

“READ ALL ABOUT IT”

How to get the most out of the news media



Media 2011

INTRODUCTION:

It's a sad fact of life but it's a fact nonetheless – the media has abdicated its responsibility to gather news. Instead the media - newspapers, radio, TV and now websites – process news. Nothing more, nothing less.

We can bleat, moan, complain and/or ring talkback, but it's not going to change a thing.

Instead of getting MAD, we should be trying to get EVEN.

IMPLICATIONS:

The implication of this 'quantum change' is that if we don't give the various branches of 'the Media' something to process, then we won't get anything in the papers, or on the radio/TV/various websites.

WHAT CAN WE DO ABOUT IT?

The bad news is that if we don't do anything about getting our sport in the papers or on radio and/or TV, no-one else will.

The good news is that if we do do something, chances are that it will be published and/or aired.

Step 1:

Appoint a 'Media Officer'. The person appointed should have a good grasp and understanding of English and have access to a computer.

Step 2

Prepare a media Plan (see Appendix 1)

Delegate the work in the plan to your 'Media Officer'

Step 3:

Before every major event prepare a 'preview' press release (see Appendix 2)

Before you start to stress about what you should write, remember the **K.I.S.S.** philosophy – **Keep It Simple Stupid.**

All you need is a headline and three or four paragraphs detailing the **5 Ws.**

What?

Who?

Why ?

When?

Where?

Then, get on the phone.

Ring up your local newspaper(s) and your local radio station(s). Explain to the receptionist who you are and ask to be put on to the person responsible for sport (on a community paper it will probably be the Editor, at a radio Station it will be the News Editor).

That said, knowing most media outlets these days you will end up talking to a (usually) keen but (almost always) most of the time amazingly non-worldwise 'reporter.'

When you are speaking to them, tell them who you are, what club and what sport you represent and the reason for your call.

Then offer to email him or her your press release.

It is as simple as that.

If he or she welcomes your 'pro-activity' and agrees to run your press release, give yourself a pat on the back – then offer to 'File' a short story with relevant results table (see Appendix 3) on the afternoon or evening of your event.

If the person you are speaking to agrees that this is a good idea give yourself another pat – and be prepared to do some work on Sunday afternoon and evening.

Step 4:

After every event (see Step 3) prepare a brief story and summary of the results (Appendix 3).

Prepare these during the day NOT at the end of the day and file (email or phone) **no later than 6PM.**

Do Not Wait Until Results Become Official – File Them As Provisional.

If you can either take or organise a photograph this should be included

Step 5:

If the result of your work is printed cut out the clipping and file it.

Also send a copy to MNZ's Office.

Dos

Do get on the phone and ask for help – most journalists, news editors, sub-editors etc etc are only too happy to help people who help themselves.

Do be brief – one page is more than enough for most media organisations. (Helpful hint, the opening paragraph should have the name of the event, the day and date of the event and by no longer than 25 words).

Do Type your stories

Do double space the paragraphs.

Do provide a telephone contact number (work and after hours) so that if a journo wants to 'follow up' a story he or she knows who to talk to.

Do keep your word – there's nothing worse than waiting for a story that never turns up.

Do follow up – even if your story either wasn't run or was cut down to two or three lines. Ask why and learn from what you are told.

DON'Ts

Don't start a story with a potted history of the sport or your son/daughter's brilliant prospects. The one thing media people do not have is **TIME**.

Don't start a story with your son/daughter's race (unless it's the main race) Always start with the 'MAIN' race or class – hint start at MX1 or Superbikes and go down.

Don't expect anything – then you won't be disappointed.

Don't hide/lie/or pretend it didn't happen if something bad does. Be up front and professional.

Press Release

For immediate release

21 MAY, 2010(insert the correct date)

If you have a logo, insert it in the top right hand corner.
Select this text box, delete it, and insert your image in its place.
If you don't have an image, insert your name or the name of your club.

