

How to write a Media Release

Media releases are the standard way of providing information to the media. This article provides helpful tips on writing media releases, which can be beneficial for your club in providing free promotion. However keep in mind that you have no control over what form the publicity may ultimately take.

THE MEDIA

- ◇ Identify the media you are targeting.
- ◇ Get to know the local journalists who write the sports sections for the free newspapers or report for the radio stations. Find out what they're interested in covering and how you can give them the information.
- ◇ Take time to find out how they prefer to receive information (email/phone/fax) and what their deadlines are.
- ◇ Don't be pushy, instead willingly provide information and be prepared to assist the journalist in their pursuit of a story.
- ◇ Invite local media to attend a special event or pony club day.

HOW TO WRITE A MEDIA RELEASE

Presentation

- ◇ Typed on letterhead.
- ◇ Identify it as a media release on the top left.
- ◇ Date it top right.
- ◇ Use a catchy headline.
- ◇ Provide your contact details should they wish to contact you for more information .
- ◇ Use one side of the paper only and keep to one page when possible.
- ◇ Check for spelling and typos.

Information

- ◇ Who, what, when, why, where and how?
- ◇ Short paragraphs. Clear sentences.
- ◇ Your first paragraph is short and punchy. It is the story in a nutshell.
- ◇ Make sure you send out a pre event media release around two weeks before the event
- ◇ Try to send out a post event media release as soon as possible after the event. Ideally within a day or two of the event.
- ◇ Include important facts and statistics but don't overload.
- ◇ Use quotes from relevant people to support your release, such as the event organiser, club officials or winners on the day.
- ◇ The media is more likely to publish stories that will appeal to their audience. Check the local papers and listen to the radio to find out what types of articles interest the editors, readers and listeners. Work out ways to make your information more interesting.
- ◇ Famous people get more coverage just because they are famous, if you have a famous rider visiting your club and they are happy for you to promote this you can tell the local media.
- ◇ If a member of your club has won a State Pony Club Championship the media is likely to be interested in this and run a story due to the scale of the event.
- ◇ Remember stories that happen near to us have more significance. Therefore you already have a newsworthy story for your local area newspapers.
- ◇ Human interest stories are quite popular, stories that appeal to emotions such as happiness at a competition win.
- ◇ Have someone proof read your release.

Photographs

- ◇ Provide 2-3 photographs. Make sure you have the appropriate permission to publish the photo's and provide photographer recognition if necessary.
- ◇ Provide large file sizes for images and make sure you caption each person pictured in the image. Photographs need to be at least 1MB in size or larger to be of a good quality to print in a newspaper or magazine.
- ◇ Journalists often prefer pictures of individuals rather than large group shots. If your featuring a competition, send through some action photographs of riders competing and some photographs of the presentation.



Contacts

- ◇ Keep contact details of local newspapers and a 'Media Release' distribution list in your email contacts.

Example of a Media Release

- ◇ An example of a Media Release can be seen on the following page.



PONY CLUB
NEW SOUTH WALES

The Pony Club Association of N.S.W.

7/25 Victoria Street, Wollongong NSW 2500
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Phone: 02 4229 8977 Fax: 02 4229 8966

Email: admin@pcansw.org.au Website: www.pcansw.org.au

MEDIA RELEASE

For immediate release

3 February 2016

Wet Week of Camp Brings out Determined Riders

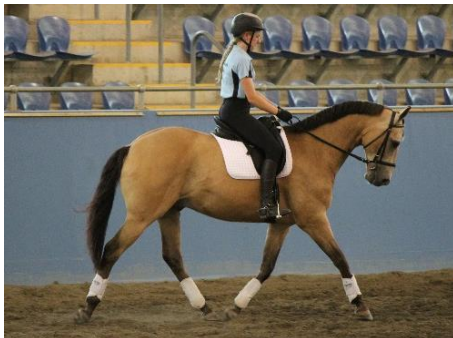
Riders selected to attend the 2016 Pony Club NSW State Camp have wrapped up their week of instruction from the Country's top coaches after a rainy week at the Sydney International Equestrian Centre on the 3rd-8th January.

The final day of riding sessions on Thursday 7th January finally brought some sun, after torrential rain hit the Sydney region earlier in the week. Riders were chosen to receive coaching in the disciplines of Showjumping, Eventing, Dressage, Mounted Games & Advanced Horsemanship.

While the rain did limit the cross country facilities available to Camp riders, coaches took the opportunity to use the fantastic indoor arena at the Sydney International Equestrian Centre to focus primarily on Dressage, Showjumping and Mounted Games techniques.



Riders from all over NSW attended the 2016 Pony Club NSW State Camp in January at the Sydney International Equestrian Centre



Isabella Wall from Moruya Pony Club received instruction from Dressage Coach, Peter Shaw at the PCANSW State Camp.

Young Dressage rider Angela Begg was full of praise towards the 2016 Camp; "The instruction that I received from our dressage coach, Peter Shaw, both on and off the horses was incredible. I have come away with a great understanding of what I need to work on with my horse and also of what correct, classical dressage looks like".

Many of the 2016 State Camp officials explained that this year's group of riders showed maturity and determination well beyond their years, and deserve to be commended on their great attitude throughout the Camp.

The Pony Club Association of NSW would like to thank the 2016 State Camp coaches; Peter Shaw, Sam Lyle, Jamie Coman, Jane Frankum, Sarah Venamore, Anthony Newham and Phil Logue for their efforts as wonderful coaches for our young pony club riders. Thank you also to the riders, officials and staff who travelled from around the state for yet another fantastic Pony Club NSW State Camp.

The 2016 Pony Club NSW State Camp is generously supported by International Animal Health, Mitavite official feed partner and Club Colours Direct. To find a Pony Club near you visit the state website on www.pcansw.org.au



Matilda Seppelt from Londonderry received instruction from Sam Lyle in the 2016 State Camp Eventing Team.

For more information:

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