

# How to Be An Effective reSport Card™ Publisher

**Content, advertising and distribution** all work hand-in-hand to provide your readers and advertisers an effective medium to communicate the progress of your team. A book full of advertising, while perhaps an excellent source of funds, is of little interest to readers and thus difficult to achieve wide distribution. A magazine full of content that attracts readers also attracts advertisers because supporters know that there is something of interest to a wide range of readers—or buyers. To maximize your fundraising capabilities you want more content than advertisements to both attract readers and minimize what is known as “advertising clutter”: too many ads that lose their effectiveness because their messages get lost.

We would suggest a mix of no more than 40 percent advertising to 60 percent content. The amount of advertising that you allow, their sizes plus other sponsorship opportunities, PLUS the number of times that you anticipate publishing PLUS any cover price, are all factored together to help you determine advertising rates.

## CONTENT



### Attracting Readers

The most important item to a long-term successful reSport Card program is CONTENT, CONTENT and more CONTENT. The more content in the book, the more people will want to read the magazine. **Content** appears in two basic forms: **photographs** and **text**. Be creative.

Here are types of content that have been published in reSport Cards:

**Photographs** of athletes—use the preseason “posed” player photos, team photos or use action shots, if available

**Action photos** from games. Don't forget to acknowledge photographers.

Let students and parents get involved. Have them email their photos to you and if used, credit the photographer. eNarratives will place the action shots throughout your magazine.

Pictures of others involved with the team: **statisticians**, team managers, key parents, assistant coaches, etc.

Use pictures of the **cheerleaders**, **band**, **team managers** and anyone else involved. Include teachers and students who attend the games as well.

Pictures of the **homecoming court**, or homecoming parade and other school events. Pictures of division or conference banners highlight past achievements.

The more pictures the more attractive your reSport Card

Use our SportsWriter service to organize your content and statistics. Enter as much as possible so the most current statistics will be published

Team **statistics**, **team records**, school records, team **rankings** within the conference or division. Expand your readership opportunities: your next opponent offers content that they would be interested in:

- Opponents' statistics and/or win-loss records
- Opponents' rosters

Use the *reScoreCard* **score sheet** so that people can follow the game as it is played.

The reScoreCard is a blank score sheet that can be published in your magazine.

Use **player** and **coach bios**— bios may contain anything of interest to the person from most their admired celebrity or athlete to favorite foods, subjects, books, etc. Be creative with bios.

### Rosters

Rosters from not only your team but opponent's rosters. Rosters can include cheerleaders, band, etc.

### Game summaries for each game

Game summaries list the schedule of match-ups with results next to each match-up played

### Game stories

Game stories may reflect the last game played, a season-recap or a specific game. eNarratives always writes at least one story per issue for you.

### Standings—conference standings or other rankings

### Coach and Player comments

Quotes from a coach or player that talks about the season, a specific game or what they think the future holds

### A new cover for every issue

eNarratives works with you to ensure that every issue has a new cover. We use different photos, tag lines, players of the week and cover text to signal a new edition. Change is good and more people will notice a new issue by a different cover.

### School or congratulatory announcements & Other comments

Announce dances, prom, student council meetings, plays and any other school events.

This could range from players who were awarded player of the week, all-state and other awards. Plus, announcements regarding homecoming king and queen, college scholarships and other notable achievements pertaining to the school or teammates. Announce special half-time ceremonies.

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Special comments from the principal, athletic director, booster club or anyone (especially anyone willing to pay to have their comments read).

**School histories**, creedos; team or coach histories; Hall of fame members. Maps and/or directions to venues.

## Alumni

Take advantage of alumni announcements about reunions, finding former classmates and other alumni activities.

Ask alumni to help with your magazine or to contribute financially.

Use eNarratives' **direct-mail option** to mail booklets directly to your alumni.

## Use student-written features

Students write feature stories on an athlete or at the school. This is a great tie-in with your journalism class.

Mention everyone who had a hand in contributing to a reSport Card issue: including statisticians and people on the sidelines. Remember, the more people that help, the more names you can put in the magazine and the more people your audience will read about.

Publish your team's or school's **website**

## Cross-promote other sports and activities

Promote other sports or activities around the school or organization. Use a calendar or schedule to let everyone know about upcoming events.

Combine two or more teams into one reSport Card - including player photos and statistics. For example, Varsity and JV or boys and girls or even two different sports. Include photos from other sporting events. eNarratives' standard template supports the inclusion of any number of teams into a single magazine.

show samples around!

