

## **Working with the Media**

The media is an important tool for advertising your event. Media personnel usually have several requests to cover a variety of events. Providing them with useful and timely information is important and will reflect on the amount and type of coverage your event will receive. Work in conjunction with the Skate Canada Manitoba Publicity Chairperson to get appropriate information out to all available media sources.

- Two weeks prior to the event send a fax to available media sources announcing the event, date, location, highlights, etc. Be sure to provide contact information including information for the Skate Canada Manitoba office.
- Three days prior to the start of the event confirm by fax event information with available media sources.
  - Research the possibility of any interesting stories at the event (local athletes, special achievements, etc.).
  - Provide information on 1 or 2 athletes of interest for possible feature stories. Include a list of attributes, activities on and off the ice, when they will be skating, etc.
  - Provide a schedule of events noting key events at the competition.
- Make arrangements for passes for media personnel.
- Meet and greet any media personnel attending the competition and assist them with any requests.



## COMPETITION PROMOTIONAL TIPS

Below are some tips that might help you promote your skating competition

1. Develop a press release (sample provided) and distribute it to the local media. Please forward a copy to Skate Canada Manitoba- fax number (204) 925-5924 for approval prior to distribution. Items to include in the press release are:
  - Competition name
  - times, dates and location of the event
  - number of skaters expected to participate
  - skater names of note
  - ticket information and sales to date (if applicable)
  - qualification process from this event to the BMO Financial Group Skate Canada Challenges, BMO Financial Group Canadian Championships and BMO Financial Group Skate Canada Junior Nationals, STARSkate Nationals: Skate Canada Manitoba STARSkate Provincial Championships
2. Distribute posters in prominent places throughout the community and surrounding area. Display at fall registration when possible and make tickets available for purchase. (If producing)
3. Follow-up with the media before the event. ( I would suggest that the first of 2 media releases be sent out 3-4 weeks prior to the competition date. The second media release should be sent the week of the competition) Contact your local media to see what information that they may need to cover and promote your competition. Invite The media to attend and arrange a meeting place for them to speak with an organizer, make sure that they are granted access to the competition free of charge (if TV or print with a Photographer – make sure that they know where they can go and film {Must Check with the Technical Representative on this}, provide them with a copy of the results, if available at the time). Host a media conference. (Dependant upon size of competition and location)
4. Send the local media the results of the competition, as well as any photos, immediately after the event.

# ***SAMPLE ONLY***

**This press release MUST NOT be copied in its entirety.**

Media Release (1)

PORTAGE LA PRAIRIE HOSTS  
BMO SKATE CANADA (SECTION NAME) SECTIONALS (2)

For Immediate Release  
Portage la Prairie: (insert date) (3)

Portage la Prairie will host the BMO Skate Canada Manitoba Sectionals, November 9-11, 2000 at (arena name). Two hundred skaters, aged 7 to 18, from throughout the province are expected to participate. The top four in most categories will go on to compete in the BMO Skate Canada Challenges, the qualifying competition for the BMO Canadian Championships and BMO Skate Canada Junior Nationals. (4)  
(5)

The BMO is title sponsor of the Skate Canada Sectionals for the 8th year. BMO support is significant in that it means extra funds will be available to help offset the cost of staging this competition. Sectional Chairman, Jane Doe, stated, "the committee and the skating community are delighted to have the support of BMO."

To BMO, the partnership is an opportunity to build on their existing skating involvement, which includes sponsorship of the BMO Canadian Championships, the BMO Skate Canada Challenges, the Skate Canada Sectionals, CanSkate and Skate Canada National Team. John Smith, Branch Manager of the local BMO said, "BMO is pleased to have the opportunity to help fund the development of young Canadians through a grassroots competition such as the BMO Skate Canada Sectionals." (4)  
(5)

Tickets for the BMO Skate Canada Manitoba Sectionals are available at the (arena name) ticket office. For further information, contact local person, at the Manitoba Skate Club, (306) 222-1234. (6)

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Ref: Ms. Jane Doe (8)  
1234 Skaters Lane  
PLP, MB  
(204) 922-2222



## EXPLANATION OF THE MEDIA RELEASE

1. Heading

A very brief heading as to what this release is all about. Make it catchy.

2. Location of release and the date are extremely important

It is best to send a release on Tuesday, Wednesday, or Thursday, rather than Monday or Friday.

3. Lead

The first sentence or two is a statement of what the release is about and gives more information than "the heading." The lead follows the 5W's policy: who, what, where, when and why.

4. Quote

Always needed in a release to give credibility, as long as it is a quote of substance. A quote entices the media.

5. Body

This part can be expanded with information (such as skaters, special developments, etc.). Something out of the ordinary is newsworthy and interesting, but be careful it does not get too drawn out and lengthy.

6. Note that tickets are available

The media must know so they can inform the public. Also, include the contact person's name and phone number for any possible calls for information on ticket sales.

7. End

When you have finished what you have to say in the release, let the media know by putting "- 30 -." This is journalistic term that is used on all written news information.

8. Contact

The Media Relations or Public Relations officer's name and phone number - for any and all information requests that come from the media.