

Pitching a Media Release



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Keeping in mind just how many stories are sent to the media every day, it's important to understand how best to pitch your release. These simple steps should help:

- Think local! Your clubs story will most likely be of significance and appeal to the people living in the suburbs surrounding your club. Community newspapers and radio stations which service your area should always be your first contact.
- Included in the Clubs Media Resource Kit is a list of local newspapers, the necessary contacts and the suburbs serviced by the publication. This is a great resource which tells you exactly what paper distributes to your area. Often the generic email address is all that's required
- It's always a good idea to include a very brief, personal note with the media release. This personalises the correspondence and helps to quickly introduce yourself and the context of the release. This should be no more than a couple of sentences.
- Consider the relevance and timeliness of the story. Don't send the release too early or too late. It's pointless sending a story weeks in advance, likewise, an event or achievement quickly loses significance as the weeks pass by.
- Consider that community papers generally run just once a week. It may be worth contacting the paper to find out when their deadline is so you can ensure you send through the release at the appropriate time.
- If the story is 'big' enough, sometimes a phone call prior to sending the release is worth the effort. That way the editor or journalist knows to expect the email and will be more attune to reading it when it comes in.
- Alternatively, send the release and be patient. Please don't expect an immediate reply.
- If you haven't heard from the media outlet after a couple of days, a follow up email or phone call is more than appropriate.
- It's probably worth noting, that unless your story is of state, national or international significance – and is one that will appeal to a large audience base, then the commercial media channels are unlikely to cover your story.
- The Tennis West media and PR team are always on hand, so please reach out if you require any advice or assistance with the writing and pitching of your stories.