Insert your headline here – must not exceed one line

The main aim of a press release is to provide a journalist with quick, easy to read facts and information about a newsworthy event or story.

This is where the body of your press release goes, and the most important information must be in the first one or two paragraphs.

Information such as who, what, when, where and why should all be included in this first section.

Remember that one sentence is equal to one paragraph and all your information should fit onto one page.

Once you have written your release, take a few minutes away from it before proof reading it.

Look for spelling, grammar, punctuation and missing words and it pays to read your work out loud.

Have other people read your release, they will be able to look at it with fresh eyes and may pick up on things you haven't noticed.

Don't make the text too small, your release must be easy to read on a computer screen and when it is printed off.

If you need to send a press release out before you would like it to be in the papers, you can place what's called an embargo on it.

To do this delete the For Immediate Release part, and insert: Embargoed until (insert the date you want it to be released on).

Make the embargo notice red and then send as usual, the media should receive this and keep it on record until the date you have specified.

-Ends-

Images are available on request (only put this in if you have high quality images available)

For further information please contact:

Your full name

Your position (Rider and in what discipline/Event Manager or club president)
A contact phone number (work, home or mobile - you must put one in)
Your email address

APPENDIX 1.

MEDIA PLAN.

- 1) List objectives – i.e. we want some/more/better publicity

we want it for our Championship/club days.
- 2) Find out and list all local newspapers, radio stations/TV Stations
- 3) To this list add names of the Editors/Sports Editors/ person in charge of sport (people to ring).
- 4) Find out all relevant address details, particularly, phone, fax and email.
- 5) Find out copy (news) deadlines – i.e. Sunday evening for Monday morning/ Monday morning for Monday afternoon/ Tuesday before for Thursday/Friday preview etc etc.
- 6) Appoint a 'Media Officer' to coordinate material and take responsibility for preparing 'press release' and liaising with media people.

Appendix 2

KARTSPORT NEW ZEALAND
Media information
For immediate release

10-12-09

GRAND FINAL PREVIEW

ROTAX MAX KART CHAMPIONS GATHER IN EQYPT TO CONTEST GRAND FINAL TITLES

Rotax Max kart champions from throughout the world have gathered at the Ghibli Kart Raceway in Egypt this week to contest the annual Rotax Max Challenge Grand Final.

New Zealand's team of four Gen-i Rotax Max Challenge of New Zealand champions - Ryan Urban and Daniel Kinsman from Auckland, Matthew Hamilton from Christchurch and Paul Dunlop from Dunedin - are almost 216 drivers from 59 countries who have qualified to attend this year's Grand Final, the 10th organised by Austrian-based engine manufacturer Rotax.

Urban and Hamilton are among a number who have contested a Grand Final before, Urban last year, Hamilton in 2001.

Urban won a heat and finished third in the DD2 class Pre-Final last year only to be punted out of the Final early on by the eventual winner.

So far the best finish by a New Zealander therefore, was Wanganui driver Earl Bamber's third place in the Junior Final in 2004.

This year Urban is again contesting the DD2 (two-speed) class along with Paul Dunlop, with Matthew Hamilton competing in Rotax Max Senior and Daniel Kinsman in Rotax Max Junior.

Drivers and their supporters and team members have been in Egypt since the beginning of the week with testing on Tuesday, Qualifying on Wednesday and heat racing starting today (Thursday).

Friday brings the last of the heats in the morning and the repechage races in the afternoon before the Pre-Finals, Finals and prizegiving on Saturday.

Ends

Prepared by FAST COMPANY on behalf of the 2009 Gen-i Kartstars Rotax Max Challenge of New Zealand. To find out more about the annual Challenge contact Ross MacKay on 021 677 919 or via e-mail on ross@fastcompany.co.nz

Appendix 3

KARTSPORT NEW ZEALAND
Media Release
For immediate release

EVENT REPORT

14-02-10

BRAY AND HUTTON CLAIM CIK TROPHIES IN WELLINGTON

Auckland drivers Daniel Bray and Arie Hutton were the big winners at KartSport New Zealand's CIK Trophy of New Zealand presented by Eyede NZ meeting in Wellington over the weekend.

