



Media Assistance Pack

The information in this Media Assistance Pack is intended to help and guide you with gaining exposure and coverage through the media. Whether you're a sailor, Club or Class Publicity Officer, Team Manager or regatta organiser there should be something in here for you.

Make a Plan

When man power is stretched media, promotions and PR can be one of those tasks that is pushed down the priority list, however it's crucial to remember its importance.

It is a good idea to allocate the job to someone who has the right skills and to make a short written media and promotions plan. Map out some achievable goals, put your plan into action and learn from the results (for next time) what is effective and successful for you.

Media Contacts and Building Media Relationships

Take some time to create a list of key media contacts who you believe will be interested in your news.

Think about newspapers (local, regional and national), magazines, television networks, radio and the ever increasing list of on-line media channels. Email addresses and telephone numbers for the Editor, Sports Reporter or newsdesk are often available on-line or by making a quick phone call.

The more you know about what they need the more chance you will have of gaining coverage...

- Know their audience
- Know their style (ie. what sort of stories they run)
- Know their deadlines
- Follow up – be consistent and deliver

Contact the Yachting New Zealand Communications Manager if you require help or advice with this and remember to include media@yachtingnz.org.nz in your distribution list.

What is a Media/Press Release? How do I write one?

A media release (also known as a press release) is a written communication designed to be sent to members of the media to inform them and encourage favourable coverage of your Club, event, result, sailor or team. Using the standard or typical format, and writing style, for your media release will increase your chances of media coverage.



Common format (use google to find media release examples and templates)

- Date
- Headline
- Introduction – the first sentence or two which covers the WHO, WHEN, WHAT, WHERE and WHY
- Body copy – expanding on the story and often including quotes from relevant individuals. This is usually around 300-500 words.
- Media contact information – you need to let the media know who they can contact for more information. Include name, phone number, email and the person's title/position if appropriate.

A media release should be supplied either as an attached word document or as text within your email.

Attaching one or two high resolution digital images, if you have them, is also a great idea – but be sure that you have the permission of the photographer.

A series of media releases (as opposed to a one off) might be appropriate if you are covering an event. One or two lead-up releases will prepare and alert the media, and then regular updates (preferably daily) throughout a regatta will give the media the complete picture.

What is a Media/Press Kit?

A Media Kit is a collection of promotional information about an event, club or class, sailor, team or boat which can be made available (and directly distributed) to media assist them and to encourage coverage. It is typical to prepare a media kit around an up-coming event or a pre-arranged press/media conference announcement.

A media kit would often include...

- Backgrounder with historical information on the event, team, sailor or Club
- Fact sheet listing specific features or statistics
- Biographies of key sailors, teams, boats or entries
- Photos or other images (high resolution) relevant to the topic
- A press release/media release with the current news angle
- Media contact information for an appropriate spokesperson



Your own Website and Social Media

A well-designed website which allows visiting media to easily find the information they want is another tool to aid your promotions. Don't forget to publish your media releases on your website and share them through your social media networks.

On-camera Interview Tips

If you get the opportunity to promote yourself, your Club or your event in a television interview then it is a good idea to be prepared. Here are a few tips...

- Prepare in advance some short and easy to recite 'key messages' – the average tv sound-bite is just 7 seconds long
- Focus on and keep steady eye contact with the person asking the questions (not the camera)
- Your appearance reflects how you are perceived – take a minute to check how you look and are displaying the right sponsor logos
- Take off your sunglasses and turn off (or silence) your mobile phone



Other resources

- [Check out the Marketing and Promotion information in Sport NZ's on-line Club Toolkit here.](#)