



A guide to contacting local media



from Target PR

Think about timings

Allow enough time for drafting and getting any approvals you might need before issuing your press release – this is particularly relevant when you're including quotes as these will need to be approved by the person you're quoting.

While all newspapers will have an online presence, for their print versions, they will have deadlines so bear that in mind if you want to try and hit a specific edition ahead of your event as well as afterwards.

Make it newsworthy

It goes without saying that you need to make your press release as appealing as possible so that it stands the best chance of being featured. The person you send the press release to will be thinking about whether it's something that will interest their readers. A good structure to follow for this is:

- WHO: your club
- WHAT: the event
- WHY: what's the reason you're holding a SAW event. Think about including something about the mental health benefits to tie in with this year's theme
- WHERE: let people know where it's taking place
- WHEN: be clear on the date and the start/finish times
- HOW: more details about what people can expect and the reasons they should come along

You could also consider inviting local media to come along and have a go as an additional hook/way to pique interest.

Use good photography

Sending a photo with your press release will increase the likelihood of it being featured. But it needs to be the right kind of photo – something that helps to tell the story and that, if someone sees it, makes them think they'd like to come along.



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Perhaps you have an image of a previous event you could use that captures the fun element of archery? Just remember that you'll need to have the relevant permissions of the people featured. Some other key points to remember:

- Make sure the photo isn't blurred and is in focus
- Ensure photos are the right resolution – not too big and not too small. If you're using a smart phone, then there shouldn't be any issue with this
- Make sure no one has their eyes closed!

During the event itself, make sure you get lots of photos that you can use for any follow up stories. Again, permissions will be important here as well as getting the full names of anyone featured.

Consider local radio

As well as local newspapers, your local BBC radio station might be interested in the story. Here, if they do want to use it, they'll want to interview someone, so before sending out the release, you'd need to have this confirmed. Some key points to remember if you are successful:

- Is the interview going to be live or pre-recorded? Make sure you know this in advance.
- Where will it take place? Sometimes it might be in a studio, or you might get a call via FaceTime or WhatsApp. If it's the latter, make sure you're somewhere quiet, have a good signal and won't be disturbed
- Ask for the questions beforehand. This will help you prepare. Try not to rehearse specific answers though as this won't sound natural. As long as you know what the key points are that you need to cover, that will be fine
- Try not to be too nervous. It will be a topic the person being interviewed knows well and a bit of preparation will mean it's likely to go well. Remember, it's really just a conversation!

Start Archery

 **Week**

4-12 MAY 2024



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Find the right contact

While you might immediately think of your local newspaper as the place to send your story, and you'd be right, think about other outlets too. And whether you're contacting a local or regional newspaper, a website, a local magazine or a radio station, finding out who the best person is to send the press release to is key.

A Google search is a great starting point and may identify the best person, you could also try phoning. When calling, explain where you're from and what you'd like to send through, and you should be given the relevant contact details.

The right pitch

Once you know who you need to send your press release to, next you need to think about your email. Think about how you can best summarise your Start Archery Week event. It doesn't need to be long, in fact the more concise the better while still getting across the most important points.

If you have a photo to go with the story, you'll need to attach it and include a relevant caption. If the image is a posed shot of people then you'll need full names and job titles from left to right. And if you want to invite someone to come along, don't forget to add that in as well. Unfortunately, you're unlikely to get a response to confirm the story has been received and whether it might be included. If you don't see any coverage, then it is worth following up.

Good luck!

If you have any questions or would like further advice, please get in touch and we'd be happy to help: archerygb@targetgroup.co.uk