



## **LONDON GD HANDBALL CLUB**

41 Tynemouth Road, London, SE18 1PH, (United Kingdom)

Tel/Fax: +44(0)2088545566; Mob: +44(0)7813640184

[www.londongdhandball.co.uk](http://www.londongdhandball.co.uk), [menexecutive@londongdhandball.co.uk](mailto:menexecutive@londongdhandball.co.uk)

Men: England Champions 2000, 2001, 2005, 2008, 2009, 2010, 2011, 2013, 2014 British Cup winners 2004, 2005, 2006, 2007, 2008, 2009, 2011, 2012

Women: England Champions 1986, 2007, 2010; British Cup winners 1986, 2007, 2010, 2013

### **Media Management – What Works Well In My Club**

Handball was introduced in Great Britain in the late 60's early 70's when the Hans Baumann Trophy for handball development was twice awarded to the British Handball Association. Despite this great start handball it actually never took off in the country, despite being a spectacular sport and fitting the British athlete profile.

One of the most important reasons for this failure was and unfortunately still is the complete lack of interest for handball from the mass media, be written or audio visual. It is very well known that British mass media are only interested in football, cricket, rugby and a couple of other sports.

The awarding in 2005 of the 2012 Olympic Games to London had little impact for handball from the mass media point of view, even it was known that the GB teams will participate in the tournament. However, during the Games, handball had all games almost sold out and there was a huge interest in it from the British public, but even with this surge, British mass media raised their interest very little and when they did it was only about the GB teams and their lack of good results.

After the Games had finish, the interest for handball in mass media came back to the pre Games level, this also being a consequence of the fact that the British Handball Association and England Handball Association instead to try and work on the success handball enjoyed within the public, they entered an inexplicable period of complete silence straight away after the Games. In this situation only the clubs have been left to try to maintain the interest alive and develop it.

Our club, London GD HC tried without sparing any effort to get handball in newspapers and TV networks. This task it is a very hard one for us, as we have no paid staff and all people who run and manage the club are doing it on a voluntary basis in their own free time. We managed a couple of radio interviews with BBC and some article in local newspapers once in a while, but we never been on a TV show or national press. Even when we play in European Cups there is no interest whatsoever from any mass media entity.

The lack of interest from traditional mass media left us only one other path to take and that is the online Social Media. We have two dedicated volunteers who are in charge of our Facebook page and Twitter account. This are updated almost daily and keep our members and supporters informed about all our activities and achievements. On Facebook we have over 2200 likes and on Twitter we have over 1000 followers and we are working hard to get these numbers up. The online Social Media will be our main media portal for everything related to our club but we will keep trying to get into the traditional mass media, a first step for that being the appointment of a Media and Public Relations Officer, even is on a voluntary basis for the beginning.

Another area which we are investigating and can prove a good resource is the online live streaming of our games and tournaments. We have established our own TV page on our website and we will either collaborate with specialized companies in this business or we even broadcast ourselves. Our plans are to starting it later in August.

Unfortunately, at the moment I cannot say anything more about Media Management as the conditions we are facing here in UK are very tough from this point of view.

**Radu Miclaus**

*Executive Director*