

Thoughtful media attention can help recruit new riders, coaches, and sponsors and can help plant seeds in the minds of future riders and parents. Media attention is especially appreciated by your team sponsors. In this new age of social media, traditional press releases are even more important to getting the attention of your local media.

**\*Pro Tip:** Create a team mission statement and a “About This Team” paragraph that you can attach to the end of every press release along with the contact information for your team. Delegate a rider or team parent to compile race results after every race and send them to your media contacts. Get your team riders and parents involved in your team’s local outreach!

### **Tips for Getting Press Attention:**

- 1) Do a comprehensive search for local media outlets. This includes include newspapers, magazines, local sport and lifestyle magazines, news websites, blogs and school papers. Don’t forget online-only news outlets, radio and television stations.
- 2) Find subject-related articles and list the reporters and/or authors. Try to find sports, health, outdoor and recreation focused writers.
- 3) Find contacts for reporters and authors, sometimes available online alongside the article, or elsewhere on the website or publication. Use your local knowledge to reach out to reporters and writers known to like mountain biking and youth sports!
- 4) Make phone calls to inquire about contact information if the contact is not available
- 5) Once you have a complete contact list, create a “Press Release” email list in your email program. Each time a press release is ready, you will be able to send it to this same email list.
- 6) If it is a first-time contact, 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) If you do not get a response, make a follow up call one week later. Additional calls are not recommended. Getting media attention takes patience and a yearly check in is likely to be more productive.

7) Be sure to prepare a well established message to communicate to reporters that respond to your inquiry. In addition to having basic team and league information available, have a maximum of three main points to communicate. Examples: Our first team meeting is on <date>. We are looking for coaches. The team is open to <age, school> Write down your message in advance and keep it around 300–400 words. Be sure to include photos and links to video content if available.

8) Send out press releases. Example releases:

- a. First team meeting, open to all students
- b. Team prepares for upcoming season 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



**NICA**

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 22nd**

Contact: first and last name email@webaddress.com mobile: XXX.XXX.XXXX

City, State: Building upon their successful 2017 season, the Summit High School Mountain Bike Team is preparing for the new season with an information meeting on Wednesday, September 22nd. The Summit team, which is open to boys and girls from Summit High School, placed 4th in the 2017 State Championships in the highly competitive SoCal High School Cycling League. Practice commences on December 3rd, 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 2017. 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 22nd, 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 mobile: XXX.XXX.XXXX

Website: 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>