

Media & Promotion

How the media works:

Metropolitan dailies

- Short deadlines
- Competing with electronic media
- More sensational
- Need for story-telling photography
- Need for up-to-date information
- Issues of State, National, International significance
- More likely to use media release or interview as basis for story of feature

Regional / Country press

- Daily / weekly or multi-weekly
- Issues of local importance, especially rural matters
- Phone interview may be used in collaboration with story
- Need for local photographs

Suburban Newspapers

- Longer lead times than metro dailies
- Generally weekly
- Issues of local importance
- Emphasis on “people” stories
- If media release carefully written, may use as is
- Need for local photographs

Key message:

- What happened / or is happening?
- When did it happen / when is it happening?
- Who is involved?
- Where did it happen / where is it happening?
- Why did it happen / why is it happening?
- How is it happening (if applicable)?

Dealing with the media:

- Be prepared; know their timelines

If they want to interview you:

- Prepare your key message
- If you do not have the answer, say so, and offer to find out
- Keep interview positive, don't emphasise the problems you are facing in regatta preparation
- Answer the reporters' questions, but return to your key message
- Listen to the reporters questions
- Keeps answers short, sharp and to the point
- Be specific: use numbers and facts
- Never speculate or respond to hearsay allegations

The media release:

- Limit the length to one page
- Mention the most important information first
- Use the correct tense eg 'Next weekend see the inaugural running of the Barwon Head.....' or 'The 123rd running of the Dimboola Regatta was held last Saturday....'
- Answer the '5 W's and H's' in the first sentence: who, what, when, where, (+ why and how)
- Use direct quotes from people but check with them first
- Keep information interesting and relevant
- Supply photos or arrange to have some taken
- Ensure you have noted 'For further information, please contact.....' list relevant person and best contact number

EXAMPLE MEDIA RELEASE

Happy Sunshine Regatta
Organising Committee
For Immediate Release

Inaugural Happy Sunshine Regatta this Weekend

The Wodonga Rowing Club **(who)** is holding their inaugural club regatta **(what)** this weekend **(when)** at Lake Hume **(where)** to celebrate their first year of existence. **(why)**.

Rowers will be coming to Lake Hume from around the state from locations clubs as far away as Warrnambool and Hamilton.

Entry is free for spectators and events will be staged at the southern end of Lake Hume at Kirk Park.

Jill Hewlitt, a long-time supporter of rowing in the region said "we are so excited to be hosting rowers from around the state at Lake Hume. It gives the club and the local an opportunity to show case all the venue and surrounding region has to offer."

"52 events will be offered on the program for boat for single scullers right through to eight oared boats. There is a race category for everyone from beginners through to masters rowers".

Another feature on the day will be a wood chop and pig catch which will provide spectators with plenty of amusement.

The Wodonga Rowing Club have arranged a free drink bottle for each competitor generously supplied by Stallwater Drink Bottles who are a keen supporters or rowing as well as other sport in the region.

The event organising committee hope that the regatta continues well into the future and invite any members of the club to join their learn to row programs.

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Further information and photo opportunity contact:
Jill Hewlitt, Ph 0428 999 8750, Regatta Secretary, Wodonga Rowing Club