



The Pony Club Association Of New South Wales

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HOW TO PUBLISE YOUR CLUB/ZONE

Publicity is free promotion for your sports club, most commonly obtained through the media. When done well, it can bring many benefits to your club. However be aware that you have no control over what form the publicity takes.

How to get publicity

Get to know local media

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. Check their deadlines and requirements.

Attract attention

The media is more likely to publish or broadcast news or human-interest 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. Find an angle that will attract attention. Examples are: three sets of twins in one team, a celebrity is opening your fundraiser or your sport attracts singles keen to socialise.

Send media releases

Media releases are the standard way of providing information to the media. Journalists and news rooms receive hundreds of media releases every day.

ESSENTIAL GUIDE TO THE PERFECT MEDIA RELEASE

By Catriona Dixon - journalist, The Daily Telegraph, taken from NSW Department of Sport and Recreation's website: http://www.dsr.nsw.gov.au/sportsclubs/ryc_market.asp

Presentation

- Must be typed on letterhead
- Identify it as a media release on the top left
- Date it top right
- Use a catchy headline
- 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. Use layman's terms
- Your first paragraph is short and punchy. It is the story in a nutshell
- Provide news angles (ie focus on what is news – check your local paper for ideas.)
- Use present tense and active language
- Include important facts and statistics but don't overload

- Use quotes to support your release
- Have someone proof your release

Contacts

- Provide a contact telephone, mobile, fax and email for more information
- Make sure the contact person is available and returns calls promptly

The media

- Identify the media you are targeting
- 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
- Follow up your release with a short phone call: "Just wanted to ensure you received our release and let you know we are available to help you in anyway possible
- Develop a relationship with the journalists you regularly deal with.

IS YOUR STORY NEWSWORTHY?

News can be defined as *"Newsworthy information about recent events or happenings, especially as reported by news media"*. But what makes news newsworthy?

There is a list of five factors, detailed below, which are considered when deciding if a story is newsworthy. When an editor needs to decide whether to run with a particular story, s/he will ask how well the story meets each of these criteria.

Timing

The word news means exactly that - things which are new. Topics which are current are good news. Make sure you get your release, results and photos out to the media as soon as possible. For example, if your release is about your One Day Event you should have your release, results and photos sent out within a day or two of the event.

Significance

The number of people affected by the story is important. A plane crash in which hundreds of people died is more significant than a car accident injury one person.

Proximity

Stories which happen near to us have more significance. The closer the story to home, the more newsworthy it is. Note that proximity doesn't have to mean geographical distance. Stories from countries with which we have a particular bond or similarity have the same effect. For example, Australians would be expected to relate more to a story from a distant Western nation than a story from a much closer Asian country.

Prominence

Famous people get more coverage just because they are famous. If you break your arm it won't make the news, but if the Queen of England breaks her arm it's big news. If you have a famous rider visiting your Club/Zone make sure you tell the media!

This also works for the type of competition, or the success which club/zone members have. If a member in your club wins their Age Champion at a State Championships, the media is more likely to be interested and run a story, then if they won a ribbon at a fun gymkhana.

Human Interest

Human interest stories are a bit of a special case. They often disregard the main rules of newsworthiness; for example, they don't date as quickly, they need not affect a large number of people, and it may not matter where in the world the story takes place.

Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programmes often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items.

News Ideas:

News will come from a range of people and situations within your Club. For example:

- When rider/s are selected for State , National or International event.
- Upcoming Club/Zone Events (for local media)
- When an athlete, official or volunteer achieves long service recognition.
- When an athlete, official or volunteer is rewarded for safety, courtesy or service.
- When a new initiative is implemented.
- When an association is extended or new piece of equipment acquired.
- When an athlete, official or volunteer is promoted ie. an umpire is accredited, a volunteer is elected to the board, an athlete receives state/national selection.
- When a record is broken ie. membership numbers.
- When you host an unusual or important visitor or event.
- When you provide help in an emergency.
- When you participate in an exhibition or parade.
- When you hold an open day.
- When you receive sponsorship or grant.

Please see the accompanying templates and sample releases:

- Blank template for an upcoming event
- Sample for an upcoming Event
- Sample for follow up to an Event
- Sample for Club's success after an event