

Criterion A: Initial consultation

Interviewer: Jayger McGough

Person being interviewed: President of El Salvador Cricket-Andrew Murgatroyd

Time: 11:40am

Date: Friday 4th 2011

Location of interview: Mr. Murgatroyds class room

Jayger: Thank you Mr. Murgatroyd for your time, the interview is about to take place.

Murgatroyd: Ok.

Jayger: What are the current problems El Salvador Cricket faces?

Murgatroyd: There are a couple of problems. It all boils down to the fact that we don't have our own field. If we can get our own field, then we can have our own league. Once we've expanded the league we can affiliate with the ICC which is the International governing body of cricket. Once we affiliate with them, then we can get money from them and host international tournaments. I guess, more vaguely, we have a problem with recognition of the sport in the country. A lot of Salvadorians don't know what cricket is.

Jayger: What do you think is the most crucial problem?

Murgatroyd: The most crucial problem for us is money. We need money in order to buy a field and we currently don't have the money. It's fundraising really.

Jayger: Have you thought of any solutions to your problem? What are your ideas?

Murgatroyd: Our fundraising ideas are a few. At a local level we've sold some merchandise, we've sold some uniforms, we've done some raffles, we've had donations of drinks that we sell, we've tried to do a little bit of membership and we've raised money that way. But it's all fairly small, the amounts we are talking about are all very small and what we need is a large amount. So our big plan is to go internationally, like international donors. There are organizations out there that support cricket, so we want to tack them up because they are the ones that have the big budget and make donations that are going to matter.

Jayger: I will be doing a website. So what information do you think should be included?

Murgatroyd: On the website I guess we want them to know who we are, what El Salvador Cricket is, who's composed, who plays for El Salvador Cricket, so who we

are, what our aims are. Specifically if we are asking for money, something that is very important is that they know how much we need, they know why we need it and there's transparency in terms of how we spend it, they are going to want to know "I've given these guys two thousand dollars, what has happened to it?" that is really key for us.

Jayger: Yes, I understand. So what is the main goal? Is it raising money or getting new members? Or is it both?

Murgatroyd: I guess it's both, probably first is raising money. Our current facilities...even if we did have new members we wouldn't have any where for them to play. The field that we use is pretty much full, we can't really expand. So the priority I guess is to raise money, to get a new field, once we have a new field then we need to expand the league. So...it's both but the main priority is to raise money.

Jayger: So, what language? Or, what languages would you like the El Salvador Cricket to be in? English, Spanish, Both?

Murgatroyd: Yes, I think it would have to be both. If it'd had to be only one, it would be English but probably both

Jayger: Yes it will be both. How about videos and photos?

Murgatroyd: Yes, I would like as many of those as possible. The more information you can give to your potential viewers, particularly to potential investors, the more likely they are to invest.

Jayger: How about contact details? For instance, should we give your contact details? Whose contact details should we give?

Murgatroyd: Yes, probably the ESC president, which is me. I would have a specific ESC president email, I don't want to give out my personal email. So I would set up separate accounts, but it would be me that checks it

Jayger: How about things like training sessions? All that should be included right?

Murgatroyd: Yes, yes definitely. So that it is clear, like we do a picture but people don't know how long ago it was, did people just pose for the picture? You do a training session and you know it's over a longer period of time.

Jayger: How about names, photos of students and adults? Shouldn't we ask them for their permission?

Murgatroyd: Yes, Yes indeed. Something we need to think about... we created a website previously not for El Salvador Cricket, but the rule we had was either a name or a picture but never both, never a name and then a photo. But, I don't know we are a

bit open to advice and we should really check with the latest recommendations out there.

Jayger: What domain would you prefer?

Murgatroyd: El Salvador Cricket would be the best, but anything that shows that we're from El Salvador cricket, Cricket El Salvador, ESC anything like that would be good. Just give the idea that its, our website for El Salvador Cricket.

Jayger: Ok, well thank you Mr. Murgatroyd. That will be it for today.

Murgatroyd: Thanks Jayger, cheers and Good Luck!