



SQUASH FOR 2016 DAY

CONTACTING THE MEDIA GUIDE

DEALING WITH THE MEDIA

Local media is most interested in news relating either to the area it covers or people from the area and if it is connected to a topical angle eg The Olympics then it enhances the chances of coverage.

Print media (i.e. weekly newspapers which are often delivered free through your door) is likely to be the main target for any activity you organise around Squash For 2016 Day. However, if the activity is unique or unusual enough, then it may be of interest to regional newspapers, radio – and possibly regional or even national television.

In addition to local media, there will be regional newspapers which cover larger geographical areas. An example of a regional newspaper would be the *Manchester Evening News* which covers a number of Greater Manchester towns.

Once you have identified your target media and took time to find the best place where your story would fit, then it's time to communicate your story. When calling the media you should give a **brief** outline– they are then likely to ask you to send them further information by email which you should do straight away.

If you want your local weekly newspaper to cover an event or story, it is best to contact them at least one week in advance if at all possible as they will put a note of it in their diary – as they may wish to send a photographer if the story is visually appealing.

WHAT'S ON?

Most newspapers carry information about what's happening in the area – often referred to as 'what's on' slots. These are short and simple pieces of editorial which cover the basics about an event and can be sent to a newspaper in the following format:

What: *include name or title for event*

Where: *include name and address of the venue*

When: *include time and date of event*

Cost: *include cost for adults, children, students, OAPs or state if event is free*

Information: *include a contact name and phone number if relevant*



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You may be familiar with the names of local newspapers and radio stations but you might not necessarily have spoken to dealt with them previously.

Take a look at your local and regional newspapers as they often contain information about how to contact them with stories. You can also find contact details for the media with simple internet searches, for example, typing 'local newspaper Wolverhampton' or 'local radio station Devon'.

PHOTO CALL NOTICE

A photo call notice is likely to be most relevant for 2016 World Squash Day activity which can be used to alert the media to visually appealing stories (relevant to print media and TV). They include details of where and when the event is taking place, what is happening as well as contact details for further information.

If a story is visually appealing then a newspaper may send a photographer to capture the event but it is always advisable to take your own photos in case it isn't possible for a newspaper to send someone. Clear, high resolution shots will increase the chances of the photo(s) appearing in print. Other tips include:

- Make the shots visually interesting – use props such as squash rackets and balls
- Variety – take shots at different angles and vary the people included in them to give media a selection
- People – try not to include too many people so the shot isn't cluttered
- Branding – media tend not to like heavily branded shots but it is important to have some branding visible – e.g. have the subjects wearing branded t-shirts or positioned in front of banners or displays

HELP AND ENQUIRIES

If you have any media-related questions about your Squash For 2016 Day activity, please contact Ben Taylor, Marketing Coordinator for England Squash & Racketball: +44 (0)161 438 4316 / ben.taylor@englandsquashandracketball.com

