



Working with the Media

1. Develop a media release (sample provided) and distribute it to the local media. Please forward a copy to SCMB Communications Chair for approval prior to distribution. Items to include in the media release are:
 - Competition name
 - Times, dates and location of the event
 - Number of skaters expected to participate
 - Skater names of note
 - Ticket information and sales to date (if applicable)
 - Qualification process from this event to the Skate Canada Challenge, Canadian Championships, Skate Canada Manitoba STARSkate Provincial Championships
2. Distribute posters in prominent places throughout the community and surrounding area. Display at fall registration when possible and make tickets available for purchase (if producing).
3. Follow-up with the media before the event. The first of 2 media releases be sent out 3-4 weeks prior to the competition date. The second media release should be sent the week of the competition. Contact your local media to see what information that they may need to cover and promote your competition.
4. Invite the media to attend and arrange a meeting place for them to speak with an organizer, make sure that they are granted access to the competition free of charge. If TV or print with a Photographer, make sure that they know where they can go and film (must check with the Technical Representative on this). Provide them with a copy of the results, if available at the time. Depending on the size of the competition and location, you may want to host a media conference.
5. Send the local media the results of the competition, as well as any photos, immediately after the event.