Bray, 22, claimed the Senior trophy with a clean-sweep in the KZ2 class, while defending title holder Arie Hutton fought back to keep the Junior trophy for another year in the top Junior category, KF3.

Hosted by Wellington club KartSport Wellington at its CRC Raceway at Kaitoke in the foothills north-east of Upper Hutt, the three-day event attracted a class field of over 80 drivers including two from Australia.

Heading into the meeting multi-time New Zealand champion Ryan Grant was the favourite to successfully defend his 2009 CIK Trophy of New Zealand title in the KZ2 class. However reigning North Island class champion Bray claimed pole position in qualifying on Saturday morning then went on to win all three heat races and both the Pre-Final (the race which determines the grid for the winner-takes-all-Final) and the Final, the latter from Grant and top local driver Karl Wilson

The 22-year-old spent the past year competing in the United States and he believes racing against some of the best kart racers there has helped him raise his game.

"I knew both Ryan and Karl were going to be hard to beat but having said that I was confident this year I had a package that was as good, if not better, than their's"

Bray won the first two heats from young Bay of Plenty driver Daniel Dufty with Australian driver Matthew Hayes third in the first and Grant third in the second. He then won the third from Grant and fellow Aucklander Richard Moore before winning the Pre-Final from Grant and Dufty and the Final from Grant and Wilson.

Young gun Arie Hutton, the 14-year-old who was second in the KF3 class at the Asia-Pacific Kart Championship meeting at Macau late last year, didn't have quite as dominant a run, but he and his father Robert beavered away with his kart's set-up all weekend before getting it right just in time.

"It was pretty much perfect by the Final," said a relieved Hutton. "Before that we were always trying to make the kart turn a little better and get off the corners better."

Before Hutton's late charge in the Final the weekend looked like being a Bradley Hicks' benefit.

Hicks, also from Auckland, claimed pole position in KF3 qualifying then won two of the three heats, before finishing second to the other heat winner, Cambridge's Andy Schofield, in the Pre-Final and fifth behind Hutton, Schofield, Matt Butchart and Paul Blomqvist in the Final.

In the Challenge Cup support classes New Plymouth driver Alex Geary scored a Daniel Bray-like clean-sweep in Senior 100cc Yamaha Light, with Rhys Tinney winning Junior 100cc Yamaha, and Logan Brown Junior Restricted 100cc Yamaha.

Ends

**2010 CIK Trophy of New Zealand presented by Eyede NZ KartSport Wellington
CRC Raceway Kaitoke Upper Hutt February 12-14**

KZ2

Daniel Bray 1; Ryan Grant 2; Karl Wilson 3; Richard Moore 4; Jason Farnilo 5; Daniel Dufty 6.

KF3

Arie Hutton 1; Andy Schofield 2; Matt Butchart 3; Paul Blomqvist 4; Bradley Hicks 5; Aaron Marr 6.

Senior 100cc Yamaha Light

Alex Geary 1; Phillip Watkins 2; James Gorham 3; Ryan Cappleman 4; John van Bommel 5; Daniel Rine 6.

Junior 100cc Yamaha

Rhys Tinney 1; Jaden Hardy 2; Hayden Pedersen 3; Aaron Marr 4; Harry Wheelans 5; Liam Lewis 6

Junior Restricted 100cc Yamaha

Logan Brown 1; James Webb 2; James Munro 3; Cameron Smith 4.

Prepared by FAST COMPANY on behalf of KartSport New Zealand. To find out more about the KartSport New Zealand 2010 CIK Trophy of New Zealand presented by Eyede NZ contact Ross MacKay on 021 677 919 or via e-mail at ross@fastcompany.co.nz

Editor's note: Hi-res jpgs of New Zealand's top karters are available upon request by e-mailing Ross MacKay at ross@fastcompany.co.nz