

HOW TO USE THE MEDIA TO BOOST YOUR CTA

Dealing with the Media

Respect journalist's position: They're under deadline, and need info fast and accurate.

Manage contacts: Develop a system to track each reporter's contact information, beat, deadlines and preferred method of communication. Also ask them what format they prefer for photographs for print and for the web.

Be prepared: Your website, email and press releases should have basic information about your CTA, your website URL, your upcoming events, and your contact info. When appropriate, provide details on available graphics/photo opportunities and interviewees.

What Makes a Good Story

People make great stories, and events provide the timeline and context.

Ideas can spring from:

- Trends among program participants (juniors/seniors/stay-at-home mothers/doctors, etc.).
- Personalities (an individual winner of tournament, family that plays together)
- Human interest stories (how tennis helped someone lose weight, make friends, etc.)
- Business interests (how tennis is growing, a new sponsor/community partner, etc.)

Think beyond the Sports pages: Browse through each section of the Sunday newspaper and brainstorm story ideas that involve your club, your members or exciting developments related to tennis.

Multiple angles: There are usually a variety of angles for any story. The family summer tennis festival could spur community activity stories, business stories focusing on sponsors, and coverage of children's interests.

Event x 3: Strive for pre-event notices in community listings; day of listings in daily papers; and post-event coverage with photos and results.

12 Steps to Writing an Effective Press Release

1. Skip the hype and stick to the facts.
2. Give Who, What, Where, When, Why.
3. Use the Inverted Pyramid—put most important info first.
4. Briefly describe the news, *then* say who announced it.
5. The first 10 words are the most important.
6. Avoid excessive use of adjectives, fancy or stilted language, jargon.
7. Keep it to one page if possible; not more than two pages.
8. Put a date on it.
9. Write a headline.
10. Provide as much contact info as possible, including your website address.
11. Give info on accompanying art (Will send photo, if needed).
12. Proofread it! Especially for names and dates.