Advertisers appreciate proof of their sponsorship. **Order enough reSport Cards to distribute to your sponsors**

Give advertisers choices and price-points for different types of sponsorships:

- Inexpensive banner ads on any page
- Sponsorships for the entire magazine, page or section
- Single advertisements (this is the most common type of sponsorship)
- Everything is for sale: think about all content as a way for a sponsor to buy into your program
- Differentiate sponsorship opportunities for one issue versus sponsorship of a book, section or page for the entire season

Approach advertisers that have relationships with your school or organization.

Approach local businesses and organizations within the community or school district.

Advertisers may wish to offer coupons with expiration dates. Coupons encourage a fast buy decision.

Work with advertisers on any style of gimmicks that they may offer and have them incorporated within the reSport Card.

Find out who is reading or buying the magazines and provide advertisers the demographic profiles of your readership (this is also a great project for a business or marketing class). For example: what age range of students read the reSport Card, what types of adults read the books (parents, grandparents, neighbors, etc). Communicate this information to your sponsors.

Find out which athletes' parents own businesses and ask them to advertise.

Think about selling classified ads: help wanted, volunteers wanted, items for sale, lost and found, etc.

Let advertisers know how many issues will be published each time and how often it will be published...

## ...GIVE ADVERTISERS REASONS WHY THEY SHOULD ADVERTISE AND SUPPORT YOU!

eNarratives offers everyone a full-color, high-quality, fast publication's process and you offer your advertisers access to your readers, athletes, parents, families, students, teachers, coaches and CONTENT which results in a marketplace of potential consumers.

## ADVERTISING

### Attracting Advertisers

*Now that you have done your best to attract readers, you can work to let advertisers know about your publication, who your readers are and the content that you publish.*

Let advertisers know that their ads will be in **full color** and that each issue changes from publication to publication, just like a magazine! We can't emphasize enough the impact that a frequently printed, FULL COLOR publication makes on how a sponsor communicates their message. The reSport Card is printed in full color, always! Call eNarratives for a reprint of a booklet if you need to

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## DISTRIBUTION

*Distributing your magazine is the centerpiece of making your communications medium work for your readers and your advertisers.*

When starting out with the reSport Card, don't be afraid to distribute free issues to introduce your potential readers to the reSport Card. Many teams opt to give the magazines for free throughout the season and rely solely upon advertising for their financial support.

Distribute the reSport Cards from the same place where programs may be sold, for example, concession stands.

Order your reSport Cards early enough to distribute them before the game

Have local restaurants or student hotspots distribute your magazines

Have students distribute them in the cafeteria during the week

Have the morning school announcements remind students to buy their reSport Card magazines

Have PTA and/or the Booster Club help circulate the reSport Cards before the game

Let everyone know that your magazines are for fundraising

Ask parents to sell the books at their work or to their friends

Ask your advertisers if they would distribute a few magazines for you.

## SportsWriter

### Tying it all together

This document describes numerous types of content that can be placed into any issue of the reSport Card. In fact, there is so much that you can publish that at first it seems overwhelming. But fear not, SportsWriter actually makes it easy to set up and collect most of your content and that makes it easy for eNarratives to get you proofs in a very short time frame which results in fast turnaround times.



SportsWriter allows you to set up:

- Schedules
- Rosters (for any team) and player info
- Team name, league, conference and team info
- Track the statistics for each game  
Via the use of a simple grid-style entry form that takes about 5-7 minutes to fill out, after each game. This gives us stats by player and stat category and automatically keeps track of the team's win-loss record.
- Photos: any photos for publication are uploaded either to the team, the player or to a game. Your instructions tell us which photos to publish.
- Coach information: Including coach comments and photo
- Stories: eNarratives always writes a story for your publication. If you supply other text, you can type (copy/paste) it into team comments or email us the text—whatever is easier.
- Advertising or other images: can be uploaded to the team or can be emailed to us.

## A TEAM APPROACH

A team of individuals involved with the publication of reSport Cards produces the best magazines.

A *coordinator* ensures that all pieces have been collected and published, and orders and receives the magazines.

A *statistician* keeps team and game information current.

A *photographer/image liaison* ensures photos are current and obtains new photos for publication.

An "*ad rep*" works with supporters/advertisers to obtain fees and artwork.

eNarratives provides timely PDF proofs and products to ensure the visual product is as expected and delivered on time.

We've also had people that "do it all" and the process works well for them because of the automation available with the SportsWriter site running on the Internet—a place that is available wherever an Internet connection is available!

