



# Tips for Getting Media Attention

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Getting media attention for your high school mountain bike team can be a boost for your program with both short term and long term gains. In the short term, well-timed media attention can help get the word out and recruit both new riders and coaches. In the long run, media attention plants the seed in the minds of younger riders and their parents. With media attention, incoming freshman start high school planning on joining their high school mountain bike team! In addition, media attention is appreciated by sponsors and is a great tool to help gain new sponsors.

## Tips for Getting Press Attention:

- 1) Do comprehensive research for local media outlets, list these outlets and find example publications of each. Outlets include newspapers, magazines, local sport magazines, news websites, blogs and school papers.
- 2) Find related articles and list the authors: related articles include prep sports, all sports, lifestyle, health, outdoor and recreation articles.
- 3) Find contacts for authors, sometimes available online alongside the article, or elsewhere on the website or publication, some publications also have a standard abbreviation for their emails, such as [first.last@newspaper.com](mailto:first.last@newspaper.com)
- 4) Make phone calls to inquire about contact information if the contact is not available
- 5) Send each journalist a note (attach a good team photo if you have one) . . .

Example note: Dear <first name>, I read your recent article title <title of article>. <possibly insert relevant comment about article>. I'm the head coach of the <team name> and thought you would find this new program of interest. If you have a moment, I'd love to fill you in on the details. We have <roster count> boys and girls on the team gearing up for the next big season of high school mountain bike racing.

Team website:  
League website:

Let me know if you'd like to learn more about the program, or even join us for a practice. Either way, I will include you in future press releases. If you'd like to receive league race reports, please contact our league director <league director name>, at <league director email>.

Thank you!

<your name>  
<your team title>  
<possibly list your 'real' job title company>

- 6) Make a follow up call one week later, but additional calls are not recommended. Getting media

attention takes a lot of patience and a yearly check in is likely to be more productive.

- 7) For journalist that respond to inquire about the program, in addition to having basic information available about the team and the league, be sure to have a well established message prepared: what is the main point you want to get across? Have a maximum of three points you want to get across. Example: When first team meeting is. You are looking for coaches. Who the team is open to. Write down your message in advance and use it to follow up, and be sure to keep it around 300–400 word maximum. Be sure to include some photos.
- 8) Send out press releases. Unless requested do not send more than 2–3 press releases per year. Example releases:
  - a. First team meeting, open to all students
  - b. Team prepares for upcoming Opener
  - c. Team prepares for State Championship
  - d. Team participates in Trail Maintenance Day
  - e. Team participates in Fundraiser Ride
- 9) Tips for writing press releases
  - a) Start with a brief description of the news, then who is announcing it
  - b) Connect to your community, keep it simple and relevant
  - c) Make sure the first 10 words of your release gets across the main point
  - d) Avoid excessive use of adjectives and fluffy language
  - e) Stick to the facts
  - f) Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, website address.
  - g) Summarize What, When, Where, Why, Who

#### 10) Example Press Release

##### **Press Release – For Immediate Release**

## **Summit High School Mountain Bike Team to Begin New Season**

### **First meeting for students and parents is Wednesday, September 22<sup>nd</sup>**

Contact: first and last name [email@webaddress.com](mailto:email@webaddress.com) mobile: XXX.XXX.XXXX

City, State–Building upon there successful 2010 season, the Summit High School is preparing for the new season with an information meeting on Wednesday, September 22<sup>nd</sup>. The Summit team, which is open to boys and girls from Summit High School, place 4<sup>th</sup> in the 2010 State Championships in the highly competitive SoCal High School Cycling League. Practice commences on December 3<sup>rd</sup>, and attending the meeting is the best ‘first step’ for both new and returning riders.

Head Coach, Winona Rider, commented, “We’re excited for the new season with so many talented riders returning from a banner season in 2010. Our program is designed to be fun and a great way for beginner riders to try out the sport, the team is growing fast, and we also welcome adults interested in coaching.”

Junior Varsity team member and team captain, Frank Sinatra, said “Riding on the team has been super fun and rewarding, when I joined as a freshman I was a total beginner and never imagined being on the podium. I’m looking forward to being out on the trails and working towards a top-three finish both for myself and the team.”

What: Informational Meeting for the Summit High School Mountain Bike Team

Where: Summit High School, Room 311

When: Wednesday, September 22<sup>nd</sup>, 7:00 PM

Why: Fundraiser for high school cycling in Northern California

Who: Student from Summit High School and their Parents

Contact: Winona Rider, [email@webaddress.com](mailto:email@webaddress.com) mobile: XXX.XXX.XXXX

Website: [www.summitracing.org](http://www.summitracing.org)

### **About the Summit High School Mountain Biking Team**

The Summit High School Mountain Bike Team, founded in 2000, is an official club at Summit High School and hold practices 3-times weekly from December until the State Championships in early May. The team competes in the SoCal High School Cycling League which provides programs to help students achieve both competitive and non-competitive cross-country mountain biking goals and comprises the easiest route for youth to get involved in the life-long sport of cycling. For more information on the team visit [www.summitracing.org](http://www.summitracing.org). For more information about the SoCal High School Cycling League visit [www.socaldirt.org](http://www.socaldirt.org).

<attach 2–3 photos>