



How to Prepare a Media Release

1. Heading

A very brief heading as to what this release is all about. Make it catchy.

2. Location of release and the date are extremely important

It is best to send a release on Tuesday, Wednesday, or Thursday, rather than Monday or Friday.

3. Lead

The first sentence or two is a statement of what the release is about and gives more information than “the heading.” The lead follows the 5W’s policy: who, what, where, when and why.

4. Quote

A quote of substance must always be included. A quote from the Competition Chair or Club President entices the media.

5. Body

This part can be expanded with information (such as skaters, special developments, etc.). Something out of the ordinary is newsworthy and interesting, but be careful it does not get too drawn out and lengthy.

6. Note that tickets are available

The media must know so they can inform the public. Also, include the contact person’s name and phone number for any possible calls for information on ticket sales.

7. End

When you have finished what you have to say in the release, let the media know by putting “- 30 -.” This is journalistic term that is used on all written news information.

8. Contact

The Media Relations or Public Relations officer’s name and phone number - for any and all information requests that come from the media.

This media release is an example only and must not be copied in its entirety.

HOST CLUB HOSTS
YEAR SKATE CANADA MANITOBA SECTIONAL CHAMPIONSHIPS

For Immediate Release

LOCATION: (DATE OF MEDIA RELEASE)

HOST CLUB will host the *YEAR* Skate Canada Manitoba Sectional Championships on *COMPETITION DATE* at *ARENA NAME*. Two hundred skaters, aged 7 to 18, from throughout the province are expected to participate. The top four in most categories will go on to compete in the Skate Canada Challenge, the qualifying competition for the Canadian Tire National Skating Championships.

QUOTE FROM COMPETITION CHAIR.

QUOTE FROM CLUB PRESIDENT

QUOTE FROM COMMUNITY VIP

Tickets for the Skate Canada Manitoba Sectionals are available at *TICKET PURCHASE LOCATION*. For further information, contact *COMPETITION CHAIR*, at the *SKATE CANADA MANITOBA CLUB NAME*, *CHAIR PHONE NUMBER* or *CHAIR EMAIL ADDRESS*.

- 30 -

For further information, contact: *CHAIR CONTACT NAME*
CLUB MAILING ADDRESS
TOWN/CITY, MB
CHAIR PHONE NUMBER
CHAIR EMAIL ADDRESS