created a toolkit for districts and states with information on the best ways to distribute information to their members. The toolkit contains the following information:

- Sample communications strategic plan
- Annual communications calendar
- Monthly communications run sheet
- Social media best practices
- Social media measurements
- Social media policy for volunteers
- NATA News district news submission calendar
- NATA verbal style guide
- Logo guide for districts and states