

MEDIA PRESENTATION TO STEWARDS

MARCH 4, 1994

1. Media list compiled of 125 names, representing major media around Australia.
2. Media Day invitation, accreditation forms and press release sent out to these people February 15, 1994.
3. Media/Sponsor Day organised for March 2, 1994 at Domaine Chandon winery. In excess of 100 people attended. Included representation from:-

Channel 9 - Wonder World

Channel 10 - for news feed to all stations, Sports Tonight

3MMM Breakfast Radio

Local Media

Photographers

30 media attended.

8 teams turned up:-

Bates/Taylor

Ordynski

Middleton/Long

Officer/Officer

Ashton

Register/Murray

Kendrick

Friend

Discuss format for the day.

4. Press Releases sent out February 15 and 22. Radio included.
5. Contact made with all T.V. stations week commencing February 28.

6. Media coverage to date:-

Radio interview with Glenn Cuthbert February 27 on 3RRR - 15 minutes on-air time
Continual radio announcements on 3AW by David Morley
Radio announcements by Jim Murcott on 3AW "Drive" programme
Auto Action Poster
Toyota TV deal via Channel 10. Although set up by Toyota, coverage is only for this Rally and direction and discussions left to Jenny Black to coordinate.
Channel 9 Wonder World children's programme
Mt Views Newspaper - 4 page pullout
Post Newspaper Group - full page on Rally
Western Times in Footscray
Radio interview with 3MP by Jenny Black for Saturday, March 5
Bob Whyatt's radio programme in SA
Wide World of Sports coverage for Sunday via Channel 10 link - feeds from Jenny Black
Canberra Times
Automotive Business

7. 43 accredited media.

8. Media Guide prepared containing:-

Media Centre opening hours and phone/fax numbers
Safety Guidelines
Rally Terminology
Welcome by Clerk of Course
Entrants List
Itinerary
Overall spectator map
Specific media maps, highlighting media points for all stages
Stage descriptions
1994 ARC pointscores
Team Details
Individual Stage Time Chart
Emergency Phone Numbers by stage
Media questionnaire

9. Following early accreditation, media kits prepared in advance and contained:-

Vest
Car pass
Media pass
Media Guide
Spectator Guide
Details regarding parking at Novotel Bayside Hotel

10. Canon Media Centre

Contact made by Jenny Black with sponsor and obtained:- 2 faxes, one with
faxes numbers preset by Canon

Photocopier

Printer

plus promotional items

Centre also includes:-

Results PC and printer

Working PC and printer for media

Information in Centre for media includes:-

Posters

Major team profiles and photographs

Extra Media Guides and Spectator Programmes

ARC points for C5 event in Queensland

Progressive points after 2 rounds

Change to entrants list

11. Final results press release to be sent to all suburban newspapers with
photograph from the Media Day. To be posted Monday, March 7.