

Sheffield Conference

by The Editor

ALL ROADS LED TO HALIFAX HALL

AT the beginning of last season, the E.T.T.A. set up a Publicity Committee under the chairmanship of A. K. "Bill" Vint, O.B.E., and from this body germinated the idea which blossomed into a full scale Conference at the University of Sheffield's Halifax Hall over the weekend of September 19-21.

The sub-committee felt that by bringing together people concerned with table tennis publicity in all parts of the country, and by exchanging views and experiences, and also by hearing at first hand about the problems encountered by national journalists, an important step towards the possibility of increasing overall newspaper coverage of our sport would be made.

Further incorporating an exchange of views on many other matters directly or indirectly bearing on publicity, the important subject of improved presentation at Open Tournaments was also platformed.

The Conference was opened on the Friday evening by E.T.T.A. Chairman Conrad Jaschke who also addressed the delegates on the international scene as well as introducing the various speakers.

Split sessions followed throughout Saturday when, on the Publicity front, "Bill" Vint gave a talk on "Press Relations" and Sydney Hulls of the Daily Express had "What do Sports Columnists require from Press Officers?" as his subject.

Sydney's was light-hearted stuff but emphasis was laid onto his four A's which were AIMS, ACCURACY, AVAILABILITY and ATTITUDE. But as John Woodford would have it "visualise the Sports Desk at the Express with 40 phones all ringing—that is why sometimes you may not be able to get a reply!"

Coincidentally with the foregoing sessions, Tom Blunn held an audience on "The grading of Open Tournaments" and George White unfolded "The duties of a Tournament Referee" to an open mouthed gathering.

Saturday afternoon continued with Jack Thompson, of B.B.C. Radio

Sheffield, taking as his topic "Sports broadcasts on local radio stations whilst in the adjoining room Albert Shipley and I discoursed on "Tournament organisation—methods old and new".

It was then back to the press again with John Woodford, E.T.T.A. Press Officer (South), enlightening his audience on "The work of a County Press Officer" with tapes being run on his own broadcasts from Radio Brighton.

Geoffrey Harrower of the Daily Telegraph then commanded the attention of both groups, in his own inimitable way, taking as his subject "Why table tennis does not get more publicity". As well as being an excellent writer, Geoffrey also has a considerable command over the spoken word.

A split session on Sunday found Derek Tremayne lecturing on "Sponsorship" and yours truly revealing a few home truths on "Table Tennis News—how it is produced and as a magazine, its value as a publicity medium."

Finally the whole of the delegates assembled for "Any Questions" which were fired at a Panel comprising Conrad Jaschke, Bill Vint, Tom Blunn, Derek Tremayne and P.R.O. Frank Clay.

Throughout the whole of the conference, audience participation played an extremely important part and a debt of gratitude was earned by the members of the Sheffield and District Works Sports Association for acting as Stewards, especially Paul Turner who rendered such valuable assistance in the weeks prior to the event.

Albert Shipley was the Conference secretary and he too came in for a deserved vote of thanks. Some fifteen officials were in residence over the weekend together with 21 Press delegates and 27 Tournament delegates all of whom can be seen on the steps leading up to Halifax Hall in the bright sunshine of Sunday morning. The photograph was taken by Cliff Darley.

Without doubt the weekend was a success, the catering arrangements and food A1 and the company most genial.

COACHING NOTES

COACHING CHARGES

The scale of charges for the services of Staff Coaches as recommended by the National Coaching and Schools Committee and approved by the National Council is as follows:

	Unaffiliated	Affiliated
(i) Per session, i.e. morning, afternoon, evening	£5	£2/10/0
(ii) Full Day, i.e. 3 sessions	£12	£6/0/0
(iii) Two Days, i.e. 5 sessions	£20	£10/0/0
(iv) Sessions of longer duration	By negotiation	

Fees are inclusive of travel. Accommodation should be provided if a Course is longer than one day.

FREE COACHING SESSIONS

It was agreed by the National Coaching Committee that these sessions had been most useful in the 1968/69 season and should be continued in 1969/70. Details are being circulated to League Secretaries.

UNDER 13 COMPETITION

Because of the success of this event in the 1968/69 season, it was agreed that it should be repeated in 1969/70 and full details are being finalised which will be circulated to all Leagues shortly.

ADVANCE COACHING PROGRAMME

Jack Carrington	Date	Venue	Subject	Enquiries to:
	Nov. 7—	Crystal Palace	Colleges Students	J. H. Carrington, 24, Worcester Gds., Ilford, Essex. Tel.: 01-554 5838.
	" 8—	Billericay	School Centre	"
	" 10—	Swanley	Coaches' Study	"
	" 14—	Boreham Wood	Coaches' Study	"
	" 15—	Billericay	Coaches' Study	"
	" 16—	Ipswich	Regional Centre Training	D. J. Barrett, 14, Sidegate Lane West, Ipswich, Suffolk. Tel.: Ips. 78943.
	" 18—	Swanley	Coaches' Study	J. H. Carrington
	" 22—	Northampton	Regional Centre Training	K. Billington, Y.M.C.A., Northampton.
	" 23—	Crystal Palace	Regional Centre Training	J. H. Carrington
	" 25—	Swanley	Coaches' Study	"
	" 28—	Leighton Buzzard	Proficiency Award Session	"
	" 30—	Essex Schools Finals Colchester and E. London		
	Dec. 1—	Boreham Wood	Coaches' Study	J. H. Carrington
	" 6—	Leicester	Schools Coaching Rally	J. Ellis, 104, London Road, Oadby.
	" 7—	Ipswich	Regional Training Session	D. J. Barrett (as above)
	" 12—	London	National Coaching Committee Meeting	
Peter Simpson	Nov. 5—	Derby	Coaching Course	
	" 6—	Mansfield	Coaching Course	
	" 7—	Hull	Coaching Course	
	" 8—	Hull	Proficiency Day	
	" 9—	Leeds	Training of Northern Juniors	
	" 10—	Wakefield	Teachers' Course	
	" 12—	Sheffield	South Yks. Physical Assn. Coaching Session	
	" 14—	Morecambe	Coaching Course	
	" 15—	*Fleetwood	Assessment of Coaches	
	" 16—	Bradford	All levels	
	" 17—	Wakefield	Teachers Course	
	" 20—	Mansfield	Coaching Course	
	" 21-23—	Lilleshall	C.C.P.R. Coaching Course	
	" 24-28—	Lilleshall	Derbyshire Schools Coaching	
	" 29—	Weaverham	Schools Coaching	

*Sessions also on Nov. 22 and 29. Enquiries to S. Frohlick, 80, Princess Way, Fleetwood, Lancs. Enquiries for all other session to P. Simpson, 30, Vesper Gate Mount, Leeds 5. (Phone: Leeds 57510).

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