



Dealing with the Press

People who take part in shooting sports or work within the gun trade or shooting industry are often asked to comment on particular aspects of our sport or industry and this may be perfectly fine when commenting on matters of local interest. However, sometimes occasions arise where the Press are looking for 'sound bytes' they can use in the national press in response to major news stories.

If these stories are about a shooting tragedy, it is particularly important that extreme caution is used when dealing with the Press and if possible, they should be referred 'up the line' to someone better qualified to comment.

For this reason, three members of the APSI Management Committee undertook Media Training through the British Shooting Sports Council.

For further details of the association please

Visit: www.apsi.co.uk | Email: chris@executivedays.co.uk | Call: 01782 397961



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It would be better if any of our members who are approached by the Press for comment on emotive or tragic issues, should think very carefully and then refer the Press to our media representatives, rather than giving 'reactive or emotional' answers to pushy questions, which later prove embarrassing.

They are:-

Chris Miles, mobile no. 07850 547990

Guy Field, mobile no. 07967 026350

Peter Croft, mobile no. 07774 922060

They, in turn will express our sympathies in an appropriate manner and either ask for prior knowledge of the questions in order to prepare suitable answers, or refer further up the line to the BASC Media Communications Department, where BASC, in conjunction with the Countryside Alliance, will offer the best level of suitable communication with the Press and link this to monitoring other press activity.

This is a very important initiative assembled by the constituent members of the British Shooting Sports Council in order to avoid damaging statements that the Press can use on a national basis.

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